



# Logo for SIIC

Deadline: 10.08.2010 23:59 GMT

Brand: s2c  
Sector: Finance & Insurance  
Country: Italy

Category: Design : Logo  
Published: 21.07.10 08:58 GMT  
Budget: \$1 500  
Status: Closed  
Language of Solutions: English, French, Italian, Spanish

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

We are a family-owned Italian start-up acting in the insurance sector, specializing in surety and insurance for the construction sector. We are new on the market but our history is well known by professionals.

Our intention is to grow slowly and to develop a small but reliable network of intermediaries working closely with our team.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We are looking for a simple, light logo able to coexist and well represent the corporate seriousness of an insurance company.

As you can notice our name (SiiC) has a double "i" – we would like you to think of a creative way (using colors or different positions of the to give the impression of only one "i").

You are free to illustrate the acronym SIIC as you like: SIIC - Siic - SiiC - siic or the whole name Surety italian insurance company... Additionally it is up to you if you want to include an icon in the logo or not.

## 3 Step Target Audience

[ who should you influence ? ]

We would like to develop a small network of faithful intermediaries who want to work closely with our innovative company:

- Intermediaries
- Brokers
- Agents

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

**SiiC** is an abbreviation of **Surety Italian Insurance Company**. Seeing that our name is quite long and probably difficult to remember we decided to use SiiC in order to facilitate communication with our intermediaries.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

We are a young but reliable and committed team decided to personally support our clients by offering a complete range of surety insurance products and insurance coverage for construction risks.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Highly skilled and innovative team with client focus, committed to find in a fast and efficient manner the best solutions possible to meet clients' expectations.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

The logo will appear on all online and offline communications:

- Letters
- Mails
- Documents
- Web... etc

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Please note that it is not compulsory to include the full name (Surety Italian Insurance Company) in the logo.

Solutions should be submitted in the following formats: ppt, doc, pdf, jpg.