



# THEORIA | Logo restyling

Deadline: 29.10.2010 23:59 GMT

Brand: Theoria

Sector: Marketing & Advertising

Country: Italy

Category: Design : Logo

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Budget: \$1 200

Status: Closed

Language of Solutions: English, Italian

## 1 Step Brand Builder

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

Theoria is a PR agency born in 1989 to provide services for those pertaining to the world of sport. Today, our core competence is business PR, with additional marketing services as “accessories” to our offer. Moreover we consider social media as a normal extension of today’s public relations therefore we include such services as well.

Whether we’re talking about business decision makers, consumers, journalists, representatives of institutions, opinion leaders or employees, Theoria identifies and develops the right channel, language and tools to enable its client interaction with their public.

[www.theoria.it](http://www.theoria.it)

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Looking to renew our corporate image we want a new logo. The current logo consists of three elements and we will indicate for each of them the work we expect from you:

Logotype - the name 'Theoria' is our 'trademark'. It is recognized by all our customers, and we do not intend to change it. We expect, however, new proposals for the font and the dimension of the text, combined harmoniously with the other elements of the new logo (iconic elements and eventual payoff)

Icon: the spiral should be replaced with a different graphic, depending on the sensitivity of the Creator, and it should be in agreement with the indications of the subsequent step. The graphical sign that will replace the spiral or will take it to the next level, should become a “trademark” that can lend itself to be used alone, in time or in particular cases, as well as paired with “theoria”.

Payoff: forget the current 'Communication Projects'. It is not compulsory to include a payoff in the new logo proposal. However, if you would like to include one, we suggest “Business Communication”. We recommend a short payoff that maintains higher readability even in small dimensions.

## 3 Step Target Audience

[ who should you influence ? ]

We target mainly people occupying positions as Head of Communications, Marketing Directors, as well as Country Managers of multinational companies.

## 4 Step Proposition

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

To be recognized is a must for us. More and more our agency is called to participate to bids along with multinational players. This is why we want to gain recognition in the eyes of our target as an efficient partner, reliable and focused on results. We want to win credibility by communicating our professional and consultative

approach.

## **5 Step** Support

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

Because we make customer satisfaction our primary goal. We are performing and the high client retention rate we have proves it.

## **6 Step** Character

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

- Trustworthy
- Performing
- Results orientated

## **7 Step** Media Plan / Placement

[ where will your work appear? ]

The new logo will be displayed on all corporate materials, website, business cards, documents

## **8 Step** Additional Executional Elements

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

Solutions are expected in the following formats: .jpeg and .pdf.

The winner will be asked to provide the professional format.