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www.hvm.cc
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RE: LOGO BRIEF

1. Type of project? (name)
 - a. Logo design
2. Client name
 - a. HVM Registered Accountants
3. Quick summary of the task
 - a. Logo competition to design and choose a new logo for HVM
4. Detailed description and the scope
 - a. Could contain the following but not limited to
 - i. What design platform?
 1. Any platform can be used from software to fine art or hand drawn
 - ii. Dimensions
 1. Make sure your final version is 1000 px wide x 1000 px high
 - iii. What format must it be exported in
 1. Make sure to supply your final version in pdf and / or jpeg format
 - iv. Colours
 1. Currently the following colour are the main brand colour, but if you can motivate why a different colour set should be used then please do so. Bear in mind that green is our company colour.
 2. Orange: #F47D47
 3. Green: #70BD59
 4. Can also be done in only GREY scale
 - v. Fonts
 1. Here you have freedom to explore any new font, this will be the main component and should be selected with care. Make sure to use a font that will **speak to businesses** and **look professional**.
 - vi. Existing brand or new
 1. HVM is an existing brand with a strong brand presence in the Helderberg and Stellenbosch areas (but not limited to as we have clients in most provinces in SA) – keep this in mind when you design a new logo – see if you **can retain some of the old but bring in a new look for the modern times**

- vii. Is there a reference supplied by the client?
 - 1. See their current website
 - 1. <https://hvm.cc>
- viii. Who will work on the production?
 - 1. You as an aspiring designer will need to produce your best design options and submit it for review. The Winner will receive a cash prize and get their option to be considered by the board of directors as an option for the fresh look and feel.

1st prize = R1 750

2nd prize = R750

3rd prize = R500

- ix. Description with as much detail as possible below:
 - 1. Design a logo for HVM. There are two routes to go here, either design a strong icon combined with a strong font combination the other route is to design a Font logo that uses a font in a creative way to communicate the values of the business. Either option can be considered and should be explored. Keep in mind that HVM does business with middle to large clients. These clients expect to see something professional, modern, and pleasing to the eye. Do not go the general accounting numbers route or to do something that screams accounting. But rather think outside the box and do some designs that communicates further than just accounting. Think core values, think integrity and trust. Think about what is important to the customer to see – speak and discuss with your parents and family (that make use of accountants / auditors) and ask them what they expect to see, and what they think of the accounting word. This will give you good target market guidance to use as a framework. The design can be graphical, hand drawn or any design medium, like pencil or paint – you can create your own font or use an existing font and manipulate it for your purpose. Ideally, we want to see a version on white and a version on a dark background.
 - 2. Bear in mind that HVM is our branding name so that should be present

- 5. Closing date of competition
 - a. 13 June 2024
 - b. Submit to <https://hvm.cc/logo-uploads/>
 - c. Name and surname
 - d. Contact details



Scan me with your camera to upload submissions

Winner will be announced before end of July 2024