

2018 LOGO DESIGN BRIEF



Project name: Logo Design
Client name: Insurethegap.com
Brand: Insureyourbike.co.uk

PROJECT DESCRIPTION

Design a brand logo for Insureyourbike.co.uk.

REWARD

A shortlist of the top three entries will be drawn up. One successful candidate will be chosen from the three and will receive a Curry's PC World voucher worth £500.

The two runners up will each be rewarded with a Waterstone's voucher valuing at £50.

BACKGROUND

InsuretheGap.com was launched in 2016 as a specialist online provider of Guaranteed Asset Protection (GAP) insurance. This product is designed to cover the 'gap' between the cost of a car versus the insurance pay-out should it be written off or stolen.

Having established themselves in the market, they are now looking to offer a new product, providing comprehensive insurance for bicycles.

TARGET AUDIENCE

- Cycling enthusiasts who depend upon their bikes for regular exercise, competing in races or commuting.

TONE/STYLE

- Professional
- Reliable
- Passionate

DELIVERABLES & FORMAT

- A fully responsive logo in a .svg format.
- Use a maximum of 3 colours only.

SCHEDULE

The competition opens on the 1st November 2018. All entries must be received by the 30th November 2018. Any entries received after this date will not be considered. The winner will be contacted shortly afterwards.

Please click [here](#) for further information and to submit your entry.