

MYNAME!SDAN

A PRESENTATION TO:
TRADEMARK

PROJECT BRIEF

Trademark Windows have been in business for over 25 years, helping the glazing trade obtain high quality, UK manufactured windows, doors, conservatories and parts to improve peoples homes and lives.

They are now starting to open their doors to private clients, creating a showroom and a hub for those looking to extend/improve their homes. This is very exciting, and means the brand will have greater exposure.

Although the current logo has some age, it is in fact still 'on-trend', however, this document explores some new, modern avenues the business could take at this exciting time.

Thanks you for the time & opportunity,

A handwritten signature in blue ink that reads "Dan". The script is fluid and cursive, with the 'D' being particularly large and stylized.

WHERE WE ARE...



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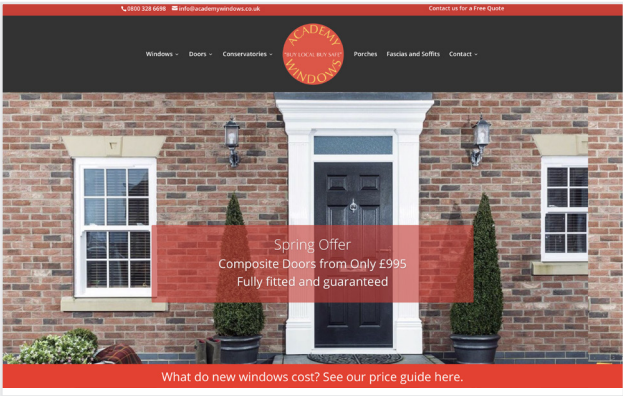
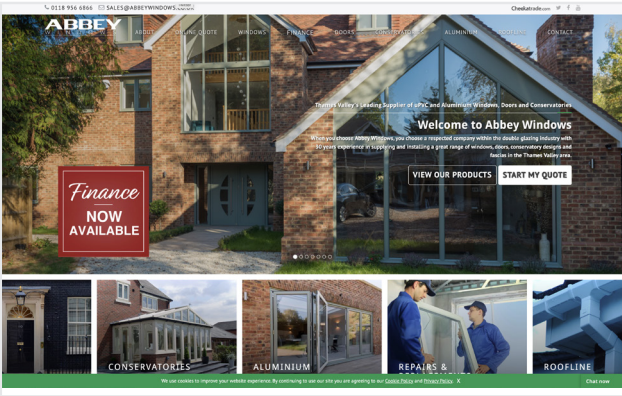
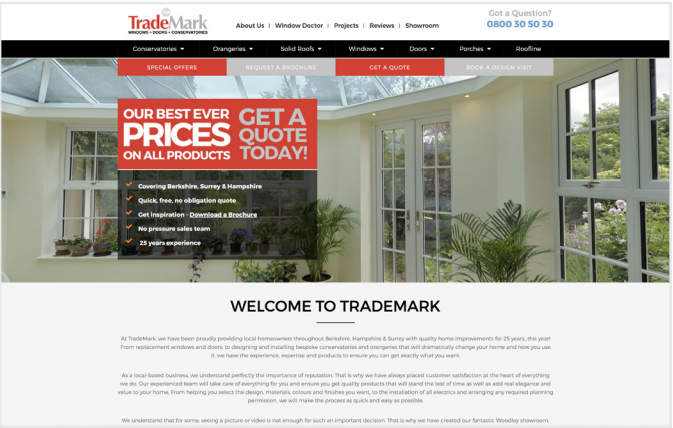






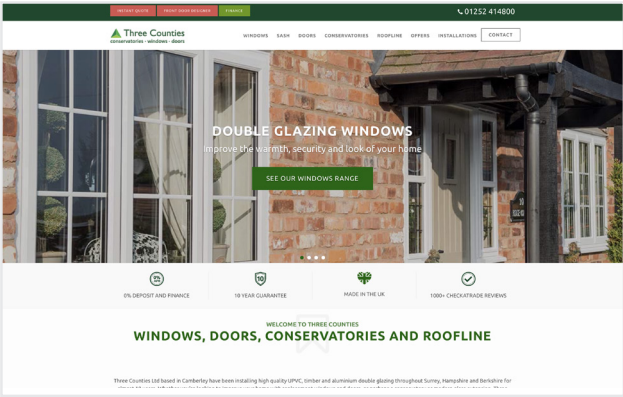
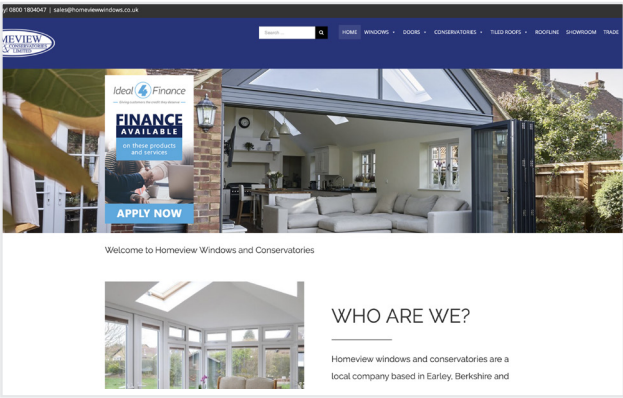
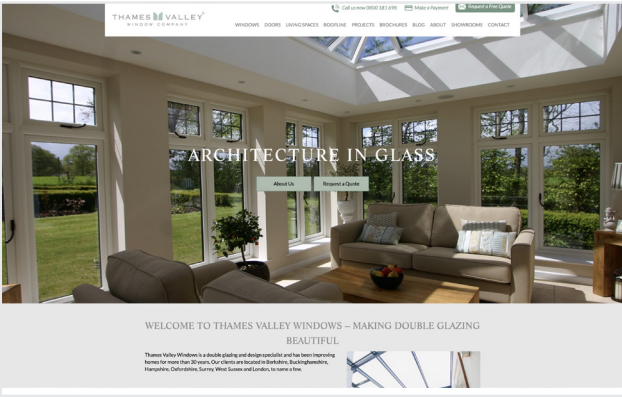
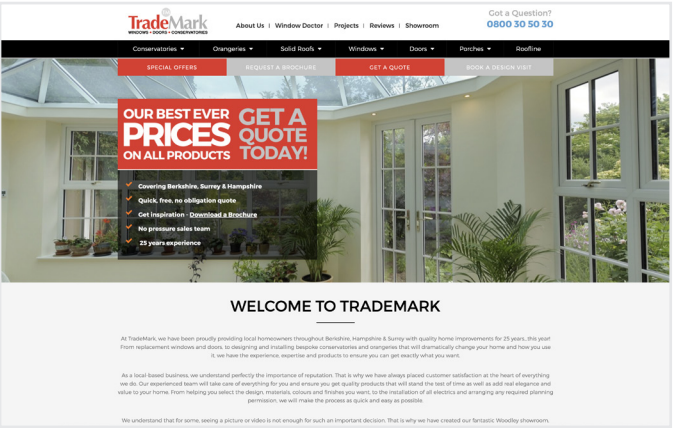
COMPETITOR BRANDS/WEBSITES

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WAITROSE
& PARTNERS

Panasonic

ZARA



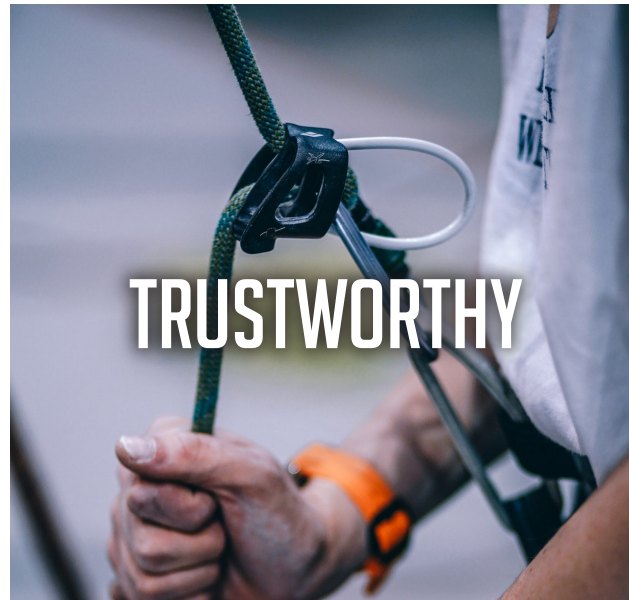
T E D B A K E R
L O N D O N

TOSHIBA





MOVING FORWARD...





John Lewis

JOHN LEWIS
& PARTNERS

Waitrose

WAITROSE
& PARTNERS

Uber

UBER

airbnb

 airbnb

 BLACK&DECKER

BLACK+
DECKER



weightwatchers



REFINEMENT CONCEPT ONE:

THE MARK

The idea of this concept is to create a 'mark' that signals to both business and private clients that anything associated is quality. Using mainly uppercase text and affable colours, this concept is a nice step forward over the current logo.



TRADE**MARK**TM
make your house a home

TM**TRADE****MARK**
make your house a home





TRADEMARK

make your house a home

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make your house a home



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TM

REFINEMENT CONCEPT TWO:

TRADITIONAL QUALITY

For this concept I chose to use a classic looking serif font, this gives the feeling of quality, age and trust. Again, sticking closely to where the brand currently sits, with a refined 'TM dot' in use. One treatment uses a perspective trick as if looking through glass.



trademarktm

trademarktm

tradetmmark

tradetmmark

tradetmmark



TradeMark

BUILT ON REPUTATION

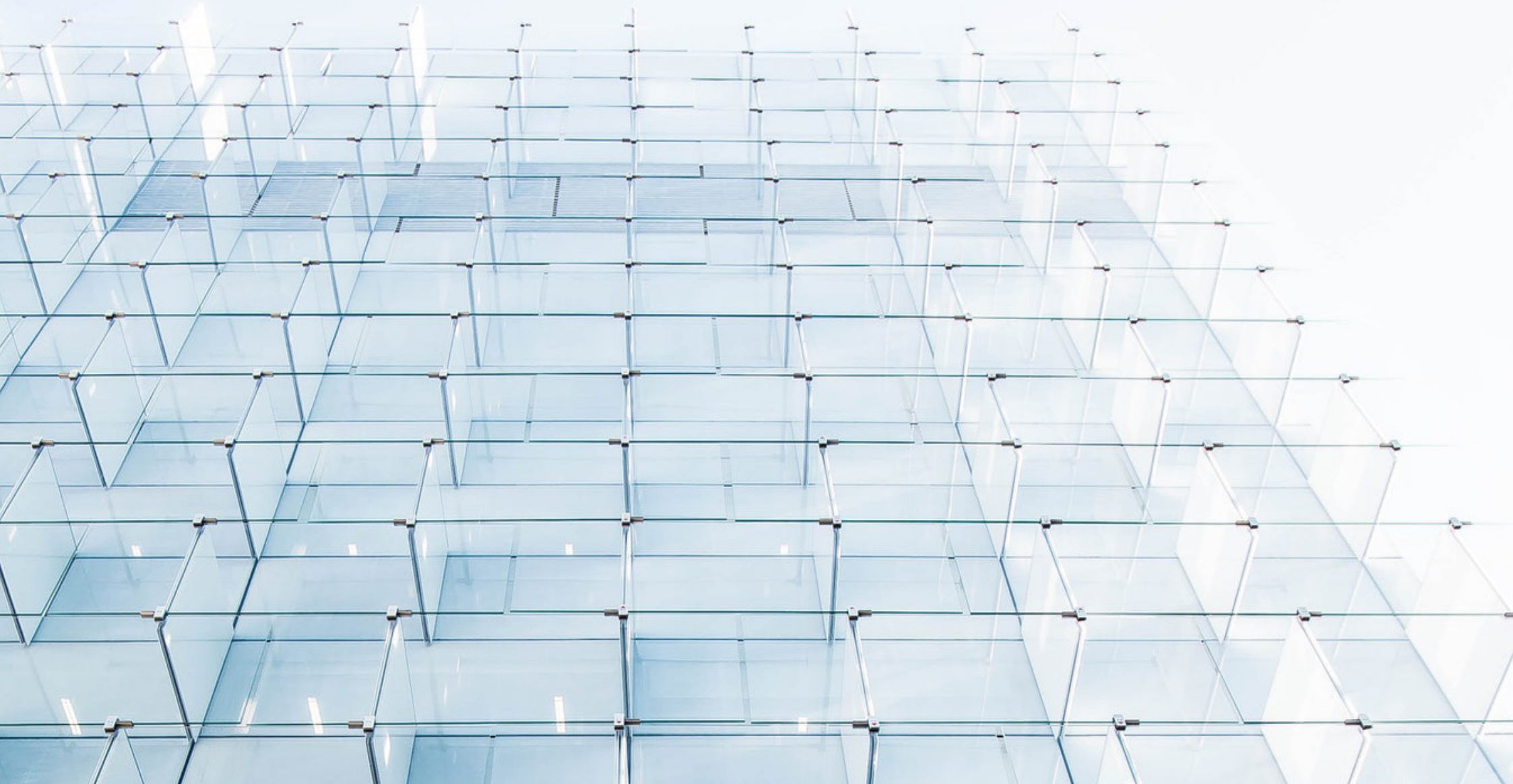
TradeMark

BUILT ON REPUTATION



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BUILT ON REPUTATION

REFINEMENT CONCEPT THREE:

THE DIY ONE

A more contemporary take on the current TradeMark logo using a squared serif font. It uses straight lines and almost looks like the walls on a floorplan. The 'TM dot' on some of these has an off-centre set, to add personality to a 'strait-laced' brand.







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trademark

WINDOWS • DOORS • CONSERVATORIES



NEXT STEPS...



TradeMarkTM
WINDOWS • DOORS • CONSERVATORIES

TRADE MARK

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