



Procure Smart // The Logo



Who are Procure Smart & what do they do?

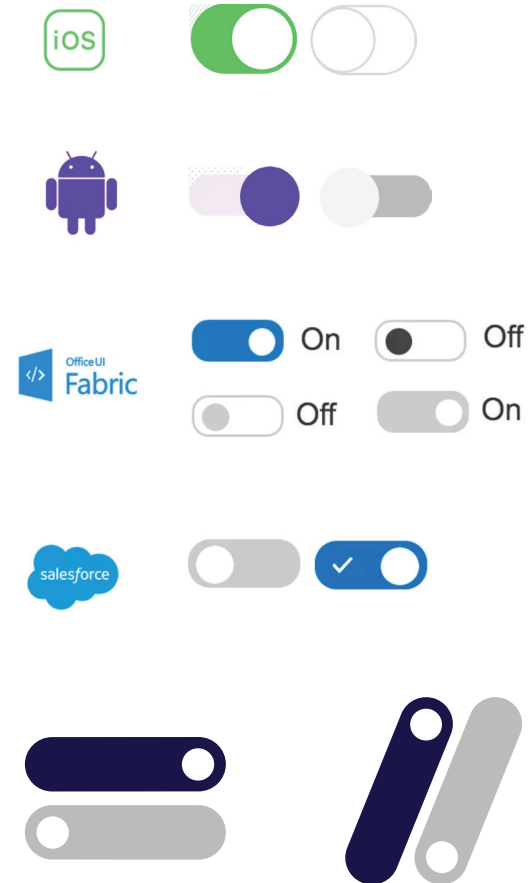
Procure Smart are a brand new B2B service switching provider with a smart future. It's brand voice is more reminiscent of a comparison website than a utilities broker, with language like "switch smarter" and "get smart" alluding to the business' tech related ambitions.

Procure Smart // The Logo

The Logo

Procure Smart needs a logo that not only represents what they offer, a smart service switching experience, but also their tech related ambitions with a fully digital user experience.

The icon is based upon the toggle switch from common digital user interfaces. It represents switching an old service provider off and a new service provider on. The slanted angle of the double switch and the lowercase lettering also represents the form of a URL i.e. <https://procuresmart.com>.



Choosing the colours

There's two key elements to consider when choosing any brand colours;

Aesthetics

Choose colours that work in harmony and complement each other.
Contrast is key for accessibility, legibility and usability.

Emotions

Different colours have different characteristics, what characteristics does Procure Smart convey?
Colours also have cultural references which should be taken into consideration.



Procure Smart // The Logo

Brand Colour Theory

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
<p>MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER</p> <p>BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull</p>	<p>MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL</p> <p>BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET</p>	<p>MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy</p> <p>BRANDS: Cadbury YAHOO! Hallmark Milka Zoopla.co.uk</p>	<p>MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine</p> <p>BRANDS: f Reebok British Gas t GAP</p>	<p>MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safetystable</p> <p>BRANDS: bp Holiday Inn tic tac LACOSTE</p>	<p>MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals awarePURPOSE OPEN ambition</p> <p>BRANDS: intel Blu-ray Disc skype Twitter WordPress</p>	<p>MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social NEW IDEAS FREEDOM impulse motivation</p> <p>BRANDS: Fanta orange Penguin MasterCard bitly B</p>

boutique

Brand Colour Theory

Navy

Trustworthy. Professional. Reliable. Authority. Loyal



Orange

Optimistic. Freedom. Instinctive. Low Cost. Warm. Friendly.



Green

Natural. Growth. Eco. Safe. Prosperity. Conscientious.



Orange vs Green

Accessibility: Both colours provide a good contrast to the navy and earn AAA rating on the WCAG Accessibility Criteria.

Compatability: Both colours are of a similar distance to navy on the colour wheel, meaning both colours compliment navy well. However, the orange provides more vibrance.

Meaning: Orange is culturally associated with low cost, budget brands and is also known for its energy and creativity. Green is associated with health, nature and eco-friendly causes.



Procure Smart // The Logo



In summary

Navy is chosen as the primary colour as it's reliable, trustworthy and professional. Orange and green both work well as secondary colours and either would provide a strong brand identity. However, due to the fact that orange's characteristics are more in line with Procure Smart's i.e. low cost, energetic, and ambitious, I would choose orange as the secondary colour to the primary colour navy.

Maybe green could be used in the future if the company ever decided to focus on switching to renewable energy solutions.



Procure Smart // The Logo