

# Firm Design Profile

Each successful (and well-established) company spends an exhausting amount of time determining how its company should be perceived by its customers. The name of the company, the slogan that is chosen, the logo designed, the colors used, and the layout of their websites speak volumes of words implicitly that thousands of words labor to create. Quite literally, a logo is worth a thousand words. Advertising is worth millions; and like a date, you never get a chance to make a first impression.

As C.E.O of your firm, you are going to make these first, essential choices about how your firm is viewed. You are being provided with a name for your company. What your company does, how it does it, and what it looks like is up to you. While the class is preparing their applications to apply at the firm you control, you must prepare WHAT your firm is about. Please fill out the following information so that the members of this class can create a logo that matches your own expectations.



**Name:** Pyramid

Art Style/inspiration

Clean, reliable, "handyman"  
Think construction show;  
orange, blue, = sturdy

Body Text- Avenir

Headers-Tahoma

Secondary Fonts

Fonts

Reliable, affordable,  
simple, efficient, family  
(at this company, we  
are all equals)

Tone

Type of Website

Construction company;  
company information  
website informing  
customers and possible  
employees

Trustworthy, reliable,  
uncomplicated

Diction

Primary Color

Orange  
#F6A105

Secondary Color

Blue  
#59ABB6

Color Pallet

Orange  
#F6A105  
Blue  
#59ABB6  
Darker Orange  
#E76312  
white  
(#FFFFFF)  
black  
(#000000)

Middle Age Adults,  
all gender, business  
owners and landlords

Demographic  
Age, gender

Middle income, landlords,  
people looking to build  
offices or other similar  
projects

Income, Education,  
Lifestyle

No account, but form for  
customer contact and  
possible hires contact

User information needed,  
accounts, access etc.