

## WA4: A simple logo and branding strategy for a startup-ServiLink



The logo features a friendly worker icon holding tools, paired with bold, clean typography and an earthy color palette.

- **Symbol Meaning:**  
The illustration of a professional worker represents trust, readiness, and skill — the human touch in every service.
- **Typography:**  
The bold sans-serif font conveys confidence, stability, and approachability.
- **Color Scheme:**
  - **Brown-Orange Tone:** Symbolizes warmth, reliability, and hands-on craftsmanship.
  - **Light Background:** Reflects cleanliness, simplicity, and transparency.
- **Overall Mood:**  
Warm, grounded, and professional — matching the brand's promise of dependable home solutions

## Branding Strategy for ServiLink

### 1. Brand Identity

- **Name Meaning:** “ServiLink” blends “Service” and “Link,” highlighting the startup’s goal to connect people through reliable service networks.
- **Tagline/Slogan:** “Your Home Our Responsibility.”

- **Brand Values:** Reliability, Connectivity, Innovation, and Customer-Centricity.

## 2. Target Audience

- Homeowners and businesses seeking reliable local services.
- Independent professionals and small service providers looking for visibility.
- Urban and semi-urban customers who value convenience and trust.

## 3. Brand Personality

- **Friendly yet professional** – approachable but dependable.
- **Tech-savvy** – uses innovation to simplify service access.
- **Customer-focused** – prioritizes transparency, feedback, and satisfaction.

## 4. Visual Identity

- **Color Palette:**
  - Blue – symbolizes trust, reliability, and technology.
  - White – stands for simplicity and clarity.
- **Typography:** Clean sans-serif fonts to convey modernity and ease of use.
- **Logo Usage:** Maintain clear spacing and use on digital and print media consistently.

## 5. Marketing Strategy

- **Digital Marketing:** Leverage social media, SEO, and app-based ads to increase awareness.
- **Partnerships:** Collaborate with local service providers and community groups.
- **Referral Programs:** Encourage user engagement through loyalty and rewards.
- **Public Relations:** Highlight stories of successful service connections.

## 6. Brand Experience

- Easy-to-use website and mobile app.
- Quick response and transparent feedback system.

- Regular user engagement campaigns to build long-term loyalty.

## **7. Long-Term Vision**

To establish ServiLink as a trusted one-stop digital service hub connecting people with reliable providers, ensuring convenience, efficiency, and satisfaction.