Design brief for **Paul’s Advanced Driving Services**

I am the process of setting up a small driving instructing school and am looking for experts to help me with the generation of a logo as an independent school rather than from the franchise I have been with previously.

As well as a DVSA Approved Driving Instructor I also provide photographic services to other driving related businesses.

Please be aware that as an ADI there are large amounts of the time I will be unable to answer the phone but do check texts and emails after each session so written communication may have to be the main method. The exception to this is Fridays.

Looking for a modular Logo to allow the use of separate parts on various media:-

1. The side of the car in various locations mainly door panels (3 door)
2. The headboard
3. Business Cards
4. Social Media particularly Facebook
5. Web site (domains already registered are passwithpads.co.uk and padsdriving.co.uk)
6. On clothing e.g. fleece, polo shirt etc.

The abbreviation “PADS” is already in use for our personal photography website (padsphotography.co.uk).

Initial idea was to utilise the commonly recognised “P” plate (or Provisional Plate) from Australia with perhaps a modern twist instead combined with the PADS abbreviation.

The P is normally green on a white square of a similar dimension and style as the UK “L” plate By utilising white squares as a background it would be suitable for use on most coloured cars (bar white - which I would not buy for teaching in) by the background being clear. Associated lettering colour could be changed to suit the car colour. Current car is a red Ibiza 3 door.

The white squares could be produced via cut outs (negative) in a coloured vinyl so the top box can be matched to the car colour rather than being just plain white.

The size of the headboards used places limits on the ratio of height to width in order to maintain readability from a distance. Typical headboard dimensions for graphic artwork are 500 x 190mm

Initial ideas are in following document. These were produced using the free fonts “Rekoner” and “Alcubiere”. These can be supplied if required.

Other suggestions are welcome.

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