THE BRIEF FOR LOGO DESIGN
New brand: Mover Systems

Summer 2021

The main objective and the underlying tasks

OBJECTIVE

*The objective is to create a logo and a visual concept for a new brand, **Mover Systems.***

THE EXPECTED OUTPUT

- **Logo**
  Provide a range of logo concepts reaching from one end of the spectrum, where the logo is closely affiliated to the current Mover-logo and to the other end of the spectrum, where the logo is something completely different from the current Mover-logo (no association at all) – and then of course concepts placed in between this range (some associations to the current logo, but still quite different).

- **Visual concept**
  Develop a visual concept emanated from the new logo. Something that can be intelligently unfolded throughout our website, marketing materials, print, letterhead etc. (Such as Stripe using stripes and the diagonal cut as their visual concept; Deloitte using circular motifs in their visual concept based on the dot in their logo; and Zendesk reducing the logo to simple shapes used across all branded surfaces).

DESIGN LIMITATIONS

- **Color**
  The logo color should somehow include mint (#75CEBA)

- **Associations**
  The logo must imply that we are a tech business that solves highly complex logistics with machine learning, automation and consultancy. The concept of "logistics" is not limited to transport of goods in vehicles but also applies to logistics in more general terms such as planning and organizing.

- **Core value proposition**
  The logo and the visual concept should highlight the two primary benefits of our brand: **#1: Optimization** (functional), we automize to optimize and make our clients more efficient = reducing their waste of time, money and resources. **#2: Premium customer experience** (emotional and functional), we make software with our users in mind. It is simple and easy to use. Simplicity is key.

- **Animation of the logo must be thought of**

- **Design principle**
  Simplicity and minimalism is important. Communicate effectively and be memorable without complicating things. Symbolism is important (like many of these). Logo cannot only be icon – should include wordmark.

The corestory of Mover

We believe that we can make the world slightly better by levelling up the industry of logistics through cutting-edge technology.

Our story
Mover was born out of impatience. An urgent, yet simple task, to have a dinner table delivered on the same day, turned out to be a real headache. This was back in 2016 where smart logistics wasn't a standard. We could do better. So we made it our business to give everyone – people and companies – access to easy and reliable logistics solutions by placing technology at the heart of our services.

How we move
At Mover, we combine technology and transportation to make logistics more transparent, efficient, and sustainable. This unique combination translates into competitive advantages for our customers and better experiences for private consumers.

Our cutting-edge technology is the enabler for smarter logistics, while our transportation services handle thousands of daily deliveries. In other words, we drink our own champagne.

What we do and who we serve
Mover is much more than transport – we are techies that think like analysts and act as trusted advisors. We offer logistics solutions, cloud-based Transportation Management Systems, and consulting. We manage a large fleet of professional, certified, and experienced contractors, and we work tirelessly to improve the reputation of the industry by providing a strong framework for orderly and sustainable conditions for the drivers in our fleet.

While much has changed since we took off in 2016, our mission remains the same: to improve customer experiences and reduce waste — in every sense of the word. By doing so, we can do our part to make the world slightly better and contribute to a more sustainable and transparent industry of transportation.
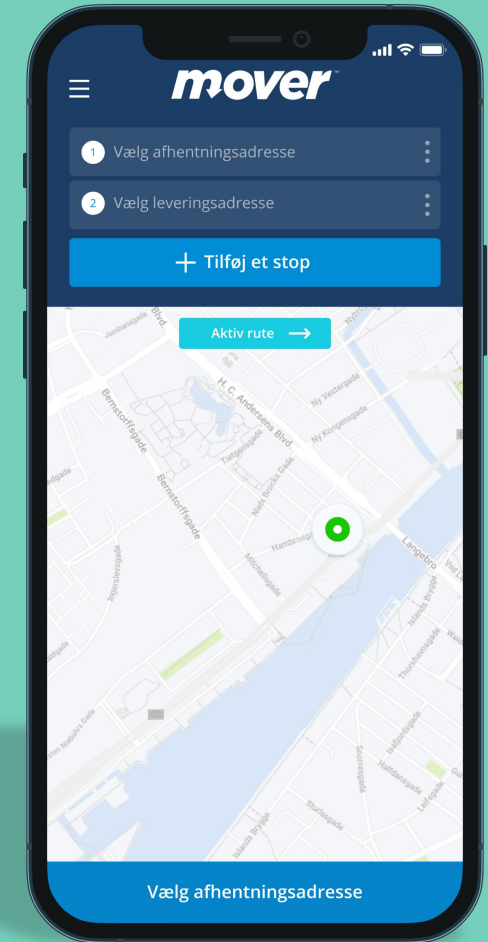
Mover will split into two brands

Background explanation (our heritage)

Mover was originally founded on the idea of Uber – using technology to connect buyers and sellers. But instead of transporting passengers, Mover would transport goods on demand at a lower price by connecting available drivers with people who wanted to have their goods sent from A to B. This was in 2016. Much has changed and so has Mover's business model.

Today, technology is at the core of our business. We don't own a driver fleet, but we manage a fleet of certified and experienced drivers. We differentiate from competitors by being digital first. Our technology optimizes routes, harness excess driver capacity and provides our business partners full transparency and control of their logistics. Ikea is an example of a company using Mover's cloud-based Transport Management System to manage their own fleet.

Brand split up

Now we have decided to split the brand into **Mover Transport** and **Mover Systems**, whereas Mover Transport will stay as is today, while Mover Systems will be a completely new brand with one single focus – our tech platform (logistics management system with off-the-shelf software). It will be a pure SaaS-brand targeting B2B clients. Our customers can be of all sizes. Ikea is an example of a company that uses our logistics platform, but we also have smaller SaaS customers (read more about our SaaS product on our [current site](#)). Mover Systems primarily employs backend and frontend developers, engineers and process consultants – thus also a pure tech employer brand.

Our tone of voice

The Mover voice is Casual, Clear and Cool.

Minimize complexity and reduce confusion – just keep it simple. We adjust our tone according to the emotional state of our recipients and the contexts our communication appears in. We can be serious and professional but mostly we are laid-back and casual. We are not machines, nor lawyers – we are ordinary, but geeky, human beings that use emotional and personal language to connect with people – our customers, colleagues and competitors . We love humor, but we only use humor when appropriate – let's not force it. Our humor is always including, intelligent and subtle – not smartass, arrogant nor mean.

When writing, keep this in mind and you'll be good

- Use active voice – avoid passive voice
- Use positive language – avoid negative language
- Keep it short (write as if your reader needs to go to the toilet – don't keep her waiting)
- Use metaphors and anecdotes to emphasize your point and make it memorable (just like above)
- Be the expert, but don't patrionize
- Keep it casual, clear and cool – or just keep it simple.
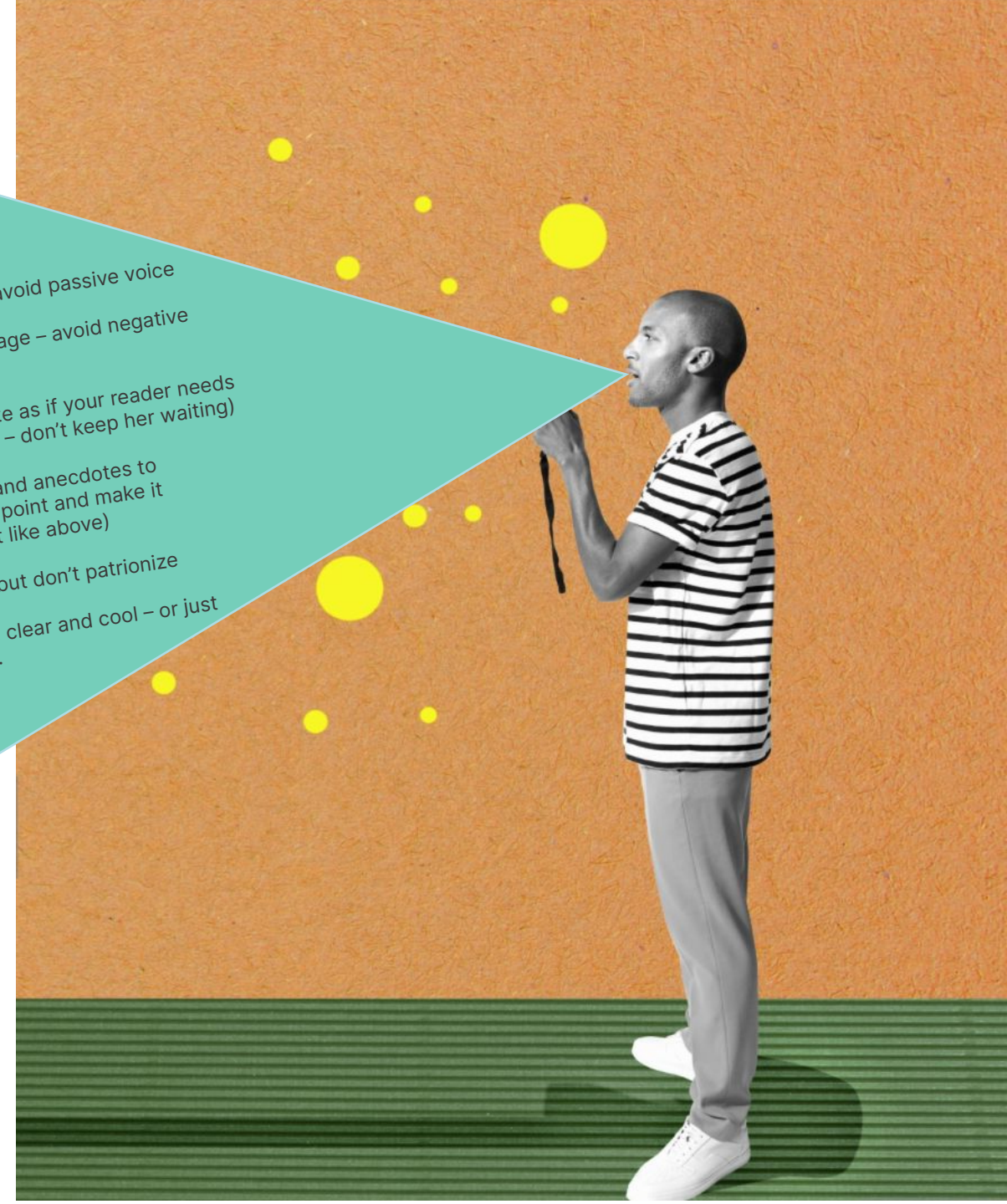
Our personality and the emotional impression we want to make

OUR PERSONALITY	ASSOCIATIONS	DESIGN PRINCIPLES
Aspiring/visionary	Tech-savvies	Clean
Energetic	Smart logistics	Minimalist
Professional	Disrupters	Modern
Cool	Human	Quality
Entrepreneurial	Warm	Functional
Self-confidence	Innovative	Balance between masculinity and femininity
First-movers	Global with a Scandinavian heritage	Uncluttered
Honest	Pioneers	Casual
Ambitious		Distinct (without compromising with aesthetics)
Curious	**Brands we look up to (visually):**	Human (warm and personal)
Inventive	Pleo.dk	
Bold	Zendesk.com	
Young (but mature)	Ortec.com	
Determined	Lunar.dk	
Can-do attitude	UNDO.dk	
Constructive (solution-oriented)	Stripe.com	
Masculine with a feminine touch	Netlight.com	
Intelligent		
Trustworthy		

Our primary buyer persona

"Digital Dennis"

Description:

A frontrunner within digital solutions for logistic/warehouse optimization, who is not afraid of testing new approaches and tools to succeed. He has a great interest in gadgets and apps and often occupies the position as COO, Logistics Director, Warehouse Operative or Supply Chain Director - especially within Grocery companies or companies from the Retail, Wholesale & Distribution industry (+100 employees).

Internal notes

Roles: User, Decision maker

Goals: With a digital mindset, he seeks to make transportation/delivery a competitive advantage to the business (increasing speed, customer experience and transparency) while also reducing costs (price). As a tech-savvy, convenience and quick response time through an easy and user-friendly platform is a must to him.

Challenges: Against his will, he tends to work with analogue solutions for logistic, and the existing business-as-usual culture in the company makes it difficult to change "ways of working". They need to differentiate themselves from their competitors in creating unique customer experiences (focus!), but his main challenge is to make the business case for Mover due to the legacy of doing business-as-usual. Thus, he lacks the right sales-arguments that resonate with the executives to choose Mover over existing logistic solutions providers.

Demographics

Age: 30-50

Income range: +60,000 DKK / month

Education: MSc in Logistics and Supply Chain Management, Master of Science (MSc)... or similar

Story

He is passionate about gadgets and has a genuine and broad interest in technology and trends. He seeks inspiration from channels such as LinkedIn/Facebook (social media), newsletters around transportation (scm.dk), other industries that are more digitally drive, and "Word of mouth"/networks.

His mantra is: "You'll never get in front by walking in others' footsteps".

mover™

CURRENT LOGO DESIGN

mover

Current logo variations for Mover Transport

Applications

TMS Platform

Track & Trace

Driver app

Distribution Center app