

Logo Creative Briefing

THE CLIENT: INTRYG Printing Press

Their Backstory: The company started with three friends out of a garage - Intryg now is a large scale printing press with international clientele. They have an in house creative department in case the client needs products to be developed as well as printed.

Overall Mission: To produce high quality and well developed printed materials, with unmatched service and communication.

Brands Voice:

Intriguing
Honest
Speed
Efficiency

Requirements of Logo: Company is open to branding colors, however their current brand is based on Black, Grey and Green.

Must be strictly type based (no stand along graphics wanted or required).