



**DATE:** 14 February 2003

**CLIENT:** Villtruck

**PROJECT:** New Villtruck Identity - Stage 1

## VILLTRUCK

Hi John,

On the two following pages are a couple of ideas and variations for you to consider in regards to your identity. I thought I would have a fair bit of trouble trying to come up with a quality design for a truck sales company but I actually really like the preliminary stuff I've done so far and am getting quite excited about developing another couple of ideas. and presenting them to you. I'm hoping that what we end up with is something that will really sets Villtruck apart from the pack.

I'll be sending you more designs this evening. In the meantime consider the designs on the next two pages. I hope you find something in them you like.

John





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### LOGO DESIGN ONE

If this logo seems familiar it is because I've tried to base it on generic motor vehicle badges like Ford, Peterbilt and Riley.



### LOGO DESIGN TWO

A variation of the logo above with a different treatment of the 'enamelled' background.



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## LOGO DESIGN TWO

This logo is a basic sturdy image which is meant to suggest reliability, ruggedness and honesty. I've attempted to take the honesty idea a step further and extend it into a complementary graphic which is all the little trucks lined up beside the logotype. This says clearly 'We Sell Trucks'. I envision strips of these little images being able to be used across the top of letterheads or even across the back of a company vehicle. This treatment is supposed to be colourful and impressive. It implies range and technical knowledge (as the images are similar to technical drawings). If used in vehicle livery it would, hopefully, cause a 'double-take' response in people seeing the decals.



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