

Logo Design Brief

Company Name

Our incorporated Company name is Marlin Transport Limited. We also trade under Marlin International, Marlin Distribution Systems, Marlin Warehouse & Storage and Marlin 3PL.

Company Bio

Marlin Transport Limited was founded in 1974 and is proudly 100% NZ owned and operated by the Ellis Family. Marlin initially started as a cartage Company, moving general freight within the Auckland region. The Company has organically grown to include International Freight Services and 3PL (Third Party Logistics) Warehousing; a fully integrated logistics solution.

Our current logo has been with us since the late 90's. We are in the process of updating our technology, processes and website, and would like to freshen up our logo. Even though the name "MARLIN", and the current logo for that matter, makes you think we are involved in fishing, we don't have anything to do with fishing, we don't even own a boat! The intended name was going to be MARIN but there must have been a typo on the application form.....

Target Audience

The majority of our customers are blue chip clients, multi nationals along with local NZ Companies, with whom we have been fortunate enough to have long standing relationships with. We do not have sales reps, traditionally obtaining business organically and through referrals (word of mouth). We do not advertise or have any billboards on our buildings. This has worked in the past as we have had enough business and by keeping a low profile we have not attracted the attention of our competitors.

We are wanting to attract new clients to facilitate growth as we move into a new era. We want our brand to be recognised and associated with being an innovative, service driven, professional yet personal business.

Colour and Font Preferences

Our current colour scheme is a black background and the logo has silver, purple and teal (Current PMS Colours 321C, Cool Grey 5C, 269C). Our vehicles, uniforms and business cards are black.

We are open to suggestions with the colours – add a subtle hint of something else or subtract. We would still keep the black background as the majority of our fleet are Mack trucks and we are known for our "Black Macks". Our current font is Handel Gothic. We find this to be very outdated and hard to read. We would like a simple yet stylish, modern font that is easy to read.

Look and Feel

The logo should feel very modern, minimal, serious and subtle. We are open to the logo with or without the "Marlin fish". We do not have any affiliations with Marlin/Fishing/Seafood!

As we operate under a few different divisions (International/3PL/Warehouse & Storage), it would be great to have the one logo that we can swap out the division names and maybe have the division names in different colours. Something that aligns all of the divisions but lets them stand out on their own.

The next generation of the company are interested and concerned in image and design but are still respectful of traditions. We are ideally looking for a blend of the two concepts.

Timing

We would like to have a finalised logo design within the month.