

THE COMMITMENTS LOGO

The Commitments are a guarantee to customers. The logo was developed to reference a guarantee stamp and a branding iron and to tap into the feeling this imparts. The look builds on feelings of permanence, being genuine, ownership and reliability.

The logo is made up of two parts; the brand and the message reminder. In phase 1 the six Commitments are listed and centred underneath as an easy cue to help people make the connection. In phase one the two parts must be shown together. As the brand recognition grows in the campaign we will be able to use section one of the logo on it's own.



Common guarantee/branding iron stamps for comparison:

