

Creative Brief

Client Name: John Tedeschi
Optimal Transactions
425-831-2264
john@optimaltransactions.net

Project: Design a new logo for a new online payment processing service.

“Acceptive”

Background: Optimal Transactions is a local company that provides online payment processing services for non-profit organizations and service professionals. Optimal Transactions’ payment processing service enables its’ clients to accept credit card and check payments online, directly from their own website via customized payments pages. Clients do not need their own merchant account nor do they need to perform any technical development to use the service.

Optimal Transactions has used the “Optimal Transactions” brand name since the company’s inception but is now looking to rebrand itself prior to the introduction of a new and improved service offering. The “Optimal Transactions” brand name is easily confused with a competing service provider “Optimal Payments” and is considered too long and not memorable enough.

Brand Objective: “Acceptive” means ready to accept. The objective of the brand name “Acceptive” is to convey the ease and simplicity with which clients can accept online payments using the “Acceptive” service, while at the same time assuring clients that the service is safe, secure and trustworthy.

The objective of the new logo is to convey the following characteristics related to the brand objective:

Simple to Use
Friendly
Trustworthy
Safe and Secure
Convenient
Reliable
Valuable
A Partner

What the Logo should say:

“Acceptive” is a service that can be trusted to handle clients’ money; a service that is easy to understand and use; a service that is reliable and secure and a great partner for clients that want to accept payments online but do not want to invest in their own online payment solution.

Target Audience:

“Acceptive” is aimed at the tens of thousands of non profit organizations and service professionals that need to accept payments online but are unwilling or unable to implement their own online payments processing solution. The majority of Optimal Transactions clients are non profits that do not have the resources to implement their own solution and service professionals that do not want to manage their own solution. See below for sample client sites.

www.cssv.org
www.diffadallas.org

The ideal client for “Acceptive” is an organization or service professional that understands the value of online payment processing and yet does not want to, or simply cannot, manage the complexities of a merchant account and the technical aspects of developing and integrating an online payments solution with their web site.

Logo Requirements:

Optimal Transactions would like to see several draft ideas accompanied by creative reasoning.

Drafts to be reviewed, critiqued and narrowed down to X.

Revised creative to be produced and presented to Optimal Transactions with reasoning and recommendations.

Final logo to be delivered as a vector graphic.

Creative Timeline:
