

SquareHook Design Brief

Company Description

SquareHook is a start-up company that aims to be the mobile web choice for small, local businesses. The Company's strategy is to alter the way in which people browse the web on their mobile devices by making it easy for these businesses to provide a mobile website for their ever growing market of customers that rely on their mobile devices as a primary tool for browsing the internet.

SquareHook will host, manage and enhance our customers site with social media interaction, responsive design, easy editing and stellar support and expert graphic designers available to assist our customers with beautiful designs.

Target Customers

SquareHook is looking to target a specific segment of small, local businesses.

Restaurants who are looking to improve their website traction by replacing the typical PDF menu on their site with a more engaging mobile menu that allows their customers to browse and highlight items for order, keep the phone number accessible and clickable so their customers will have a more engaging experience.

Small Retail Shops who provide services that mobile users would be particularly interested in. This would include flower shops, coffee shops, dry cleaning, real estate agents, bike shops, farmer's markets and other service oriented business who's customers are frequently on the go.

Taxi Cab Companies, which are already seeing a mobile trend where the typical user is coming to their site from a device. We have experience integrating these sites into larger reservations systems so they can provide a web experience that makes it easy for their customers and enhances the features they already have with current mobile apps in the market.

Services Description

SquareHook provides full hosting, domain management, CMS integration, blogging and themes for all their customers. Members are able to create and manage their sites the way they want without knowing any HTML.

We provide two distinct levels of service to address the needs of our clients. The first is targeted at our customers who are a DIY crowd. These individuals want to create and manage their own site quickly and effortlessly. These individuals are looking for the easiest way to take a look that is close enough to fit their needs and build out a site inexpensively to provide their own customers a level of quality at a reasonable price.

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The second group of individuals are those who need a website, but have no interest in managing it. They may not know, or desire to know anything about what it takes to create a site and host it. The individual wants a customized look and feel that caters to their market, but doesn't want to be bogged down by all the day to day operations of a site. SquareHook will offer a service for the individuals, where for a premium, we will host the site, but also take care of the domain, maintenance, graphics and social media campaigns for these individuals.

What name do you want in your logo?

SquareHook - we are considering: all lower case, all caps, or just the S and H in caps.

The name SquareHook was chosen with a few ideas in mind.

- The end user of our sites will be viewing these websites from a square device in their hand. Square also conveys a space where the business resides.
- The hook aspect of our name was chosen to indicate that this is a marketing tool to differentiate yourself from your competitors. If you have a mobile accessible site that has a higher quality aspect to it, customers will more likely be drawn to you when looking for a nearby place to shop or eat.
- We wanted a name that is whimsical. Something that is easy to remember, easy to spell and provides an opportunity to be fun and creative.

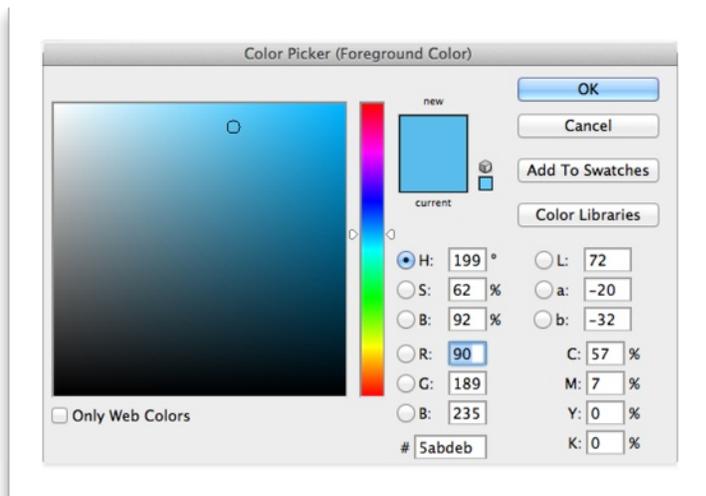
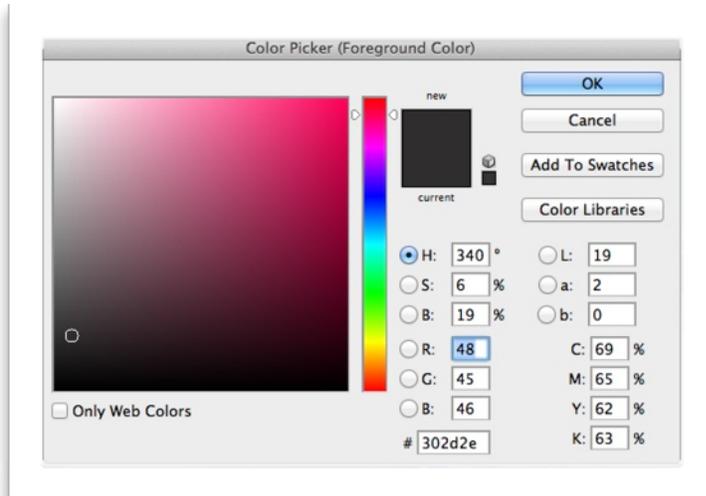
Do you have a slogan you want incorporated in your logo?

Our tagline is **Mobilizing the Web**. We would like to see the logo alone and with the tagline.

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Color preferences

We are currently using these two colors as our primary colors. We are not currently set on these colors and are flexible.



Where will your logo be used?

- Print (Business cards, letterhead)
- Online (Website, online advertising, banner adds)
- Merchandise (T-shirts)

Anything else you'd like to communicate to our designers?

The name was chosen to be whimsical. The idea was to have a name that is easy to remember and spell that invokes a visual in the users head. With that in mind we want

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something that conveys mobile, but more importantly solidifies the name so viewers and customers of our product remember who we are.

Logo Concepts

We are really open for suggesting on the logo. I haven't seen anything that I would point to that would clearly define what a square hook would look like. Here are some creative graphics for ideas and our current logo pre-branding.



Current Logo