

# AUTO GLASS COOP

## LOGO SPECIFICATIONS

1. Project Name  
Auto Glass Coop
2. Design Text  
“Auto Glass Coop”
3. Tagline  
Something like “Insurance Choice” or “Claims Management Experts”
4. Describe who/what this design is about  
Auto Glass Coop is part of a national lobbying groups dedicated to insurance choice – letting policy holders decided which glass show they want to take their claims to and not the insurance company dictating this decision. Auto Glass Coop is providing professional insurance agents the tools to record, manage and track their claims. The more claims they submit through Auto Glass Coop the more time they save in managing this time intensive process and the more they make in referrals.
5. Industry Type  
Auto/Insurance
6. What would you like to communicate to your audience through your design?  
Professional, reliable, national organization. Our audience are the insurance agents and their staff – typically folks who want to pass these claims off as fast as possible and if earn a few bucks by sending us the referrals.
7. How would you describe the effect in your logo:  
Industry oriented, Playful, Unique/Creative
8. What kind of design are you looking for?  
Stylized face type with minor abstract/Web2.0
9. How many colors would you like?  
Let the artists decide.
10. Do you have any additional suggestions or ideas?  
Allowing policy holders/insurance agents to decide which glass shop to work with is under attack. The insurance companies want to dictate who to use while the policy holders want to use the contractor they feel comfortable with. Auto Glass Coop is pro-choice.