



CONCEPT



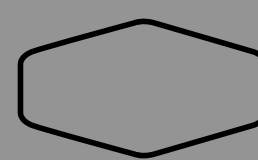
Electrical wire and plug used to symbolise the company's main business activity - electrical services.

MRA

Font chosen, is rounded and unique, to replicate electrical wire.



A bright yellow electricity bolt is used to emphasize the colors that was preferred for the company, and is used to attract the eye to the main business activities.



Modern and unique shape is used to enclose all different elements of the logo, and to create a modern feel.

TRYPTIQUE



White



Black



Filled

FONT

Bowhouse

lowercase

abcdefghijklmnopqrstuvwxyz

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Rounded

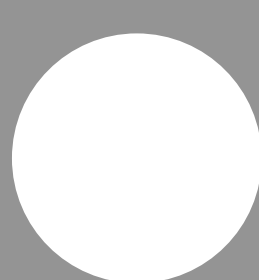
lowercase

abcdefghijklmnopqrstuvwxyz

UPPERCASE

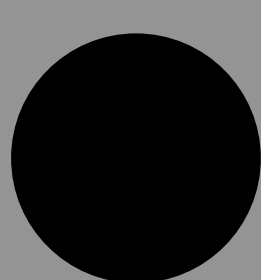
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOURS



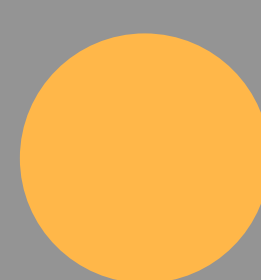
● H: 36°	
○ S: 0%	
○ B: 100%	
○ R: 255	C: 0%
○ G: 255	M: 0%
○ B: 255	Y: 0%
# FFFFFFFF	K: 0%

PANTONE + CMYK Coated
PANTONE P 1 - 1 C



● H: 36°	
○ S: 70%	
○ B: 0%	
○ R: 0	C: 75%
○ G: 0	M: 68%
○ B: 0	Y: 67%
# 000000	K: 90%

PANTONE + CMYK Coated
PANTONE P Process Black C



● H: 36°	
○ S: 70%	
○ B: 100%	
○ R: 255	C: 0%
○ G: 185	M: 31%
○ B: 73	Y: 81%
# FFB949	K: 0%

PANTONE + CMYK Coated
PANTONE P 14 - 7 C



SIGNAGE MOCKUP IDEA



INSPIRED BY ELECTRICITY AND BUSINESS

