



Advancio Branding

New Logo Proposals

A person is sketching a logo in a notebook at a desk. The desk is cluttered with a white keyboard, a yellow folder, a green folder, and a small potted plant. In the background, a computer monitor displays a landscape image of a mountain. The person's hands are visible, one holding a pen and the other holding the notebook. The overall scene is a creative workspace.

Logotype

Our logo is the face of our company, the representation of dynamism, movement and strength.



Advancio 3.0

A new beginning

Advancio 3.0 means the improvement of many aspects of the company. One of the main is to portray a professional look, and an established and well founded work culture that needs to be displayed not only to the market, but to our future clients, future employees, current clients and current employees.

A blurred high-speed train in motion, moving from left to right. The train is white with red and yellow accents. The background features a mountain range under a sunset sky with orange and red hues. The train tracks are visible in the foreground, covered with gravel.

Advancing

Moving Forward, advancing together.

Arrow

Moving Forward



Arrow symbols indicate directions in our everyday lives. We are moving forward into a new phase and we want to keep going in that direction.

Greater than

Great people, great work.



We are greater than before, we are now becoming a better version of ourselves. This symbol also represents the coding we do and the services we offer.



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A person with dark hair is seen from behind, looking at a wall covered in various papers, diagrams, and photos. The papers include flowcharts, sketches, and photographs. The person is wearing a light-colored, textured sweater.

Subtle Changes

A freshen up.



Dynamism

Innovation and movement

Sometimes slight changes are all what a logo needs in order to look modern, innovative and dynamic. The next proposals represent dynamism based on curves, shadows and movement.

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Moving Forward

Versions without the "a" symbol



Higher, Faster

The concept for the next proposals are Moving Fast, Going Up, Higher, Growing. Following the symbol of the arrow, we can represent these concepts. A mountain, an arrow pointing up, an "A", a brackets symbol.

Move faster, go higher.

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Advancing Together.

