



**ZEHNERGROUP**

# **POWER PROBE TEK LOGO CONCEPTS**

OCT 2016

---

## POWER P

The canted or italic P shows power and precision. The three part segmentation are for the pillars of Technology, Electricity and Knowledge

The feedback given from the PP TEK team was in the direction of using the all lower case selections. However, we found that the lower case did not stand up to the emphatic P. To instill the playful and feminine lighter qualities of the all lower case was to use an ALL caps regular weight. All caps bold and all caps light did not work. The middle ground of Italic All caps Din Regular Italic worked just right. (Goldilocks Principal) The strength of all caps with the lighter weight is foundational and strong yet light enough to show the character of the brand/people at Power Probe TEK. Din Font historically was designed for the German Autobahn.



*POWER PROBE TEK*







*POWER PROBE TEK*



*POWER PROBE TEK*

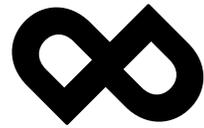
---

## INFINITE P'S

The 2 combined P's of Power Probe TEK create a distinctive mark not unlike an infinity symbol. The infinity symbol evokes the quality of having no limits.

It is an abstract concept and mark that could easily be written to in brand messaging that the Power Probe TEK of today is not of tomorrow. Which is also true for electrical systems and automobiles of today, are not of tomorrow and will always be evolving.

That is until we can teleport...Beam me up Scotty...



POWER PROBE TEK



**POWER PROBE TEK**



POWER PROBE TEK



**POWER PROBE TEK**



POWER PROBE TEK



---

## FACET P

This P evokes progress and iteration. We see the P, but it has evolved. The front of the P is moving forward and fragmenting and changing. The circle symbolizes an action button, that may be found on a physical product. More retro than the two previous marks shown. The mark is simplistic and very flexible on all colors and lock-ups.



POWER PROBE TEK



POWER PROBE TEK



POWER PROBE TEK



POWER PROBE TEK



POWER PROBE TEK



---

## HORIZON

This mark symbolizes the ascension of Power Probe TEK in the market place, and always striving for a better future. The ascending spark mark also embodies energy.

The juxtaposition against the dashed line hints to a horizon line - always looking forward.

Taking the same angle as the gap from the spark line we have applied it to the font to make a distinctive very identifiable rhythm. The Font choice is Din (as in the previous two marks). However this is a bold version which mirrors the weight of the line work on the mark.

In thinking again of a circular symbol that would look great on a power button, patch, hat or sticker, this mark is very flexible with multiple presentation lock ups.



**POWER PROBE TEK**



**POWER PROBE TEK**



**POWER PROBE TEK**



**POWER  
PROBE  
TEK**



**POWER PROBE TEK**



**POWER PROBE TEK**



**POWER PROBE TEK**



---

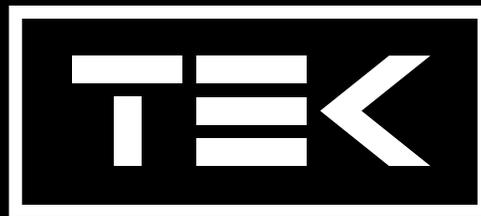
# TEK

This logo concept uses deconstructed typography to evoke a futuristic feel.

The directness of the logo and weight of the bars emote power, strength, and efficiency.



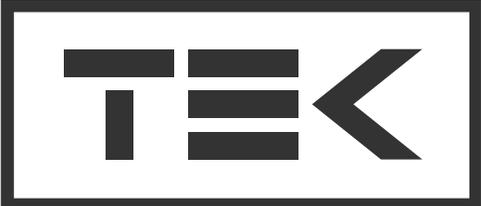
**POWER PROBE TEK**



POWER PROBE TEK



POWER PROBE TEK



**POWER**  
**PROBE**  
**TEK**



POWER PROBE TEK

THANK YOU