

Logo Design

- Company name: galag.io
 - The name for the company comes from the animal 'galago'. A small nocturnal primates native to continental Africa. They are **fast, agile** creatures just as we want to help companies to become fast & agile in Cloud Native software development by helping them on their digital transformation journey
- Project type = logo design
- Brand & business
 - **IT software development**
 - **Transforming** how the world **builds software**
 - We are all about helping companies in their **digital transformation** because there has never been a technology more powerful than **software**. But developing (**cloud-native**) software isn't easy and you want to be certain that each dollar you spend on digital transformation is spent in the best possible manner. Time and the creative **potential** of employees are the only truly scarce resources, and software is merely a force-multiplier for that creative potential.
 - So the most important part of a **digital transformation** is the use of software to **unleash** the most creativity, across the most employees. Because we can't buy time, the second biggest contribution is to **accelerate** the pace at which those employees can **take** their **insights from idea to production**
 - With our **clear vision** on **cloud-native software development** we help companies to become **disruptors** by supporting them to **build, deploy, and operate software** so they can focus on creating **business value**
 - Our services **accelerate software delivery**
 - Instill a **culture** of test-driven development, pair programming, and user-centric design. The end result: you **build better software, faster**
 - Using the right tools & development practices we allow business & IT to focus on **creating business value**
- Target Audience
 - **Software companies**: more companies are becoming software companies and might be struggling how they can **focus** on what matters, creating business value using software. Using the right tools/methodology/culture we help companies to focus on a customer centric approach

- Values to communicate with your design
 - Trust
 - Passion
 - Always be kind
- Stylistic preferences
 - Fresh / timeless / simple
 - A little playful/accent but main appearance = serious
 - Variations of the logo are possible in a way that we can have a version that's easy for printing (no gradients, limited amount of colors). The version for the website/digital might be more colorful (prefer not to use gradients though)
- Colors
 - No gradients
 - max 4 colors
- Examples/inspiration