

Overall Design Brief

Company Name: MAPD, mapd or Mapd (upper/lower case combination not yet decided). The name is intended to be a shortened version of “mapped” (i.e. mapped information)

Company strapline: Visualising the hidden

Company activity : Remote monitoring of equipment & machinery, to monitor and provide data to improve efficiency.

Brief: We would like a company logo that aligns to the below:

- a modern, contemporary and striking appearance (not “traditional”).
- The word “mapd” can be the actual logo itself, or there can be separate logos for the name “mapd” and a logo image
- The logo can be multicolor or monochrome (maximum 4 colours)
- We require the final logos to be in the following formats:
 - White background
 - Black background (with negative logo as appropriate)
 - Transparent background
 - All RGB codes for any colours used
 - Saved files for the the combined elements (graphic, name & strapline) as well as files for the individual elements alone
 - All of the above saved in vector, jpg & png file types

Examples of logo we like

