

analytics company needs relevant logo and wordmark to communicate:

insight, foresight and simplicity

Company name is mozony - pronounced mo-zony

brief: bi/big data/analytics startup needs a simple logo to work across several locations in various aspect ratios: web, email, business cards and presentations. Target audience medium size companies: ceo, directors and senior managers.

This logo should be:

- professional
- credible
- simple
- clean

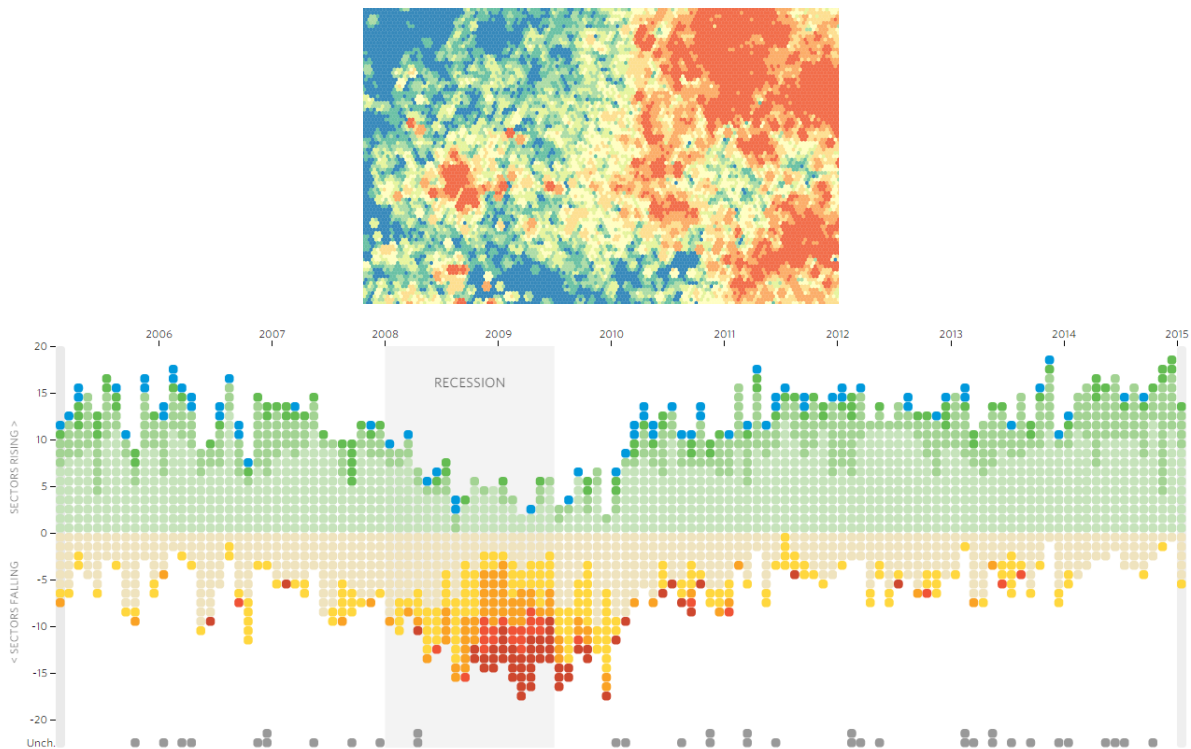
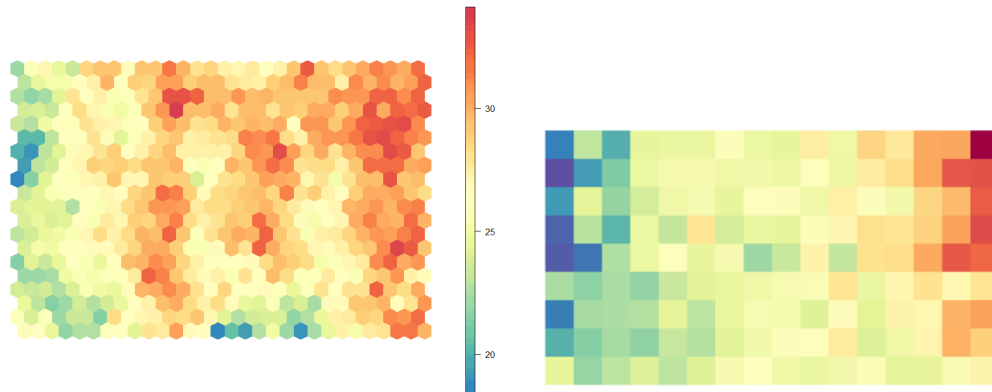
with a sophisticated style without being too complex or cluttered.

This is a company that helps unlock the value and insights for non analytic users. We make recommendations for process improvements, marketing choices and ultimately end user interfaces for their data explorations.

A simple icon and wordmark would be ideal but we would consider other stylish designs that satisfy above requirements. Prefer the color blue as well as muted colors but open to options and opinions.

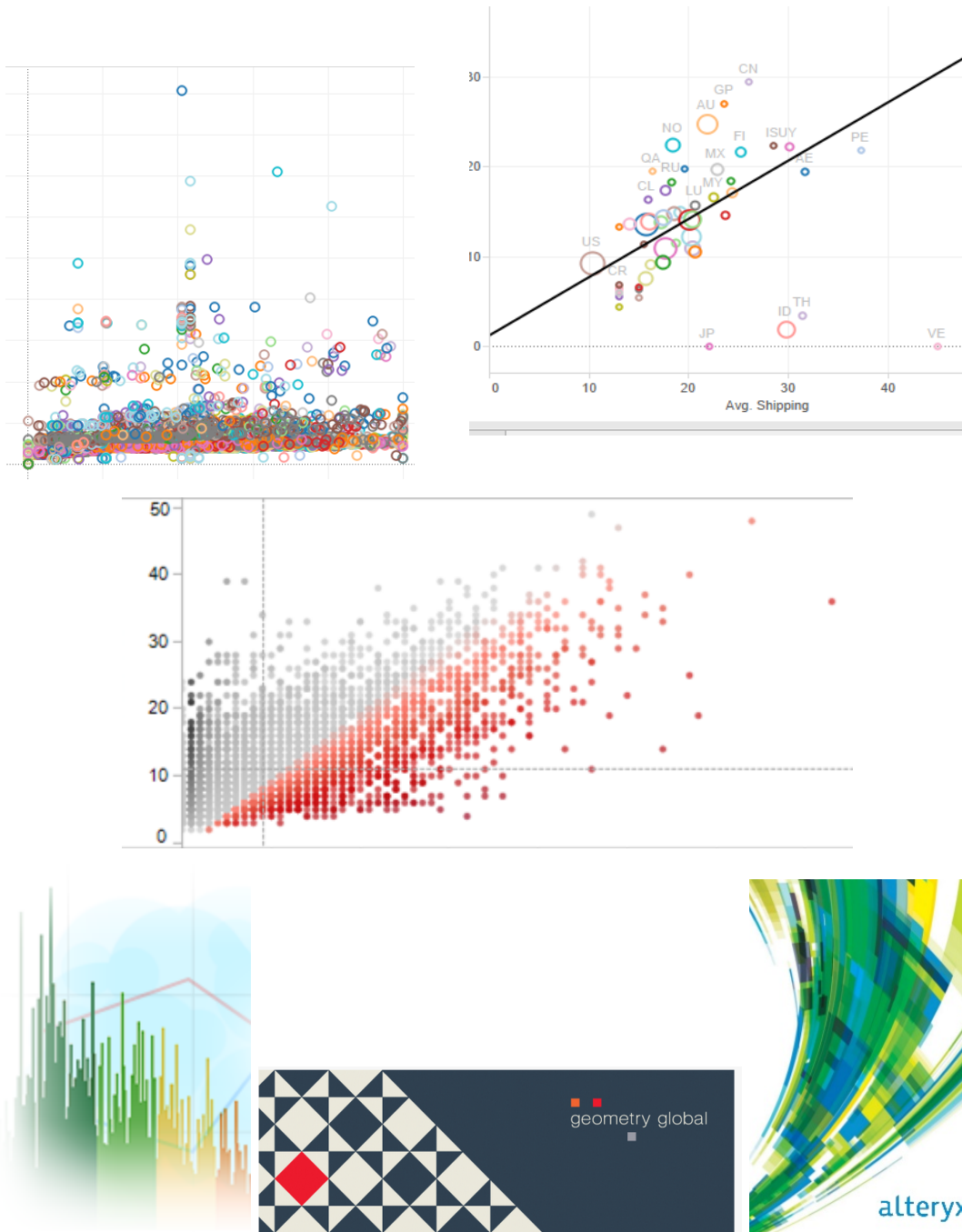
Below are simple inspiration based images we have seen and liked but are by no means a requirement.

Heat Map pixelated examples like the color palettes and muted colors

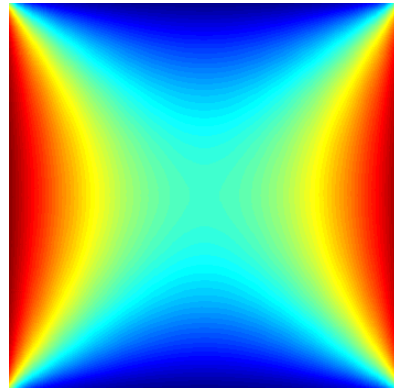
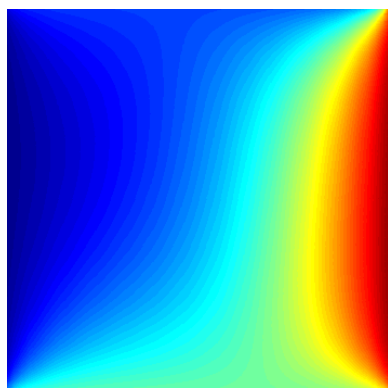
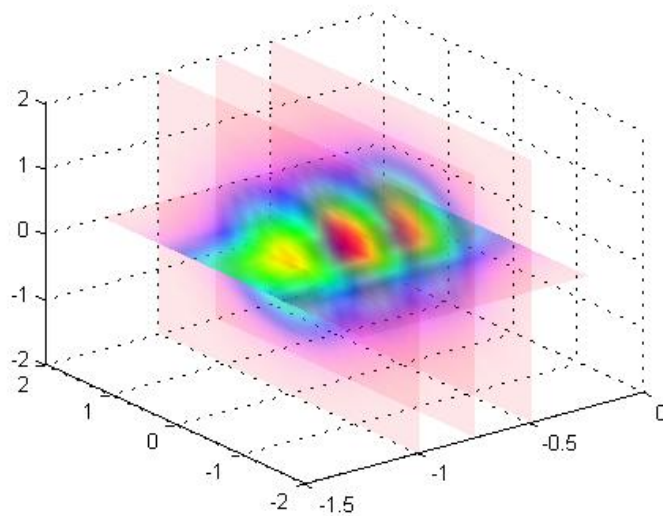


Scatter plots

the plots convey patterns and information through color/size and position



**Thermal gradients or layered multi dimensional
3d conveys that information is multidimensional and cuts across
various planes and all layers must be taken into account to 'see' the
full picture**



Simple logos - some aspect that works well with square format for email, quick brand recognition etc



Deliverables:

- 1. PGN and jpg format**
- 2. layered PSD with key elements separated**