



Business Logo Design

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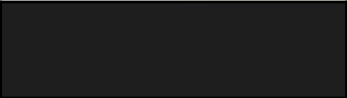




Company Overview

➤ IGNCO

- IGNCO implicitly stand for IG and CO. 'CO' Means 'Partner'
- Small Startup business Aim as a holding company for new business opportunity.
- Partnering with various stakeholder
- Target Market Opportunity
 - General Supply; stationary, printing services
 - IT Supply; Hardware, Software
 - IT Consultancy;
 - Manpower Supply
 - Transport Rental
 - Food
- Slogan (indicative)
 - Together we achieve more
 - Your professional partner service

Branding Template Color Guideline

Primary Colour Palette				
Color	Blue	Grey	Black	Dark Blue
CMYK	C100 M13 Y1 K3	C0 M0 Y0 K65	C0 M0 Y0 K100	C100 M68 Y8 K52
RGB	R0 G136 B206	R97 G99 B101	R30 G30 B30	R0 G47 B95
HTML	0088CE	616365	1E1E1E	002F5F

Secondary Colour Palette							
Color	Light Green	Green	Choc	Purple	Red	Orange	Yellow
CMYK	C53 M0 Y96 K0		C13 M51 Y87 K48	C43 M90 Y0 K0	C0 M100 Y75 K4	C0 M62 Y100 K0	C0 M30 Y100 K0
RGB	R122 G184 B0	R0 G168 B0	R130 G92 B38	R182 G52 B187	R198 G12 B48	R225 G112 B0	R240 G171 B0
HTML	7AB800		825C26	B634BB	C60C30	E17000	FOAB00

Colour Value / Mean

- Blue – Trust, Partner
- Green – Support Green environment



power sophistication mystery death	hope simplicity cleanliness goodness purity	love passion romance danger energy
intellect friendliness warmth caution cowardice	peace sincerity confidence integrity tranquility	authority maturity security stability
life growth nature money freshness	innovation creativity thinking ideas	royalty luxury wisdom dignity

IGNCO

Sample and Expectation

Logo Sample



Expectation

- ▶ Simple and No Shade/Drop Shadow
- ▶ Logo shall Reflect partnership, collaboration which connecting each other
- ▶ Logo reflect for Growth and sustainability
 - ▶ If use arrow, arrow direction from left to right and up
- ▶ Not just plain standard Font
- ▶ Slogan can be displayed or not displayed