Design type

Logo Design

Project name

Logo for start-up loyalty and customer strategy consulting business

Task description

Please design a logo for a new consulting business called Ellipsis & Company. We plan to refer to ourselves as either:

- Ellipsis
- Ellipsis & Co
- Ellipsis & Company

[For reference, an ellipsis is the 3 dots at the end of a sentence (…)]

We offer expertise in loyalty program design, customer strategy and managing / optimising the customer experience.

Our mission is to help our clients by applying what we call 'precision customer science' – this means our advice is based on real data and analysis. We want to be 'your partner for customer science'.

We also place a high value on reducing complexity and keeping things simple in our work.

Because of this we would like a logo which:

- Reflects our **scientific approach** to customer loyalty and customer experience management
- Has a **clean and crisp design**, reflecting our belief in keeping things simple
- Preferably includes an **ellipsis motif** of 3 dots. Note however that this should be very subtle
- Incorporates or at least factors in these, such as:
    - Data
    - Science
    - The customer
    - The meaning of Ellipsis: *an unfinished thought*

Please see supplementary materials for further guidance.
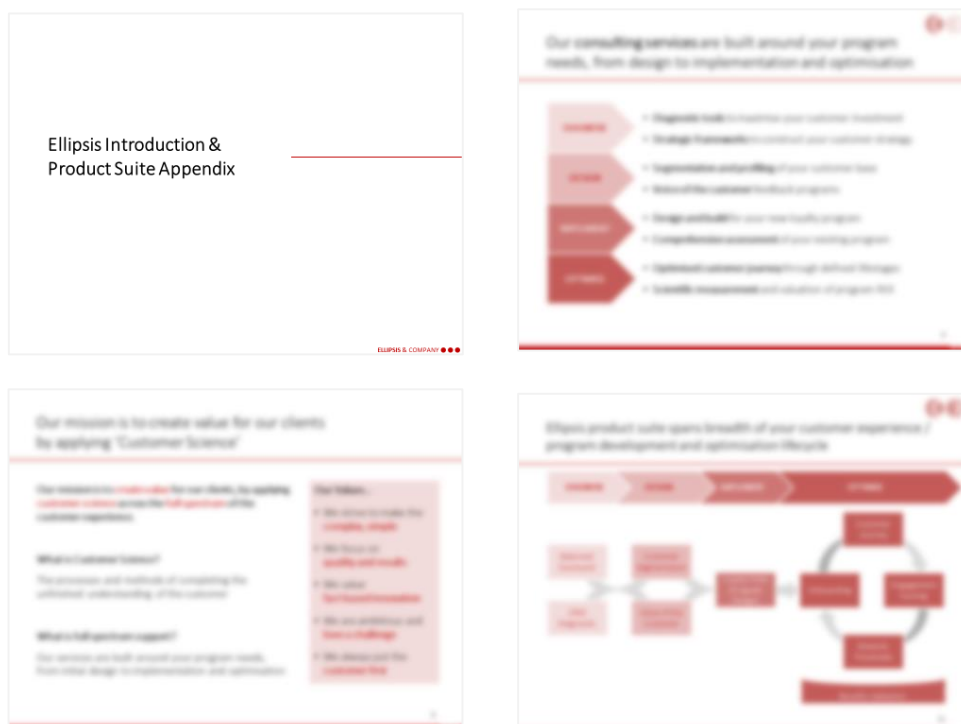
Project duration

10 days

Logo text

Please design 3 versions of the logo, with:

- Ellipsis
- Ellipsis & Co
- Ellipsis & Company

Supplementary guidance materials

1. Current PowerPoint template

- Preference for shades of red
- Simple clear fonts
- Minimal shadowing or gradients

2. Comparable logos which we like

- Science motifs e.g. beaker, test tube
- Data motifs e.g. charts, graphs
- Ellipsis motifs i.e. 3 dots
- Simple clear fonts, no shadowing or gradients

Sample Logo	Comments
	• Nice tie in with science theme • Simple • Incorporates 3 dots in a subtle way • Nice use of colour (single colour plus black) • Includes brand and brand mark • Like use of science icons (e.g. beaker could be '&' in & Co)
	• Simple • Incorporates data / science • Graph shows upward trend, positive

	• Ability to incorporate multiple colours which will aid PowerPoint / document creation
e l l i p s i s	• Simple • Use of three dots (however not subtle enough)
[}superuser	• Simple • Nice contrast in font • Nice use of colour • Nice brand mark – i.e. the customer
freedom	• Simple and elegant to look at • Nice linking of the brand and brand mark
LIPPINCOTT MARSH & MCLENNAN COMPANIES	• Scientific but customer friendly feel • Variation of a single colour • Ability to re-use this theme in PowerPoint etc.
att....	• Good combination of brand elements with colour and science and data
McKinsey Consulting & Search Group	• Good combination of simple brand mark with the brand name underneath