

TraceoN

Message Elements: Management solutions, RFID, innovative, application focus, technology, track & trace, practical, efficiency, empowerment, and enhancement.

Products: Hardware, Software, Tags, installation and services

Desirables: Blue or Green or Red or White or Gold or a Combination – Simple, comprehensible, captivating and conspicuous logo design. Must be internationally acceptable especially for ASEAN Region (No jinx or community superstitions etc.)

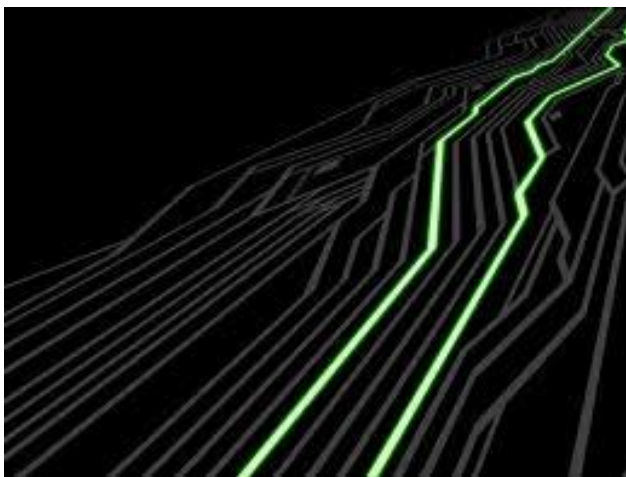
Design options:

- 1) Company name (TraceoN (Trace On)) = company logo
- 2) Company name & logo separated

IE.



Desirable Logo Concepts: Circuit Tracks / Antenna Tracks.
See examples here;



1. What text should be included in the main part of the logo? **Refer to design options.**
 1.B Is there a story behind the name that could be a good inspiration point for the logo
Trace On is a name derived for what we do as a business. Trace On is a system integrator, a solution company with our initial focus on RFID solutions. RFID which stands for Radio Frequency Identification is an identification technology used for track and trace in general. Thus the use of the name Trace On encourage businesses to turn 'on' their 'trace' and start using the RFID solution.
2. Do you have a Tagline to incorporate (ex. Nike – Just Do IT) **Making it work**
3. What type of product or service do you offer? **Solutions including but not limited to RFID solutions, hardware, software, tags and integration services.**
4. Please describe your existing audience/market? **Very large potential audiences. Logistics / Warehouses / Factories are a good focus. But will cover a broader range as we progress.**
5. What type of logo you'd like? (TEXT ONLY, GRAPHIC + TEXT) **Refer to design options. Whichever design looks best will be selected.**
6. If you need a graphic symbol please specify, is it illustrative, Mascot, Abstract? **Yes, refer to design options. As on some part of our products, we would like to represent our brand by using our logo.**
7. Do you prefer any colors for your logo? (or colors to avoid?) **Refer to desirables.**
8. Any specific images or icons that you'd like incorporated? **Refer to page 1. Desirable logo concepts.**
9. What attributes you'd like your logo to reflect about your business? (modern, vibrant, fun, corporate, serious)? **Refer to message elements and desirables.**
10. What is the overall message you are trying to convey? **We are a system integrator - a solution company - a problem solver that offer innovative solutions that work!**
11. Any particular logo you like and why? (for visual reference) **Razer. It is symmetrical, memorable, uniquely designed, and it sort of glow! But my personal opinion is one thing, need something that the target audiences would find captivating and memorable.**
12. Do you need the logo files to be delivered in other color versions like black/white, reverse? **Yes, could be interesting, as a single version may not be suitable across every products.**