**343 Corporate Development**

**Logo development background notes**

**Background**

I have worked in the Utility industry (Electric, Gas, Water companies like British Gas, National Grid)for 40 years in UK, Europe and latterly USA, I am retiring from my current job and starting a niche consultancy business called 343 Corporate Development

**What will 343 Corporate Development do?**

343 will provide consultancy and business development services, 343 will be a deal making company so for example if a Utility wants to buy or develop a new technology in its service area then 343 will go out and find where in the world this has already happened and then provide a bridge between the companies involved.

343 will also help utilities think about their strategies and how global market trends will affect them and, in the process, help its customers protect against harmful disruptive change and also take advantage of new opportunities.

343 will also enable the development of new technologies that will create value for Utilities – 343 has contacts from previous experience and can act as a catalyst to connect inventors with customers.

**Origins of the name 343 Corporate Development?**

Corporate Development is the collective term for Strategy, Business Development etc – 343 relates to 343 meters per second being the speed of sound – the speed of sound is relevant in two ways:

* Some new technologies to measure flow through utility assets (like Gas meters, water meters etc) use a technique that is signal speed (think like sonar on submarines that bounces a sound wave and the time difference between the pings equals distance or animals that use sonar like bats or whales etc) – by linking 343 this is a play for the company to associate itself with new technology
* Sound /speech is also very relevant to the new company because in essence it is enabling deals by making connections between potential sellers and potential buyers – 343 is like a deal broker so talking and communicating is the way it will operate

**Brand / Logo Characteristics**

The target industry of Utilities is very conservative and engineering biased, for a new and small company to succeed it has to be or appear to be quite traditional – the brand needs to portray professionalism, maturity, be trusted, conservative, imply a mature gravitas.

Font - Color palate / preferences – traditional not wacky

Incorporation of MPS or depiction of sound maybe?

**Design Application**

Ideally power point presentation, business cards, social media template, letterhead

For letterhead the address of the company is 7, Cold Spring Brook Rd, Hopkinton, Massachusetts, 01748 USA