

## **Company Name: SP-ACE**

### **Company Description:**

SP-ACE is a newly established company operating in the air cargo industry, providing exceptional expertise and services to its clients. The company's owner is Steven Polmans, an air cargo expert. The name "SP-ACE" combines the entrepreneur's initials, "SP," with "ACE," which stands for Air Cargo Experts.

### **Logo Style and Tone:**

The logo should embody elegance, class, high quality, uniqueness, and excellence. It should reflect the professionalism and expertise that SP-ACE offers to its clients in the air cargo industry.

### **Design Elements:**

#### **1. Typography:**

- The typography should be clean, modern, minimalist and legible.
- Consider using uppercase font for the initials "SP-ACE." It should exude sophistication and professionalism.

#### **2. Icon:**

- Consider including an airplane icon within the logo (ex. between the letters "P" and "A" to separate the two words, instead of a dash).
- The icon should be sleek, distinctive, and easily recognizable.
- Consider using a calligraphic icon.
- The airplane should be simplified

#### **3. Secondary text:**

- Include a secondary text: "Air Cargo Experts by Steven Polmans", placed underneath the company name in a legible and harmonious font.

#### **4. Colors:**

- Use a color scheme that evokes a sense of elegance, class, and professionalism.
- Consider using sophisticated and timeless colors as a primary color - such as deep blues, grays, or black.
- For secondary color explore complementary accent colors that enhance the overall visual appeal – vivid blues, golds, silvers.
- Ensure that the chosen colors are suitable for both digital and print mediums.

#### **5. Examples**

Below find examples self created on the internet that meet my taste and expectations. However use them as inspiration only and feel free to come up with your own proposals.

