

# Not2Far Logo Brief

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November, 2022

# Values to Convey | THE BRAND

At Not2Far, we transform remote rural areas into smart territories, to protect natural resources and promote sustainable development. We do this by delivering low-cost internet to rural populations.



## Brand Attributes

- Culturally Aware (ancestral cultures, aboriginal, first nations)
- Innovative
- Curious
- Relentless
- Inspiring

**To our customers:** We're the world's leading experts in bringing connectivity to Aboriginal peoples and remote rural societies, providing connectivity solutions to governments, mining, oil and gas, NGOs, and other organizations committed to sustainable rural development.

**To our investors:** We're the team that has developed the most cost-efficient solution to deploy internet networks in remote rural territories.

**To our suppliers:** We're the people who are taking the internet to places where no one else is taking it.

**To our employees:** We are a company consistent/congruent with its mission and a place where our employees are essential and valued. We're a company where they can achieve their dreams alongside Not2Far.

# Logo Design | CURRENT LOGO

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## Number Two

It connects what is not there yet, and what seems impossible; it connects what's far away. It's what leads the way.

## Hidden Geolocation Icon

The curve that forms the number two has been modified to resemble a geolocation icon. And it is there because no matter where anyone is, we can always bring connectivity to that place and that community. We will always be able to locate that place in our connectivity map.

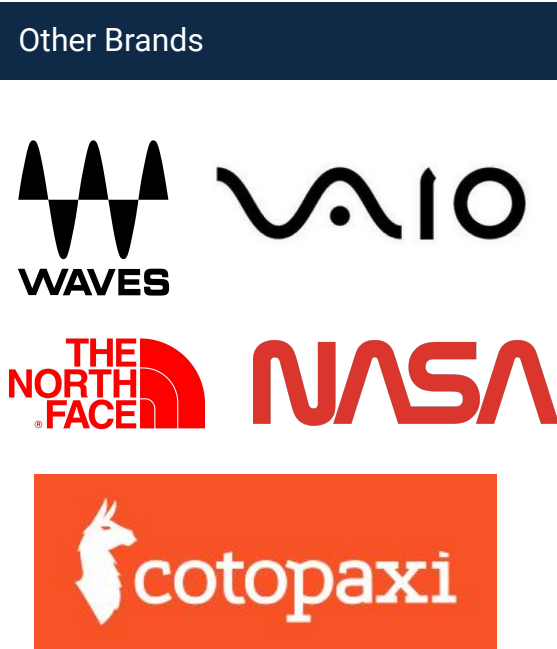
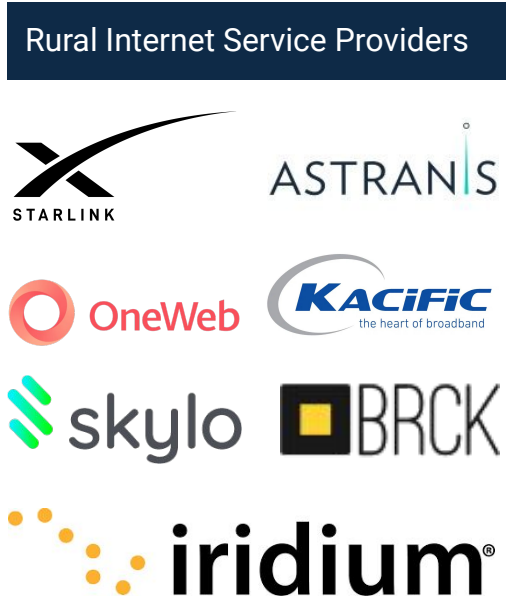
## Mantra (slogan)

It's what we live for, to connect the unconnected, bringing hope to the Forgotten—the other half of the world's population living in rural areas (3.7B people).

# Logo Design | BENCHMARKS

Internet services providers such as Starlink, Astranis and Skylo. Also innovation and exploration companies with organic and fluid logos and symbols.

Potential  
Benchmarks



# Logo Design | REQUIREMENTS

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We are looking for a symbol or a logo with words—or a combination of both—that represents the Not2Far brand.

## GEOLOCATION ICON

- We would like it to be part of the LOGO (if possible).
- Can be stylised in completely different way.

## WORD MARK

- Can spell out the whole name of the company, or use a simplified version of it.
  - EX: Not2Far, Not Too Far, etc.

## COLORS/ BACKGROUND

- Show example with black letters on white background, white letters on black background
- Show as part of a telecommunication antenna (plastic or aluminium material — outdoors in rural areas)
- Show in merchandising, T-shirts, uniforms, etc.
- Finally, the color of this logo could be one of your choosing. We envision the colors colors around the topics of geography, people in rural places, extreme weather conditions, world exploration, rugged, technology. Think of equipment a climber would take when climbing the Himalayas.