

Logo Design for “TechOne”

Draft – 1 - Guidelines

Jan 24, 2024

TECH ONE Logo Design - Guidelines

- 2 color combinations for each logo design sample
 - Blue – Turquoise color combinations
 - Orange / Purple Color Combinations
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- The image suggestion is a butterfly – flying – as shown in the samples
 - The butterfly color is Blue / Purple / Turquoise or Orange / Purple etc
 - The butterfly image should be at an angle (as shown in some of the sample images in the following slides) – not straight up



Tech One



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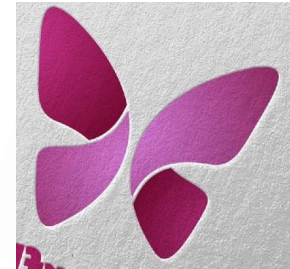
Try and see if the butterfly image can be filled with these small stars – in different colors



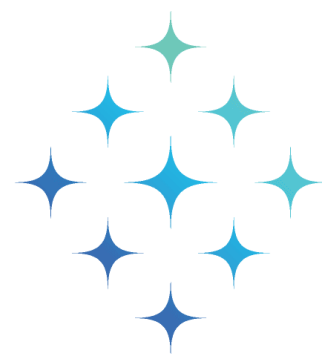
Tech One



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Butterfly Images - Ideas

- Try 2 versions of Butterfly Colors
- 1 . Blue / Turquoise / Purple Colors
- 2. Orange / Yellow / Wine Colors
- 3. Colors of your choice - Your version of any 3 Colors
- Butterfly should be positioned at the top-end of “e” of One at the right side – at an angle towards right and upwards

Butterfly Images – Ideas / Angle

- Please make sure that the butterfly image is at an angle
- The 2 bottom sections of the butterfly may be smaller in size than the top sections
as in the image below.



More Butterfly images / examples are given in the next slide....

The colors selected should be **rich** and **fine finish** as this image



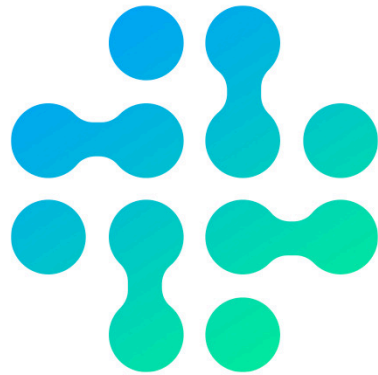


Color Ideas for Blue / Turquoise Combination

- Please refer the next slide for that



COSMO⁺



HIGGINS



Color Ideas for Orange ? Yellow / Wine / Purple color Combinations

- Please refer the next slide for that

