

Name: Eight Pillars ERP

Tagline: get the right things right

About:

Eight Pillars provides professional services to large businesses interested in implementing Enterprise Resource Planning (ERP) systems. ERP systems are software (technology) systems that tie financial systems and operating systems together. The idea behind Eight Pillars is that there are eight things they need to get right:

- | | | | |
|---------------|------------------|---------------|----------------------|
| 1. Value | 2. Functionality | 3. Technology | 4. Change Management |
| 5. Capability | 6. Data | 7. Quality | 8. Governance |

These items are interrelated, and there are many points where they overlap.

The Importance of Color:

I do not have a color palette, but color is important.

Having **a palette of eight colors is important to me** because the web site, and a book being written, will use these colors as visual clues to the eight different topics.

The winning design does not need to use eight different colors, but a suggested color palette with eight colors that complement the logo will be appreciated.

The Importance of Uniqueness

The logo will be trademarked and must be unique.

What I am Trying to Convey

- Dynamic, innovative thinking
- Professionalism
- Trust
- **Wow! That's cool and beautiful**

ARTISTIC FREEDOM

I have included a document with sample logos that I like and do not like. This is not intended to restrict designs in any way. **The winning design will be unique and creative.**