

# ECONETIX LOGO DESIGN BRIEF

## General Brief

### 1. About Econetix

Econetix is a **global asset manager** specializing in high-quality carbon reduction projects. Unlike traditional sustainability initiatives, we **manage carbon as a financial asset**, ensuring transparency, trust, and measurable impact. We leverage **data, AI, and advanced monitoring technologies** to provide high-integrity carbon credits to a diverse B2B (and country) client base.

Our brand represents:

- ✓ **Finance & Asset Management** – A structured, data-driven approach to carbon as an investment class
- ✓ **Innovation & Technology** – Digital solutions, AI, and real-time monitoring
- ✓ **Trust & Transparency** – High-integrity assets and verifiable impact

### 2. Logo Style & Design Approach

- **Minimalist & Modern** – Clean, simple, and professional
- **Financial Industry Aesthetic** – Should feel like a serious, data-driven asset manager, **not** an NGO or climate project
- **(Data/AI-Inspired Elements)** (only if adding symbols) – Abstract patterns, digital waves, or subtle references to data flow, monitoring, or AI)
- **Professional & Corporate** – A balance between tech-driven innovation and financial-sector credibility
- **Plain & Simple** – **Avoid** sustainability clichés (e.g., leaves, trees)

### 3. Technical Details

- **Font:** We use the Google font “Bungee” – Must be used for brand consistency
- **Colors:** We are currently deciding between the colors #313391 and #212EAD as the new main brand color. Hence, having 2 versions of the logo (one with #313391 and one with #212EAD) would help a lot for decision-making on our end!
- **Variations:** 2-3 different versions (e.g., full version with icon, text-only, monochrome version)
- **File formats:** Vector (SVG, EPS) + high-resolution PNG

### 4. Additional Notes

- **The logo should align more with a financial/tech company than a climate NGO.** It should feel structured, data-driven, and investment-oriented as our customers are companies, states and financial asset providers.
- **Avoid overused sustainability symbols** unless abstracted in a way that supports a financial-tech aesthetic.

- **Versatility is key** – The logo should work across digital platforms, corporate reports, and potential investment materials.
- We would need the logo to work in front of a **bright and dark background** (best through 2 inverted versions).

## Logo Inspiration

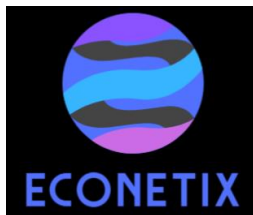
### Inspiration 1



<https://www.designcrowd.com/design/34828098>

The rectangle/a simple, geometric element around the first letter(s) would be an idea we like – either around the "E" or the "Eco".

### Inspiration 2



We also like the idea of a globe somehow, but of a rather simple globe, covered with data streams, for example.