

Design Brief for Pivot Electronics

Can you extrude, pivot or apply sheen to a bit of lettering?
Can you also create a symbol that looks like a car badge?

Pivot Electronics is an electronics business that designs new technologies for the railway industry. It has recently designed components that will radically improve the safety, speed and efficacy of replacing and maintaining circuits along railway lines.

That might sound dull, but the designer behind the process is a modest genius who has been recognised in his field. His logo deserves to shout “hey our products are brilliant!”

So we require a logo that reflects the following qualities:

- Innovative
 - Leader in its field
 - Futuristic, shiny, metallic
 - Clean, simple and strong
 - The word “Pivot” and preferably a derivative symbol (like a mercedes/ toyota/mazda badge) needs to appear on its own sometimes. It needs to be simple as it will need to be punched at small size onto plastic parts.
- At other times, such as letterhead, the whole logo reading “Pivot Electronics” needs to appear in full.

DELIVERY:

We need the logo in black and white and colour (suggest metallic or blue tones) in eps, tiff and jpg formats by Fri 20th March 2015.

Many thanks!