



CLIENT: AXON CONSULTING PTY LTD	CONTACT: MICHAEL CLARK
PROJECT: AXON LOGO	URL: AXONCONSULTING.COM.AU
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PROJECT

Creation of a company logo and associated branding elements i.e. colourways for Axon Consulting.

Note: The finished logo will feature the company name **AXON** only and omit the word consulting. The reference to consulting will be on the url and business stationery but not part of the master logo.

BRAND/LOGO NAME

AXON

URL

www.axonconsulting.com.au

CLIENT OVERVIEW – WHO ARE AXON

Axon's team of consultants, analysts, and data architects work with businesses to build a roadmap to success with Business Intelligence and Big Data Analytics. Regardless of the size or state of your data, Axon can help get businesses on the right track and turn data into actionable insights.

From marketing analytics and data monetization to master data management and managed services, our professionals enable and empower data-driven enterprises.

Axon services: Consulting - Engineers – Developers - Analyst

AXON = End to End Big Data solutions



BRAND'S WE LIKE



cloudera



BRAND'S WE DON'T LIKE

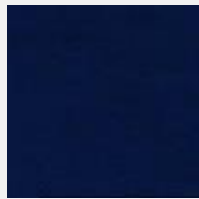


SERVIAN



COLOURS WE LIKE

Darks blues, metallic blues, dark reds and candy apple metallic reds.



COLOURS WE'RE NOT SO KEEN ON

Orange, Peach, Purple, Greens & Greys

tone

STRENGTH - INTEGRITY - INNOVATIVE - HERITAGE - BOLD - ASSURED - CONFIDENT -
TRUSTWORTHY - GLOBAL.

FILE SPECIFICATIONS

JPG - PNG - EPS

Note: The logo will need to work across all business applications (website, stationery & marcomms) as well as social media such as Facebook & Twitter & LinkedIn.

WHAT IS AN AXON?

An axon is a long, slender projection of a nerve cell, or neuron, that typically conducts electrical impulses away from the neuron's cell body. The function of the axon is to transmit information to different neurons, muscles and glands.