LOGO PROJECT: Virtual Financial Services Pty Ltd

Virtual Financial Services (VFS) is a new business providing financial services and consulting to some of the world’s largest technology and equipment manufacturers such as Lenovo, Kodak and Ingenico.

The company will be modern but will need to appeal to large technology companies.

The logo should help create the image of stability and financial strength.

I’m not sure whether I want the logo to simply say VFS with the ability to have the full word Virtual Financial Services underneath or to have the logo say the full name, Virtual Financial Services. For example IBM is the logo and International Business Machines is the full name. You only ever see it referred to as IBM.

I think this business will be referred to as VFS rather than the full name over time.