**Brand STRATeGy**

**LOGO NAME :** Coreoz

(to pronounce co-ré-oz in French)

(or co-re-oz in English)

**Idea behid the name :**

*CORE OZ*

*Core & Osmosis*

*Core : Simplicity, Project, Passion, Curiosity*

*Osmosis : team, intuitive*

**OBJECT :**

Core business :

Coreoz is a service company specializing in the design, steering and implementation of custom solution in web, mobile and IoT to major company in France.

Ambitions :

Our ambition is to help our customers from start to finish, to develop innovative solutions, leveraging advanced tech, new uses and the latest ergonomic trends.

Axis :

* **Project**: We are not only a link in the chain in the project but support our customers globally to make the project a success,
* **Advanced technology**: We are always at the forefront of technology trends to help our clients create new uses,
* **User Centered, UX**: We are inspired by web giants to develop attractive applications, simple and intuitive,

**TARGET :**

B2B, CTO, Chief Digital Officer, developers, graduates, ergonomists, engineers.

**Recent Projects & Domain :**

* Website, mobile app and connected devices (watch) for connected health project,
* Mobile app & backend for organizing leisure trip,
* eBeacons based solutions mobile app to geolocate customer in shopping mall,
* ergonomic redesign of a web/mobile application for young drivers
* Ecommerce website/mobile (b2b2c, b2c, b2e),
* B2B web/mobile application (education, fidelity program, credit, insurance, gift card, connected home, connected building, audio streaming, event ticketing)
* Promotional website
* Android Auto / Connected TV app

**VALues to convey** :

Young, dynamic, modern,

user experience,

Innovation,

**Logo uses :**

Website, business cards, leaflet

**CREATIVE DIRECTION**

**TYPOGRAPHICAL constraint:**

No

**OBLIGATIONS AND RECOMMANDATIONS :**

The name should appear fully spelled out

Creative tone:

Free, as long as it corresponds to the values, the business environment and the company description.

It will focus on a simple expression, clear, recognizable, understandable either by a typography associated with a graphic symbol or a typography marked by a graphic sign built in the name.

Colors: at least 2, not more than 4

Effect: preferred flat design

**LOGOS APPRECIATED BY THE CLIENT :**



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**LOGOS NOT APPRECIATED BY THE CLIENT :**







