

Creative high-tech brains!

We need really creative brains for this who are experts at creating logos with depth, heights and/or layers or logos that move.

What we are about:

- We want to raise our clients to a higher level of productivity/efficiency/revenues quickly and, for our clients, effortlessly.
- We are experts in finding solutions: technical, systems, new technologies
- We are experts in major program management and small project management and execution
- We tend to find solutions in Europe, US/Canada and Asia and bring this to clients in Saudi and greater Arabian Gulf area, Turkey and MENA in future.
- We are fond of robotics, mechanical engineering, sustainable energies, and artificial intelligence.
- We work with people by developing long term relationships
- We find our clients through referrals and often create our own projects or new companies like serial entrepreneurs

Image reflection:

- Showing that we are a reputable Swiss company with a strong expertise of the Middle East / Gulf / Saudi markets.
- We want people to trust us, to show integrity and value, expensive.
- We know technology and management; always on pulse of latest developments
- We know what works for whom
- Ascendancy stands for effortlessly rising to a higher level and beyond
- Transformational stands for significant positive change

Ideas of imagery, colours, textures:

- ASCENDANCY should be the focus. Transformational Services can be smaller. Pictures/imagery can be separate from the words or they can be mixed. The word ASCENDANCY could be having its own texture where as Transformational Services can be text only.
- Dependability / reputation: a seal or a stamp
- Ascendancy: a mountain range going upwards. also works because Switzerland.
- Transformation: from carbon to diamond. caterpillar to butterfly. from chaos to order, sunlight becomes electricity...ideally there should be artificial intelligence at the end of that transformation.
- Colours:

- Vibrant dark blue towards purple (sapphire), or royal blues. Colours should have depth and have glossy/shiny and/or glittery accents
- Grey like the silver macbook pro: glittery like diamond dust
- 3rd colour, if needed, can be decided by designer
- No flat colours

Logo in three forms:

- Gif or short video logo for online presence on website and in emails: transforms and rises
- Print logo should be a hologram type, something that also shifts depending on how we hold the paper/card. It will be put on business cards and printed on letterheads (not often used). We prefer to use MOO for our business cards unless another provider is suggested that can print highest quality or small batches since we likely will change address and other info every 6 months.
- "Normal" type logo.