SiteSupport Logo Redesign

Overview

We are moving to a new phase and focus in our business with new staff and premises so looking at updating our logo.

Looking for something a little more upmarket in styling and design. Something that says "These guys are pros at IT consulting"

Design Points

- So probably some with more of a corporate feel =. We are not a "local computer shop" but rather consultants working with businesses only.
- We don't have to keep the circle icon in the logo. It does have a meaning but is now sort of redundant. Open to suggestions though
- We can keep the grey/orange colours but maybe find a better combo but also open to a change in colour palette to something more upmarket and fresh. More technology but not geeky. We do like the blue palette for a business/corporate feel
- We like the idea of the name being the logo with some clever graphical element that stands out as unique. Eg the Microsoft logo with the link between to O and the S below

- Logo should convey, reliability and trust
- No use of clipart or tech images
- Probably prefer horizontal/rectangular format to circular
- Needs to be modern and fresh