

VASILE ELEVATOR

Request to redesign corporate logo



Vasile Elevator – the logo challenge

- What we like about our current logo:
 - The clean font (sans serif)
 - The use of our corporate colors (specific green and blue)
 - The simple but unique building incorporated into the text add some sophistication
- What we don't like about our corporate logo:
 - Doesn't scale very well
 - We only have it as a very linear rectangular shape – doesn't work well when we need a more square presentation
 - Sometimes hard to read; the letters are too crowded; perhaps need more emphasis on "Vasile"
 - No memorable graphic that we can use for additional branding without the text

Sample graphic concept - Synexis

- Check out this website:
<https://synexis.com/>
- They have a symbol/icon that accompanies their name that is easily recognizable and can be used across their branding campaigns:
- They recently changed their logo from the below to be cleaner and more recognizable, and we like this evolution:



Who we are

- We are a firm that designs, manufactures and installs elevator interiors and also elevator equipment (elevator cab shells, doors & entrances).
- We are an interior design firm, a supplier and manufacturer of elevators and a contractor for elevator projects; we are currently re-doing our website.
- Here is my recently redesigned email signature for some direction on esthetics, similar to how the website will present:

I do not like how our logo integrates into the new signature 😞

Nathan Hall

CEO – Business Development



O. 954.927.1185

M. 904.624.3537

E. Nathan.Hall@VasileElevator.com

W. www.VasileElevator.com

A. 2120 Fletcher St
Hollywood, FL 33020



VASILE ELEVATOR

ELEVATOR ENTHUSIASTS™

FOUNDED 1999
A WOMAN-OWNED ENTERPRISE



Additional info

- The following slide is an excerpt from our 2020 Corporate Guidance presentation, which may be useful for understanding our corporate culture and vision:



Vision Statement

- Harnessing our contagious energy as *Elevator Enthusiasts™*, we will provide the world with a shortcut to sophisticated design and high-value products, inspiring others to embrace their best potential and never settle.

