**Logo Design for “Zero Controller”**

**The Brief:**

1. **What we do & how the logo fits-into what we do?**

We are designing a new product called the “Zero Controller” (ZC). The ZC is used for renewable energy and works on the basis that “energy is everywhere” and our solution is in instantaneous charging solutions which we do through a new patented battery connection method.

1. **What we want from the designer**

We have a picture logo designed some time ago which appears appropriate for this purpose. However, we do not have the fonts & design to go along with it. We are therefore looking to design the fonts for the word “Zero” where the font “Z” uses the picture below or to use this concept and produce something similar to this:



We encourage creativity and to adopt another logo which is different from the above. However, the above logo describes the 2 arrows (in white) which also represents the activity of the ZC. It is also a design created in 2015 for us by a DesignCrowd Designer for another purpose and activity.

Ideally the “Z” should use the above picture and the rest of the letters “ERO” would have a font that would match. We expect that the word “ZERO” would all be in capital letters. The entire word “ZERO” can be boxed into a single box although it is more likely that only the letter “Z” will be boxed as above picture.

The word “Controller” will have the first letter in capital and the rest of the letters will be small caps. The word “Controller” will be below the word “ZERO”.



**ERO**

**Controller**

As you can tell from the above, I am not a designer. But you may get a general idea from the above concept and from what I have described above.

1. **Colours:**

The colour should ideally be blue for the logo as the primary font colour. The background can have white or black as below:



I am happy to clarify further. Thank you, designers. Have a great day!

Best regards,

KC