

Project Summary

We require a company logo and 4 sub logos or symbols to represent our software and consulting services marketed to the oil and gas industry.

Our software and services are sold separately but they are related and may be sold as a suite in the futures. We would like a themed concept for them using colour or shape etc.

The message we are trying to communicate is one of professionalism, that we have depth of knowledge in the industry along with high customer service values.

Once we have the company and product logos we intend to post projects for further branding including brochures and websites.

Overview of Organisation

Well Data Technologies is an integrated software and consulting organization specialising in the drilling side of the oil and gas industry. Simply put our software helps companies better understand, predict and communicate the cost of drilling wells.

We have 3 software products and a consulting offer consisting of...

- RMX - Probabilistic time and cost software
- CTX – Cost tracking and reporting software
- KMX – (currently known as WellKnowledge) – Lessons learned software
- Consulting services

More details can be found at www.welldatatech.com

Our systems are in use in over 30 countries with a broad range of clients including: BP, Chevron, Hess, Apache, TAQA Bratani, NORECO and Senenergy.

Our main competitors are

- <http://www.petris.com/>
- <http://www.peloton.com/>
- <http://www.agr.com/services/software-solutions/p1->

Our depth of drilling knowledge, quality of software and collaboration with clients differentiate us from the competition. We also strive for very high levels of customer service.

Project Goals

This project is for the rebranding and development of our company logo and 4 sub logos or symbols representing our software and consulting services.

The company logo can read WDT or Well Data Technologies we would like the designer to use their skill and judgement and chose which goes best with their design. There is no strapline.

Products and services can either be sub logos or symbols but we would like them to be themed. A good example of this is the Apache Flex treatment found here <http://www.behance.net/gallery/Apache-Flex/5126343>

Our current logo is as below, although we do use a whiteout version on our website. www.welldatatech.com.



At the moment our software products and consultancy are not sold as a suite but they may be in the future. They do, however, complement each other so we would like to see concepts that keep them themed, either by use of colour or shape.

The message we are trying to communicate is one of professionalism, that we have depth of knowledge in the industry along with high customer service values.

Project Requirements

We don't have specific colours we require, but aim for a balance of creativity while still retaining a corporate feel.

Simple is always better.

We are open to designs that are an evolution of our current logo as well as completely new ideas.

Things to avoid

- Graphics that are too cartoony
- Obvious oil industry imagery, no oil rigs
- Clichés, no jigsaw pieces to show connected products
- Special effects including, drop shadows, reflections, glows and bevels
- Stock or clipart images
- A logo that is too tall and skinny, or too wide and short

Concepts we like

<http://www.behance.net/gallery/Apache-Flex/5126343>

<http://www.nitropdf.com/business>

<http://www.behance.net/gallery/Seminarios-Andinos/3005755>

<http://www.reservoir-group.com/>

<http://www.behance.net/gallery/RIT-Mechanical-Engineering/4409977>

Other Information

Once we have the company and product logos we intend to post projects for the following

- Website (home page and single internal page, no coding)
- Product brochures (online/pdf)
- Business cards
- Power Point presentations
- Proposals templates