Development process

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The process of the logo was simple and clear, the initial idea was to design a box in the centre to give total relevance and meaning to the name of the company. Also, colours blue and white have been in the mind since the beginning, the fact the company wants to represent trust, loyalty and simplicity for our customers.

To get the final logo we had 2 attempts before, however, there weren't many differences between the original, it was just decided to add a slogan to give emphasis and change the colour of the box in the centre and of the text for orange mean confidence.

In addition to that the name was chosen to give context to our logo, the final logo has something that looks like an aim, and the thought was to show that the company are tracking every stock move.

