

Vision, mission,
company name
and **brand.**

Company **LGP4** 2018

Vision

We envision a disruptive company. A remarkable software enterprise that delivers exceptional products to its customers.

Being disruptive will allow our brand to always achieve new ideas that are both innovative and unconventional whilst being remarkable means we will become who our customers remember first when it comes to technology.

For this to become a reality, we are committed to excel in the work we do, bringing original solutions that match and overcome our customer's expectations and this way deliver an outstanding service and experience.

Mission

Our mission is to create innovative software bearing in mind our customer's projects. We are dedicated to being a great place for our people to work, where ideas are shared in a collaborative environment and excellence is achieved.

We also strive to deliver the quality, service, and value our customers expect from the most committed team they will ever find.



The name

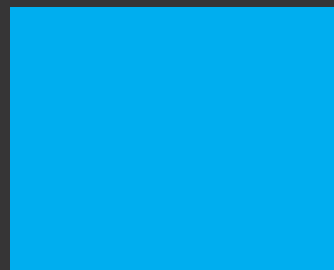
Organon was the first book attempting to organize a logic system. Our company's name pays homage to its author - the great Aristotle - his contribution to logic and by extent, the computer science field.

We aspire to become as visionary as *Organon* was, working as a synergic company, that contributes meaningfully to our customers by providing software solutions that are just as solid as they are innovative.

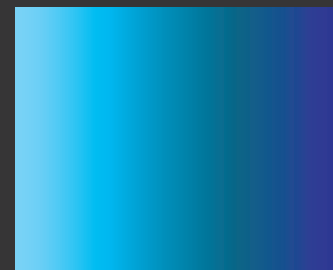
ORGANON

Brand

COLORS



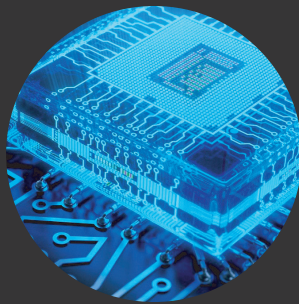
CYAN 100%



BLUE GRADIENT

Brand

DESIGN THINKING



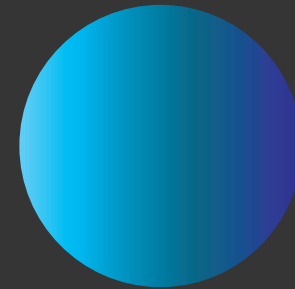
TOOL

Software is the basis of our company.



BALANCE

We always try to find the best solution, balancing between the pros and cons.



SYNERGY

The concept arises associated with union and collaboration of all time.

Brand

GILL SANS font

We use Bold because it has a strong impact.

a b c d e f g h i j k l m
n o p q r s t u v w x y
z . , : ; - ! ?

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z . , : ; - ! ?

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ORGANON



Primary logotype

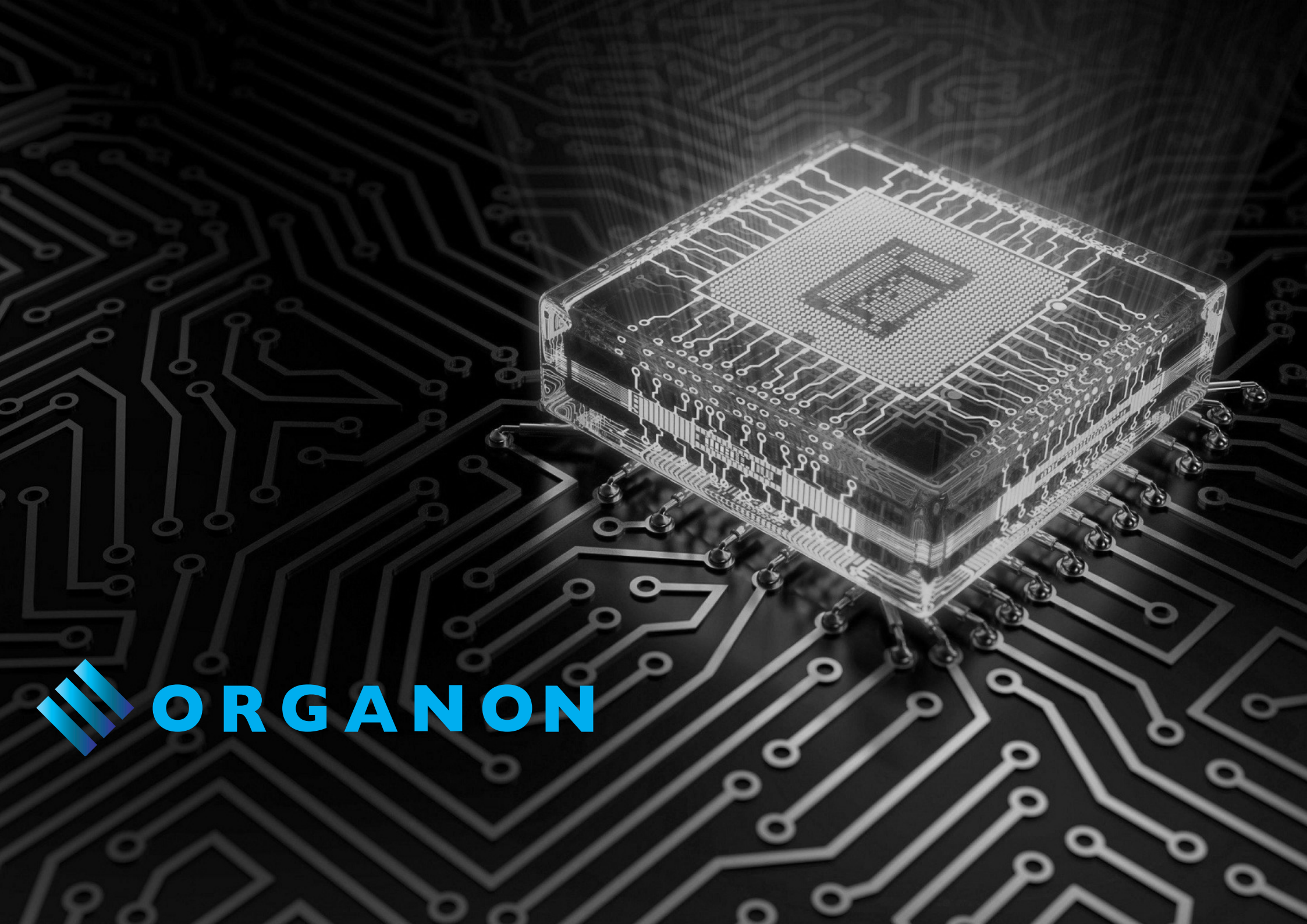


Secondary logotype

Brand

COLOR CODING





 **ORGANON**