

**LOGO DESIGN FOR
SWITCH ELECTRIC.**



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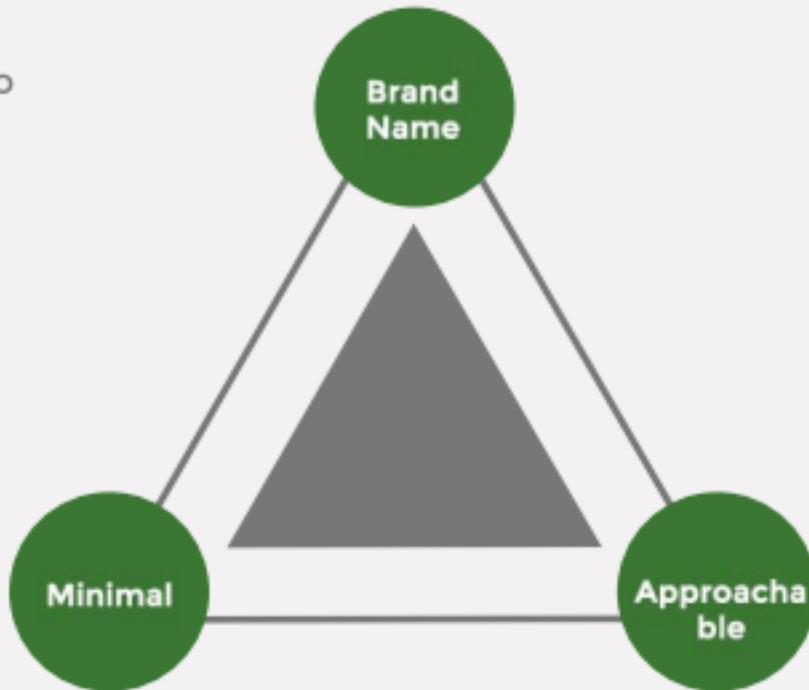
INTRODUCTION



SWITCH ELECTRIC IS A BRAND
DEDICATED TO PROVIDING SOLAR
POWER SOLUTIONS AND SERVICES TO
ITS CLIENTS.

PROJECT GOAL

From the brief, it was noted that the logo has to contain the brand name, be minimalistic and give the brand an approachable persona.



03



LOGO IS COMPOSED OF LETTERMARK OF THE BRAND NAME COMBINED WITH THE SYMBOL FOR A CLOSED SWITCH IN AN ELECTRICAL CIRCUIT ON THE BASE AND A SYMBOL OF THE SUN(SOLAR) ON THE TOP.

IN AN ELECTRICAL CIRCUIT, A CLOSED SWITCH MEANS THERE IS A FLOW OF CURRENT THEREBY LEADING TO POWER: THIS POINTS TO THE BRAND'S CORE OF PROVIDING SOLAR POWER SOLUTIONS AND SERVICES TO IT'S CLIENTS.

THE GENERAL OUTLOOK OF THE LOGO IS CURVY TO TAKE OUT THE SERIOUSNESS OF "BLOCKY" TEXT/SYMBOL AND COME OFF MUCH MORE FRIENDLIER AND "APPROACHABLE" TO THE TARGET AUDIENCE.

04

LOGO



TYPOGRAPHY

The logo type is from the Cocosharp font family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOR SCHEME

The color scheme is made up of complementary colors - Orange and Green. The colors aim to give the brand a friendly look.

F07F2F

3B7733

05



PRISTINE
CLEANING SERVICES

The background of the image is a soft-focus photograph of a large-scale solar panel farm. The panels are arranged in long rows, their surfaces reflecting a warm orange and yellow glow from the setting or rising sun. The sky above is a gradient of these warm colors, transitioning into darker blues and purples at the top. The overall atmosphere is peaceful and suggests a clean, renewable energy source.

switch

Switch

