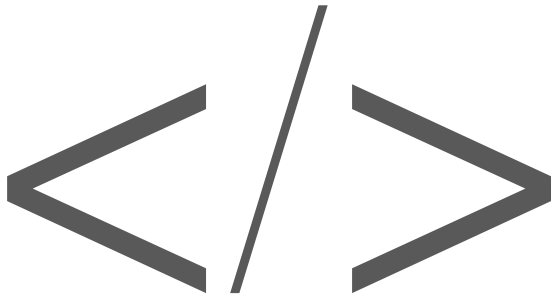
CAPDIW Training & Consulting

Brand Identity Design

Concept 1

The thought:

Taking inspiration from symbols used in coding



Creating an artistic expression of the symbol

Expression of letters from the brand name within the logo symbol

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Expression of letters from the brand name within the logo symbol

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Expression of letters from the brand name within the logo symbol

Final Logo

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Concept 2

Design inspiration:

Infinity symbol

Thought: A coder has the skills to create infinite possibilities.

The thought:

Taking inspiration from the infinity symbol

Creating an artistic expression of the symbol

Expression of letters from the brand name within the logo symbol

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Expression of letters from the brand name within the logo symbol

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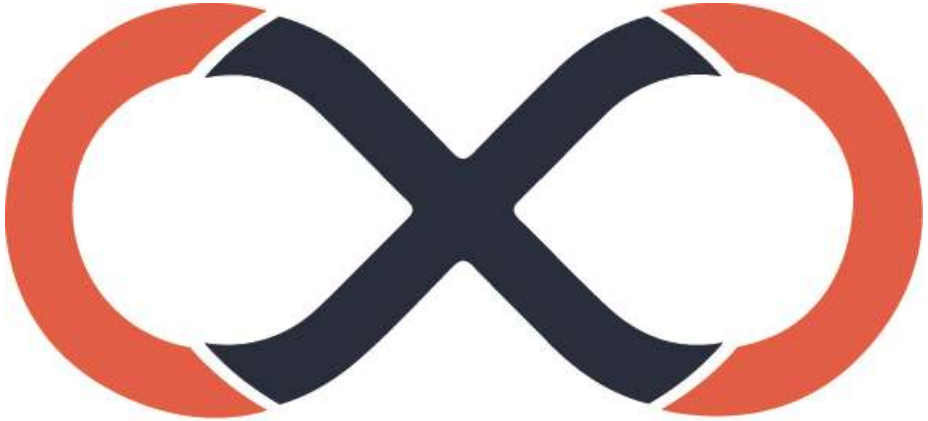
Expression of letters from the brand name within the logo symbol

Final Logo



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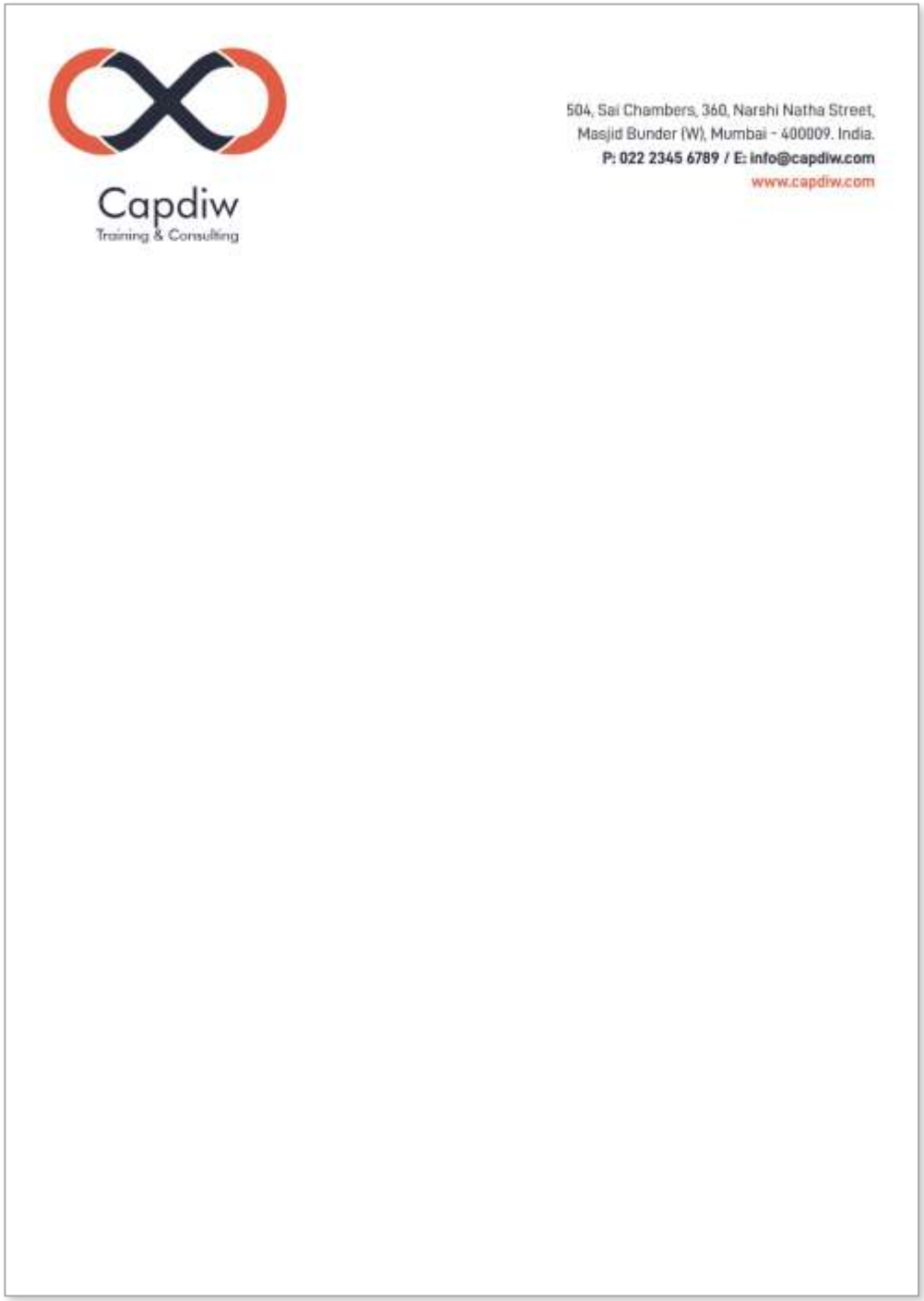
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Final Logo

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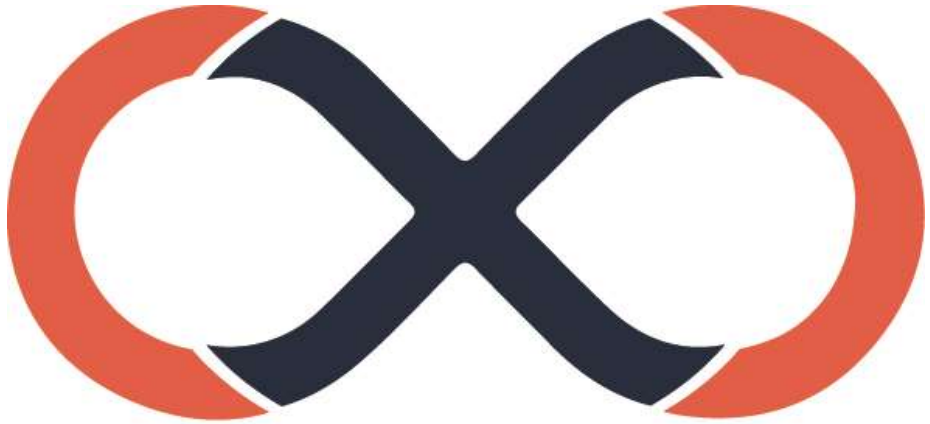

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Open for discussion