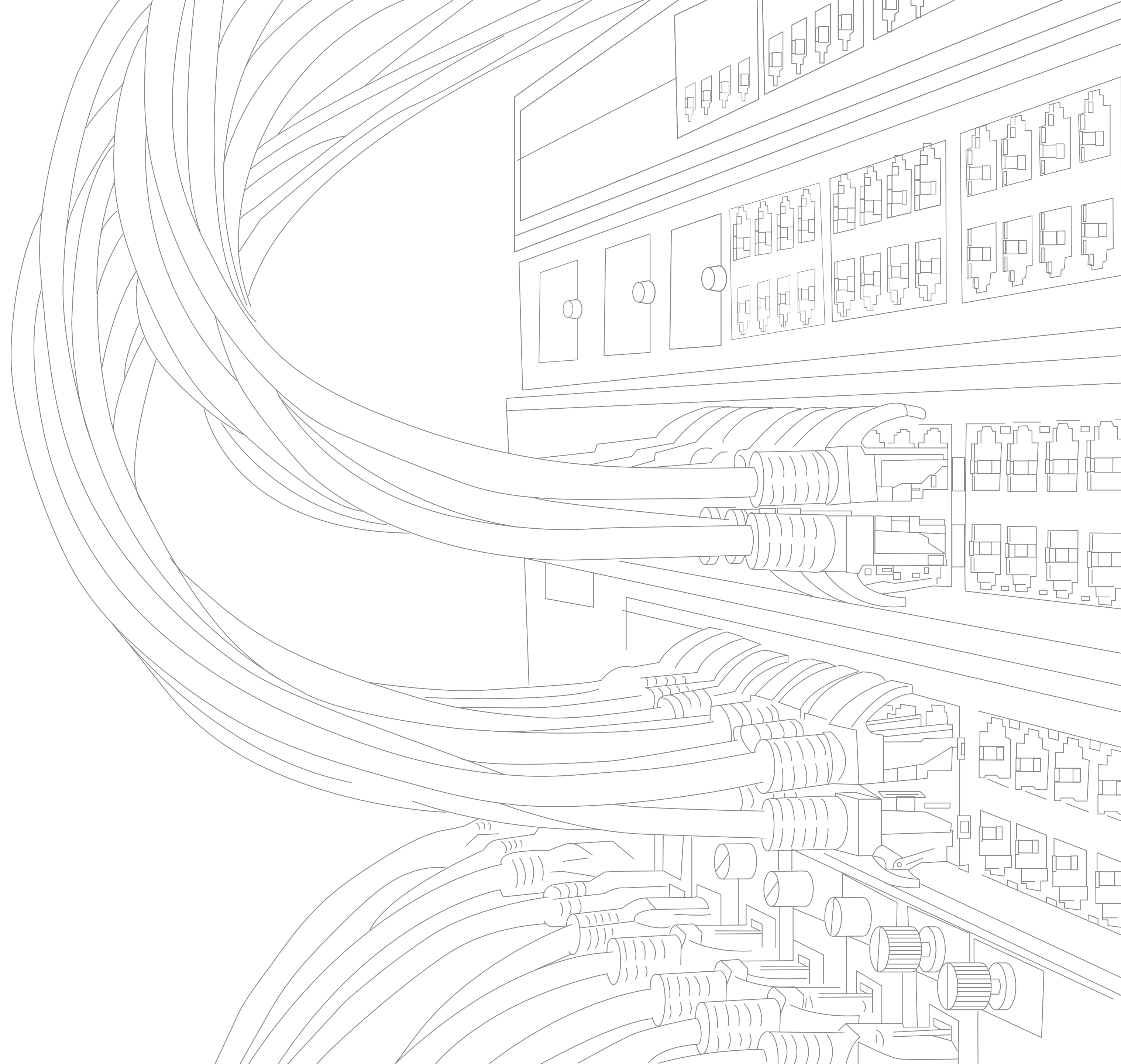
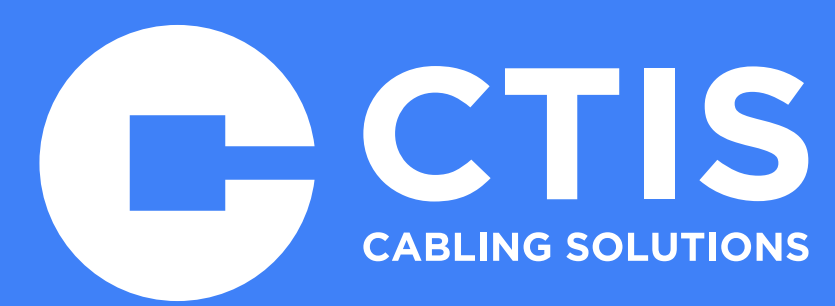
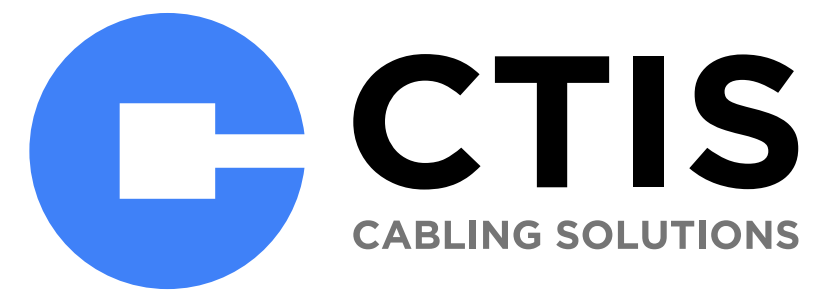


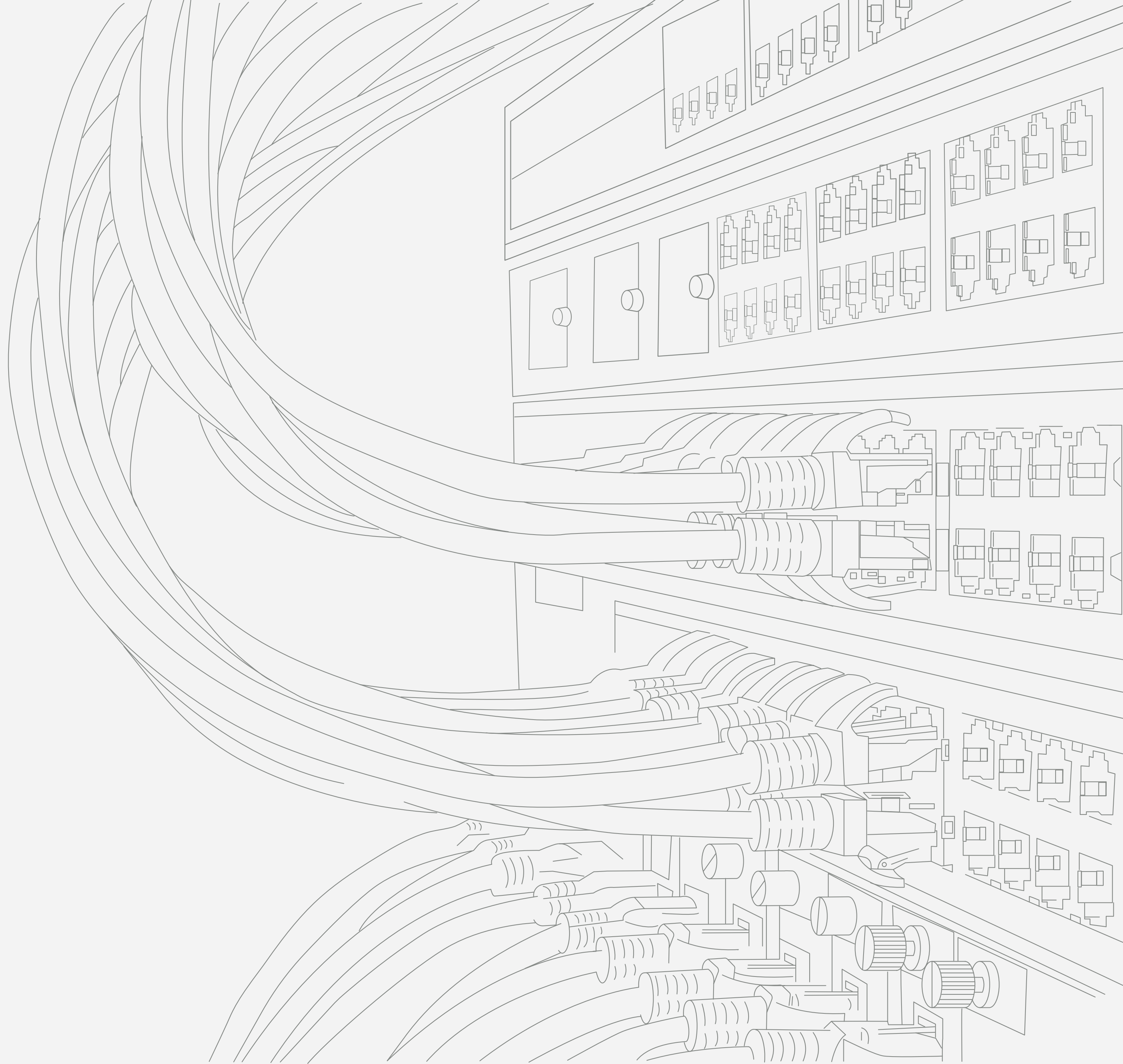
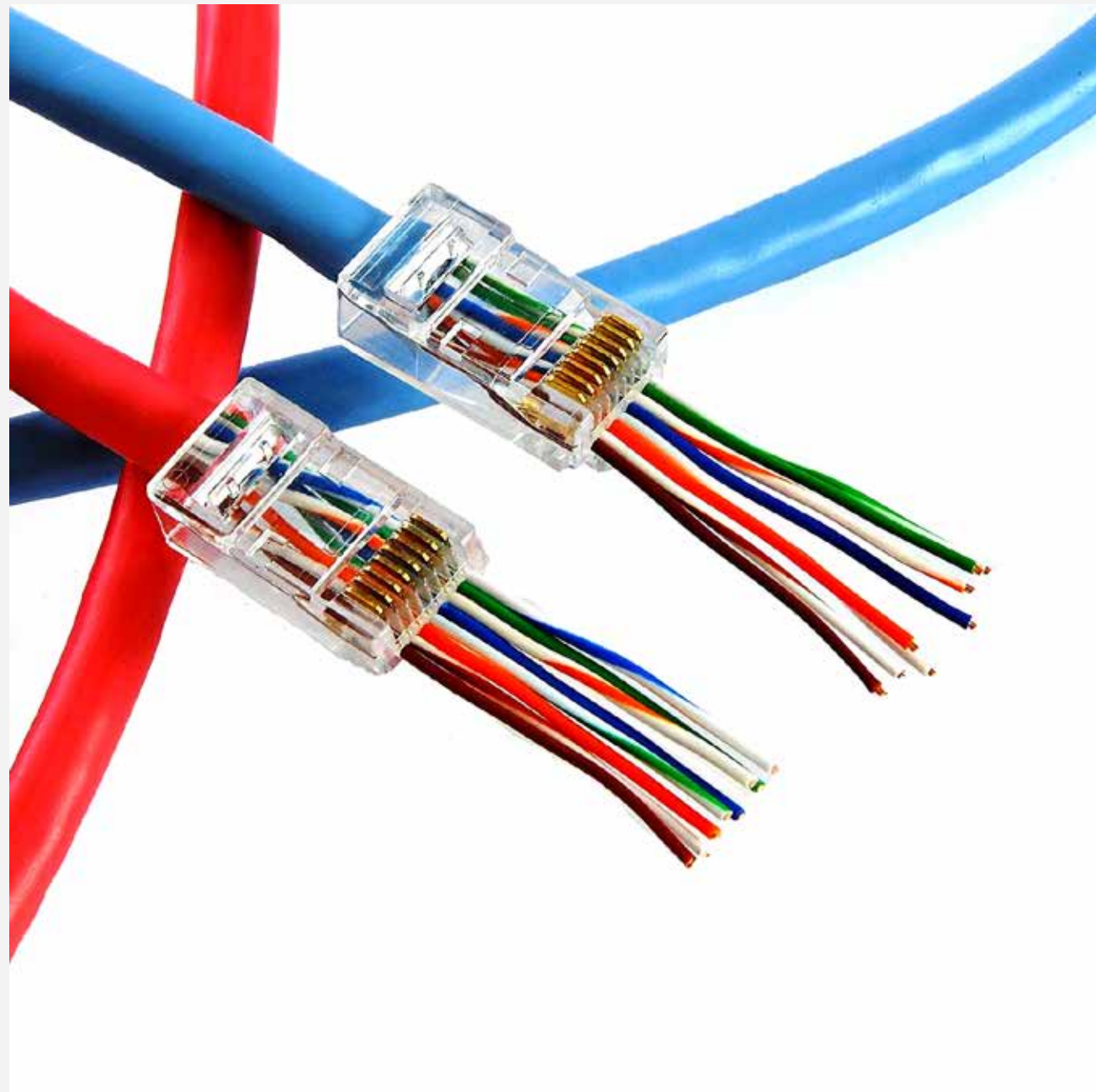
BRANDING PROPOSAL



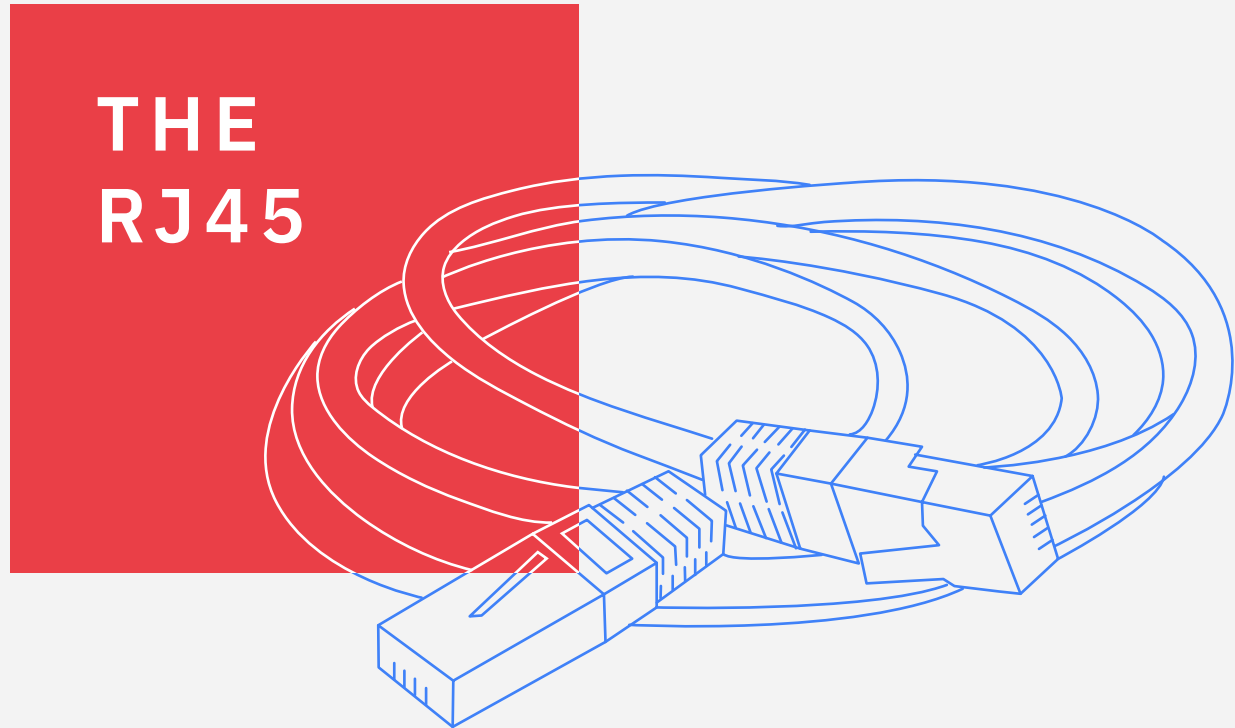




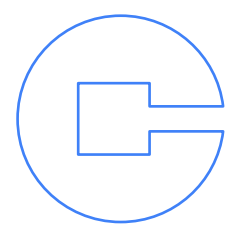
Our primary objective is to establish a powerful and distinctive CTIS Cabling Solutions brand identity. CTIS specializes in delivering state-of-the-art structured cabling solutions that seamlessly align with every network requirements. This branding proposal is designed to reflect the essence of CTIS, showcasing their expertise in crafting tailored cabling solutions. We will create a captivating logotype that embodies the core values and vision of CTIS Cabling Solutions graphic materials that vividly communicate the importance and impact of structured cabling in today's rapidly evolving technological landscape.



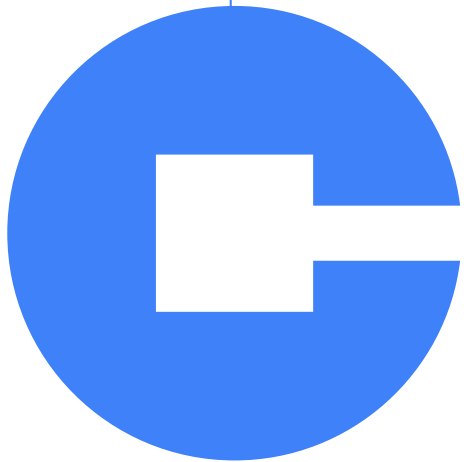
01 Semiotics



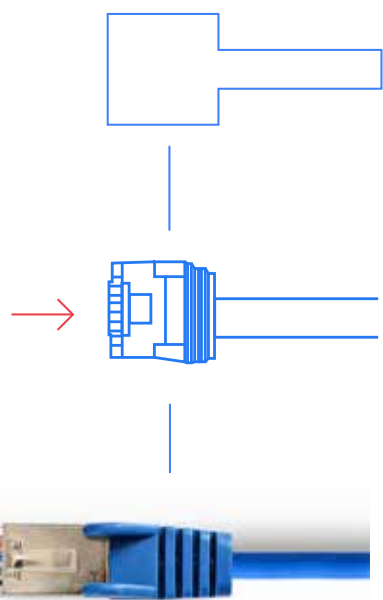
The logo design draws inspiration from the ubiquitous **RJ45** connector, a prominent element in cabling networking. By simplifying it into a square shape, we evoke the principles of volume and solidity inherent in the physical world. The square represents reliability, sturdiness, and unwavering consistency—attributes that align perfectly with CTIS Cabling Solutions' commitment to providing robust and dependable structured cabling solutions.



The squared RJ45 design within the logo incorporates an ingenious use of negative space, skillfully integrating a circular shape that forms the letter "C." The circular shape forming the letter "C" represents unity, connectivity, and the seamless integration of technology.

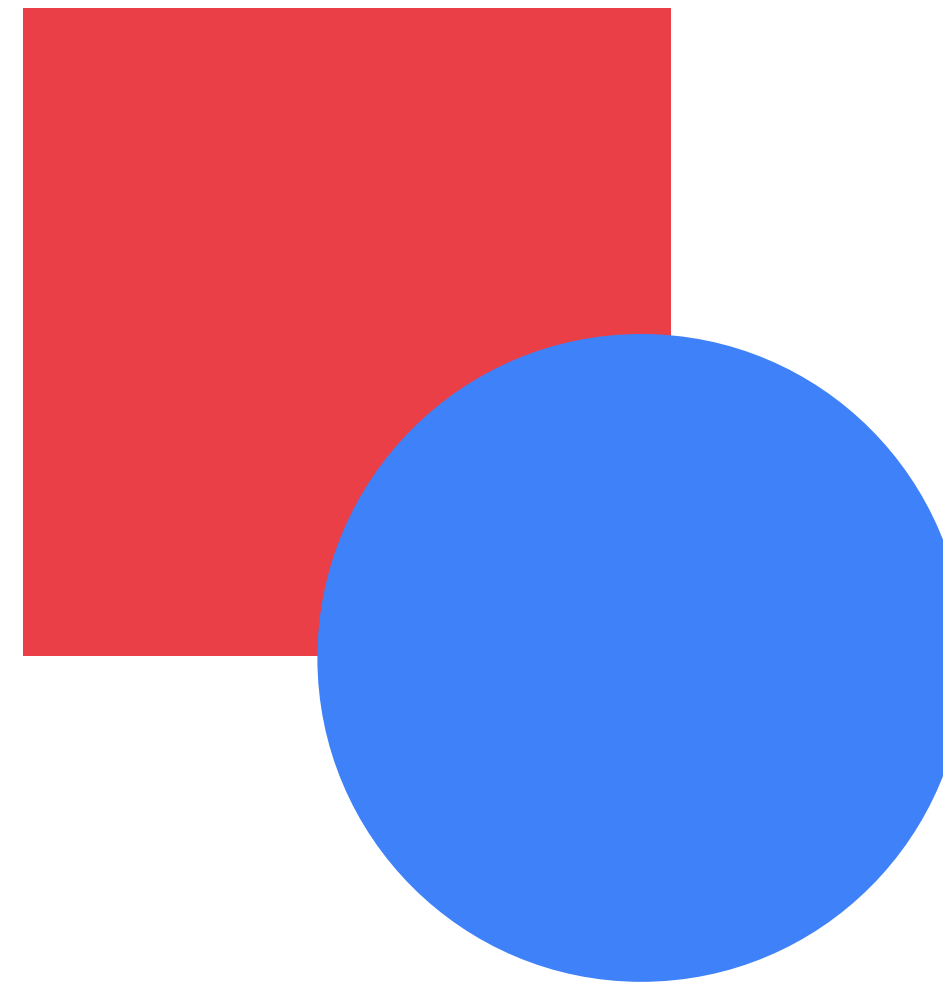


CTIS
CABLING SOLUTIONS



01 Semiotics

The square represents stability and solidity, signifying CTIS's unwavering commitment to providing reliable and robust structured cabling solutions. It embodies the company's dedication to creating networks that withstand the test of time, ensuring stability and dependability for their clients.



The circle embodies perfection and harmony. It represents CTIS's pursuit of excellence in every aspect of their work, striving for flawless execution and seamless integration within their cabling solutions. The circle symbolizes the interconnectedness and continuity that CTIS brings to their clients' networks, fostering smooth communication and optimal performance.

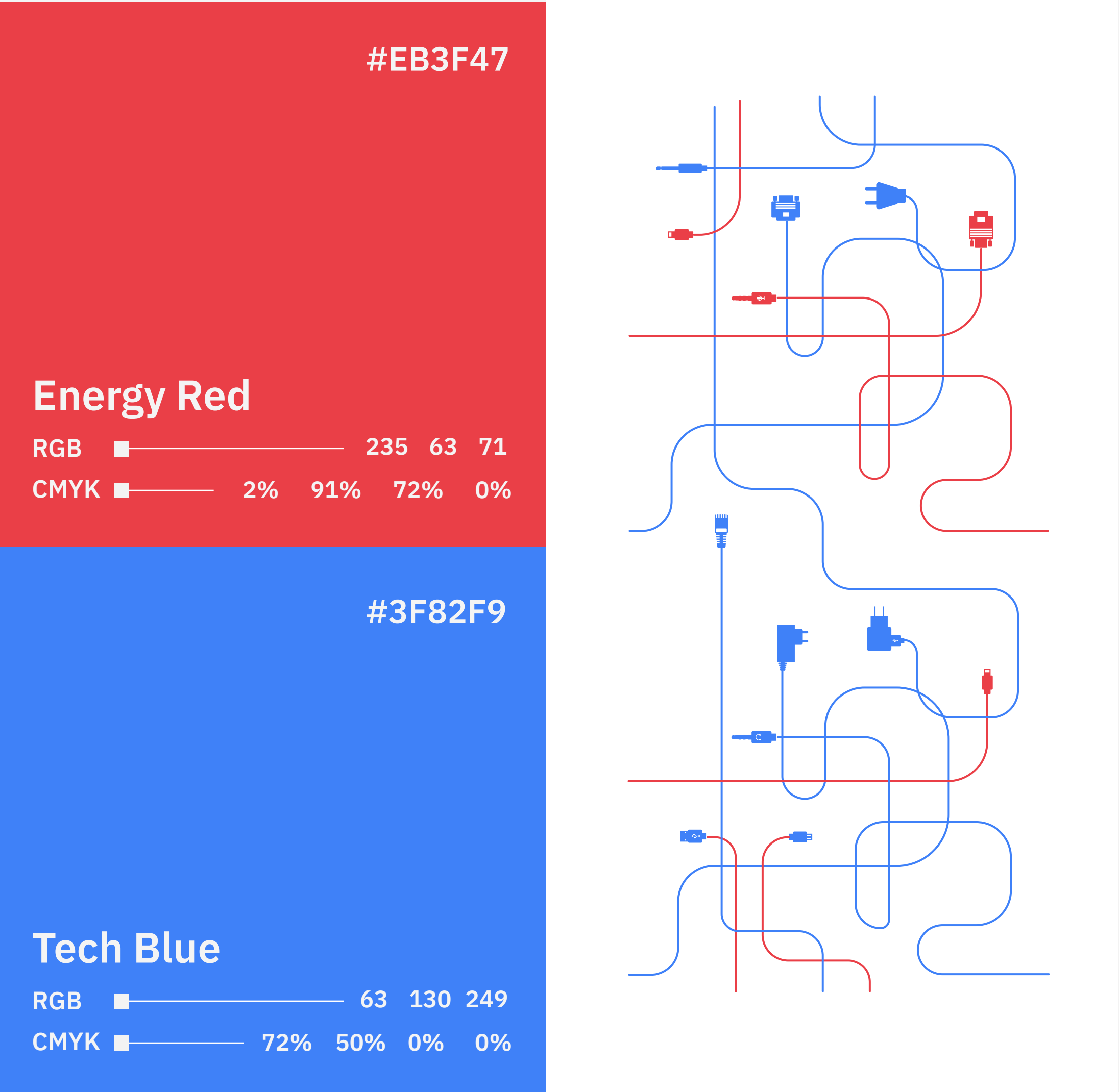
02

Color Palette

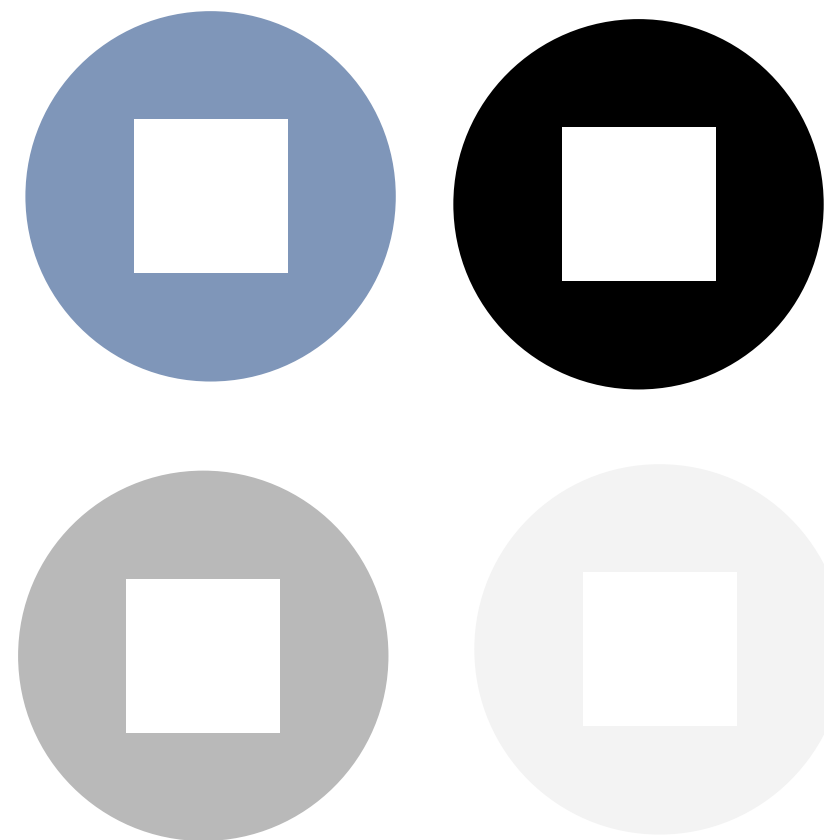
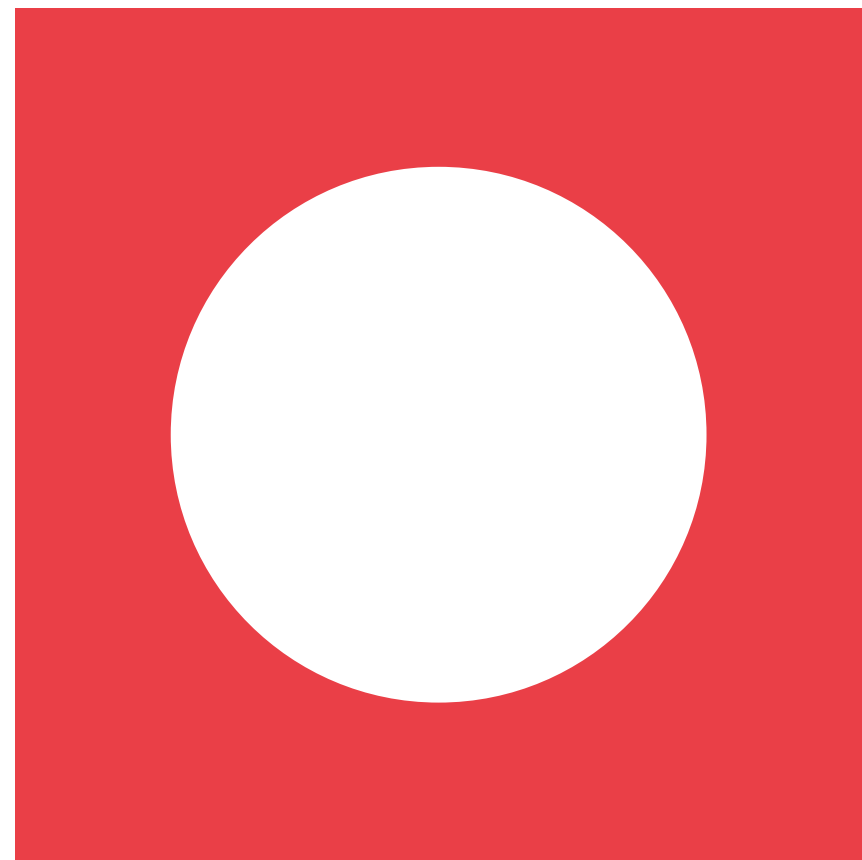
Introducing bold pops of red and blue into the color palette brings a touch of excitement and energy to the visual identity.

Red, a color associated with power and determination, represents CTIS's drive to stay at the forefront of technological advancements. It serves as a reminder of their passion for innovation and their ability to navigate the ever-changing landscape of technology.

Blue, a color synonymous with trust, intelligence, and stability, reinforces CTIS's commitment to delivering reliable and intelligent networking solutions. It signifies their dedication to fostering seamless connectivity and building lasting partnerships with their clients.



02 — Color Palette

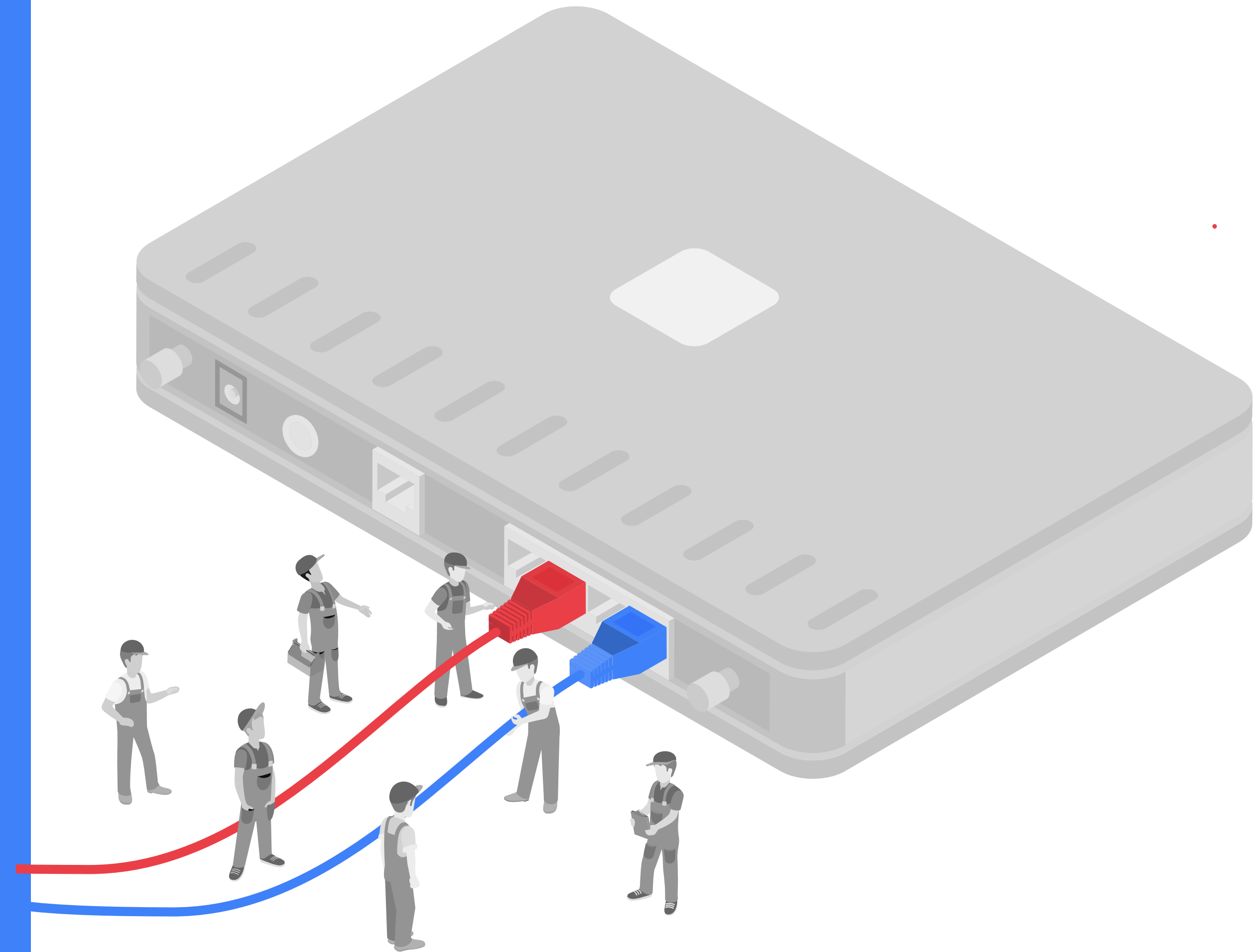


The carefully curated color palette for CTIS Cabling Solutions branding incorporates a sophisticated blend of shades of gray and black, while also strategically highlighting vibrant accents of red and blue. This thoughtfully selected combination strikes a harmonious balance between professionalism, modernity, and the dynamic nature of the tech industry.

03 Graphics

The graphical concept revolves around utilizing linear art to represent the stroke as a symbolic representation of the wire. The visuals are intentionally bright, with a predominant focus on the captivating color blue, while employing minimal flat vectors to maintain a sleek and contemporary aesthetic.

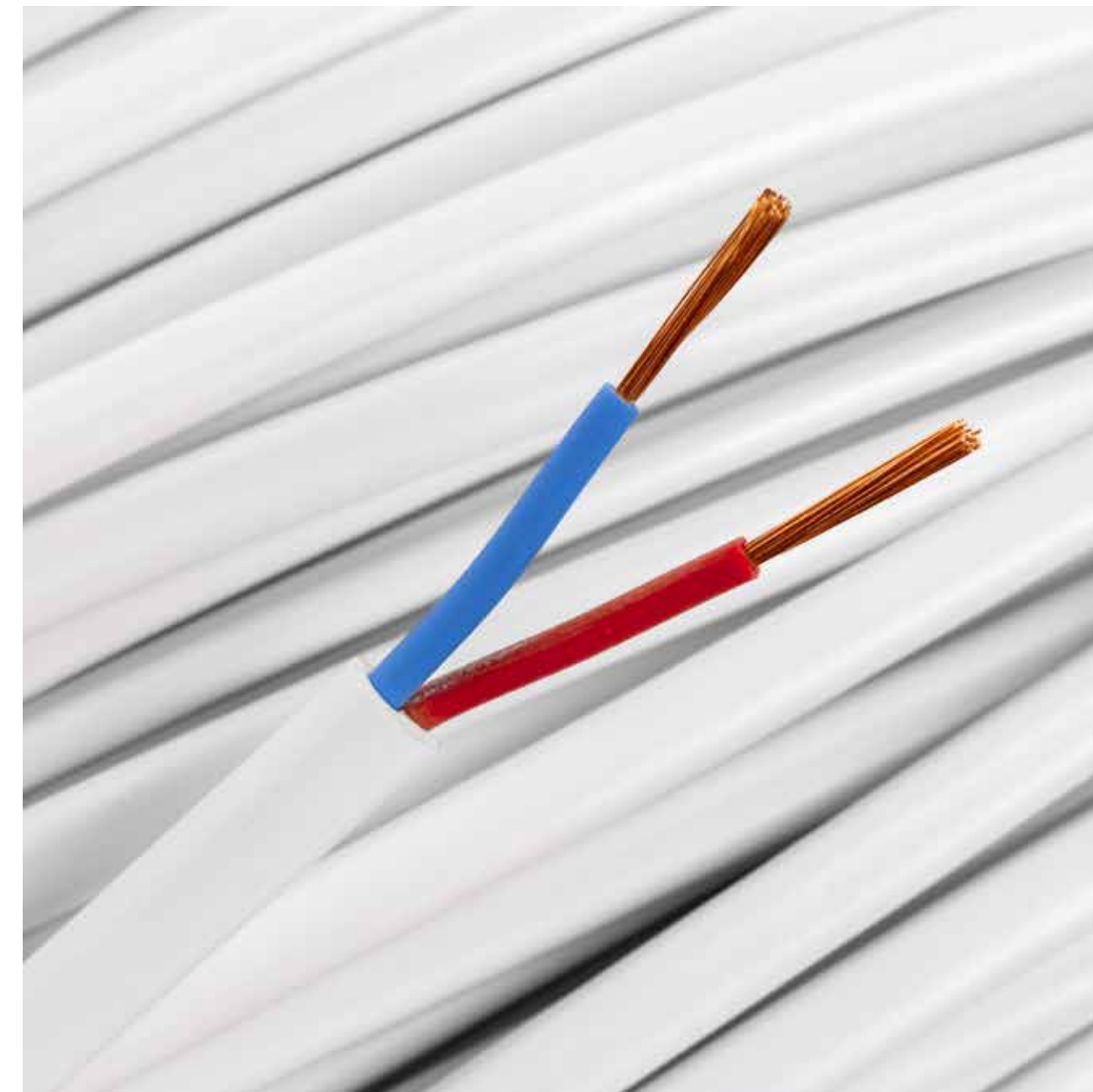
This minimalist approach allows the focus to remain on the key elements, emphasizing the importance of CTIS's expertise and their ability to simplify intricate cabling systems.



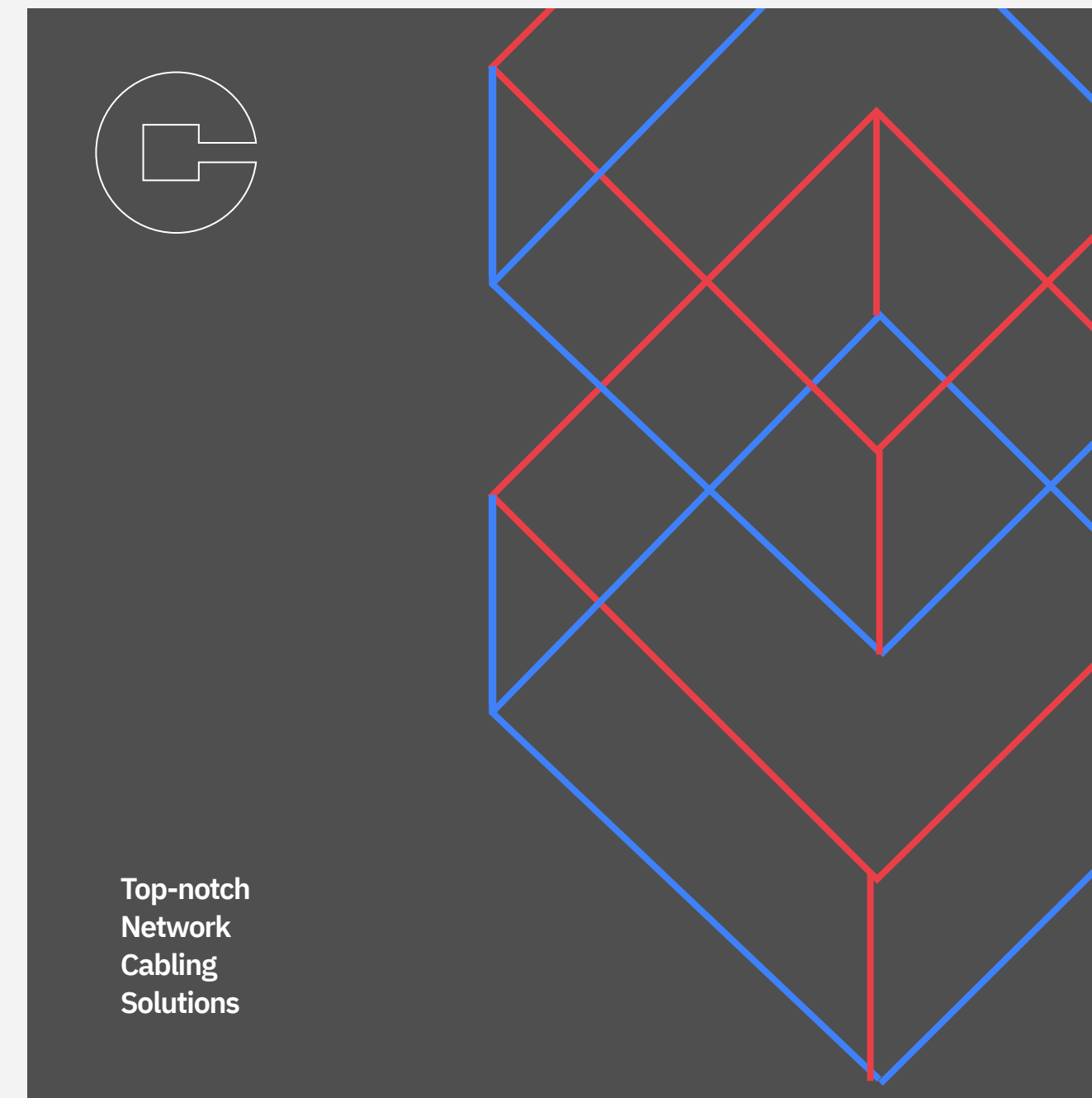
03 Graphics



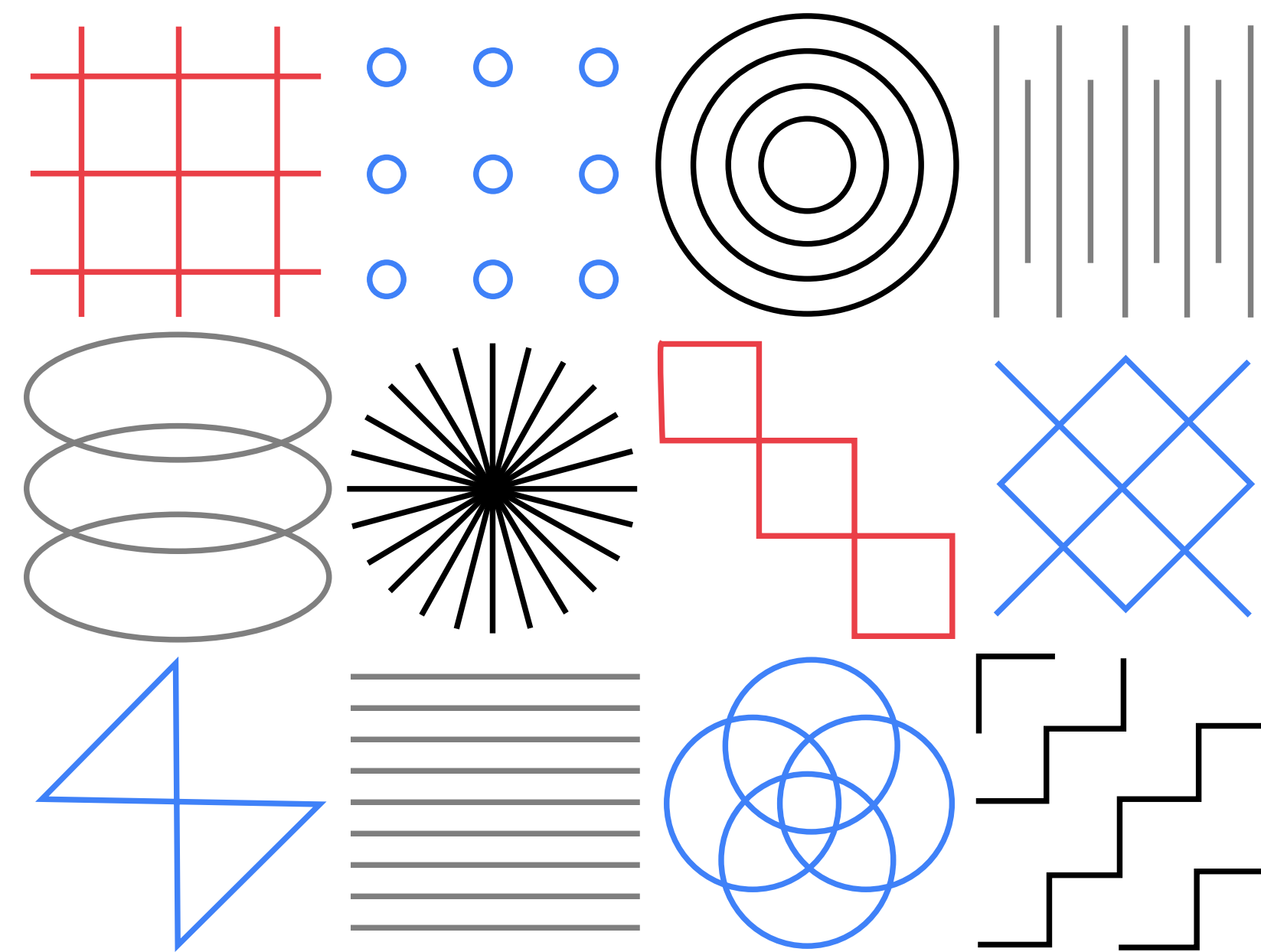
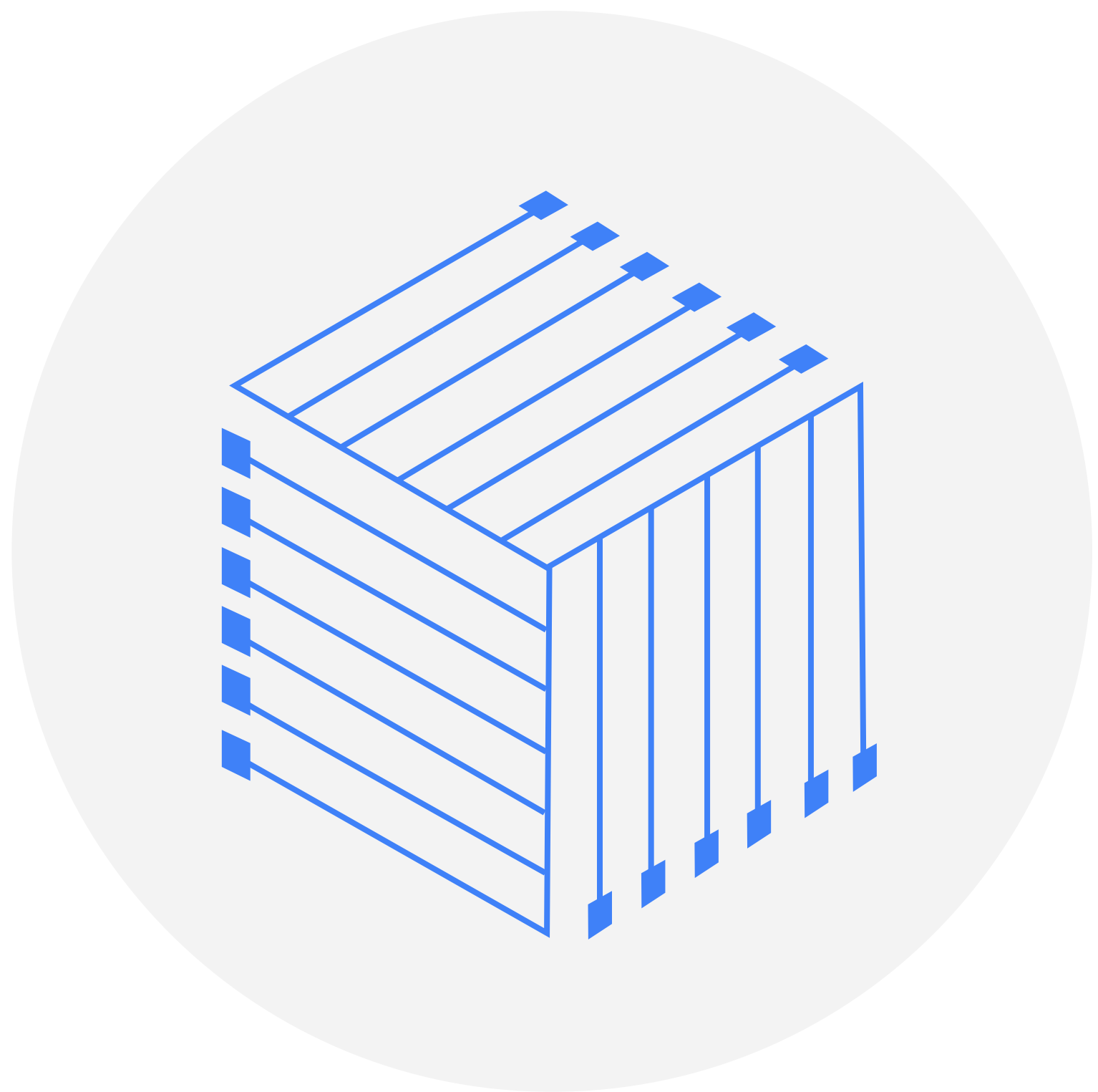
03 Graphics



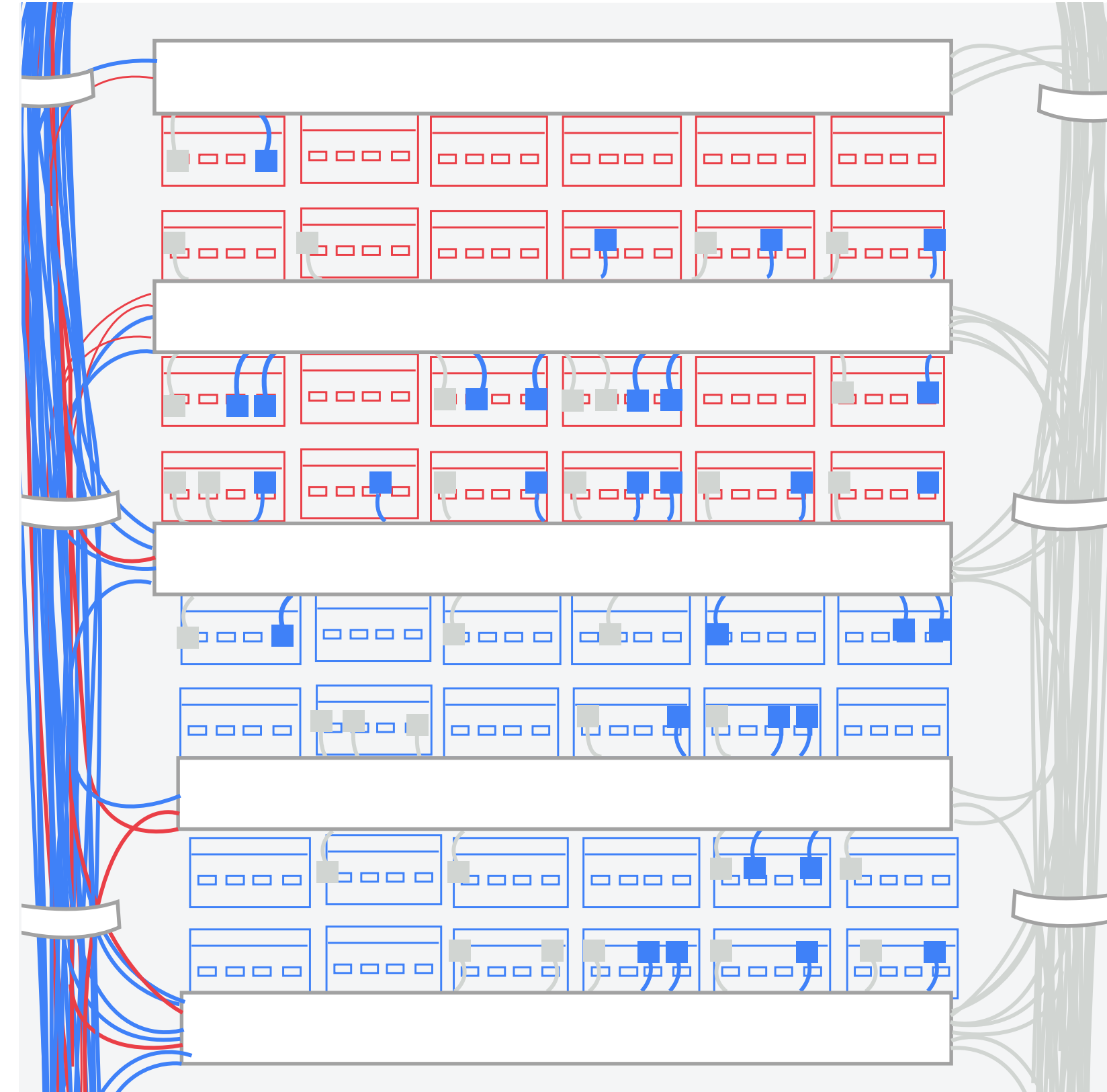
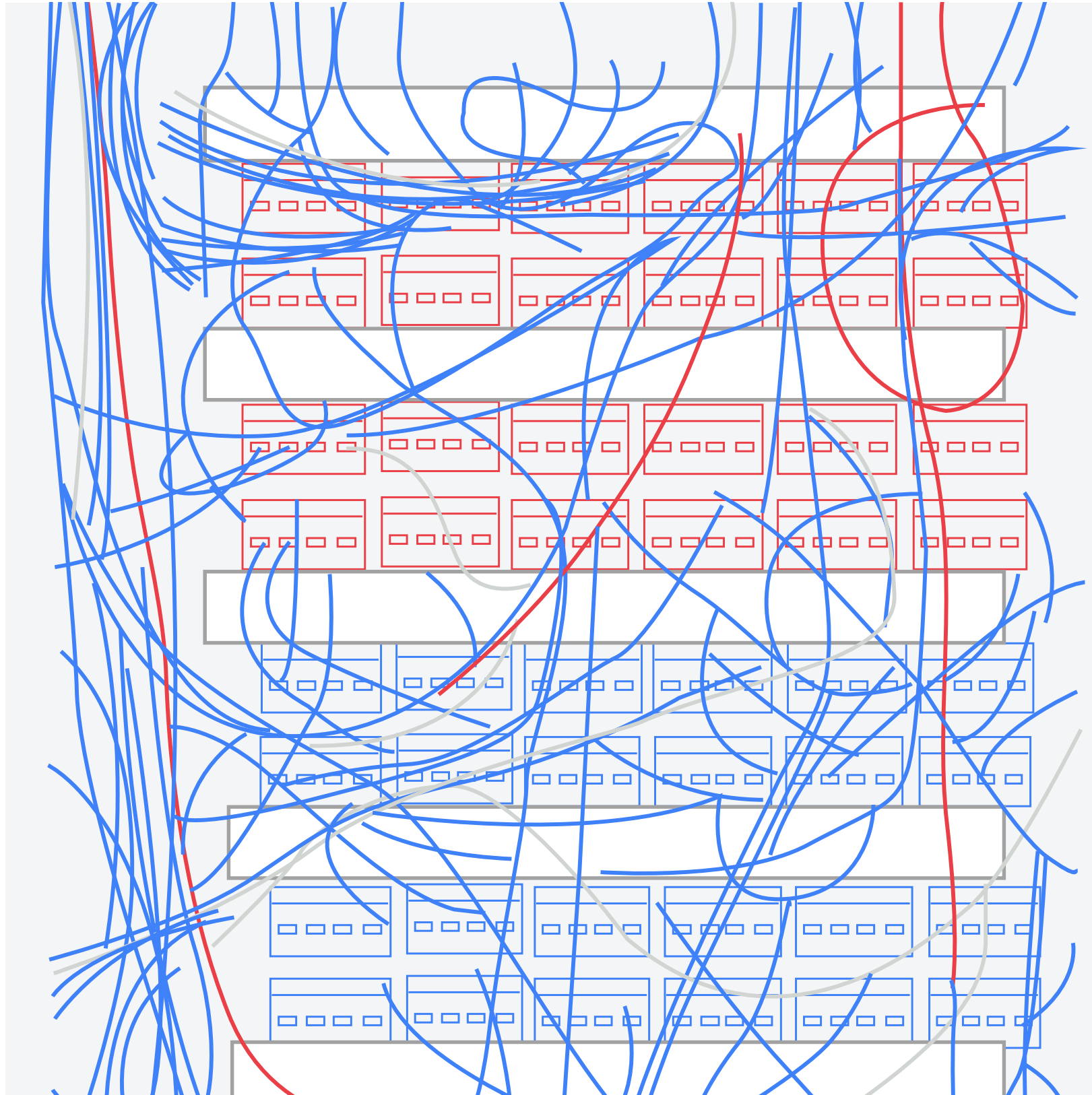
03 — Graphics



03 Graphics



03 Graphics



04 Usage



04 Usage



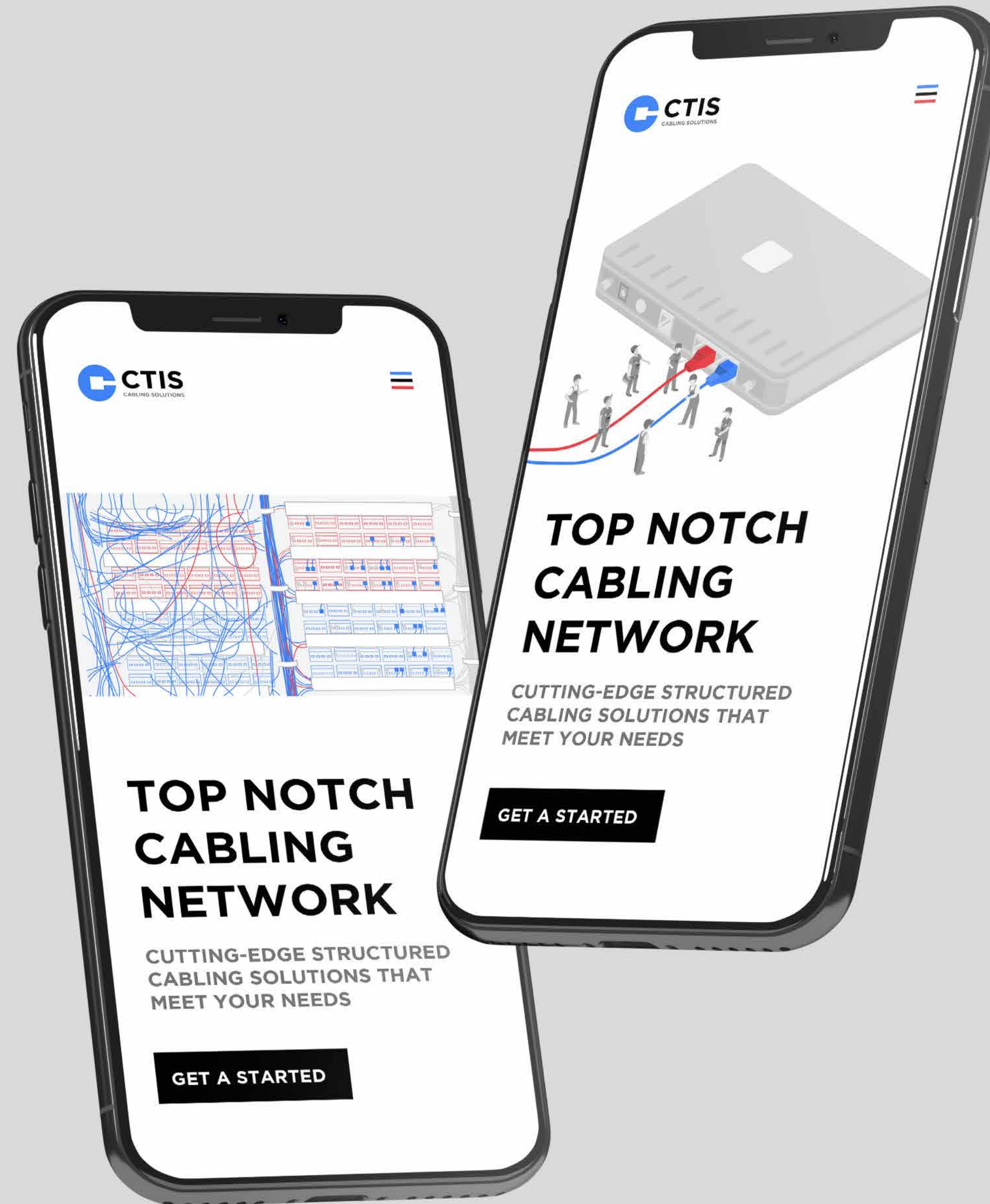
04 Usage



04 Usage



04 Usage





ALTERNATIVE PATHS

