



Year: 2022
Service: logo design

Our task was to update and actualize the logo for the company specialized in innovative technologies to improve and optimize business processes. First we analyzed the existing trends and conducted a series of studies to understand which visuals reflect company's passion and commitment to innovation the best. We went through many concepts and design decisions to create a logo that in our opinion perfectly represents Ultratech values and spirit.

The new Ultratech logo is a unique combination of graphic elements and font. We used white color and geometric shapes to express the boldness and energy of the company.



HEX #FFFF
RGB 255 255 255
CMYK 0 0 0 0
Pantone White C/U
RAL 9003 Signal White

HEX #0000FF
RGB 0 0 255
CMYK 100 100 0 0
Pantone Black C/U
RAL 9005 Jet Black



IDA
DESIGN AWARDS

N Z R
retail & branding

NZR Agency
won Gold
at the IDA

Award
IDA, 2023, Gold

Project
Ultratech

Winner
NZR Retail and Branding Agency

