

TSF Standard Group – Logo Design Proposal

Prepared for: TSF Standard Group LTD

Date: 18.10.2025

1. Introduction

This proposal presents four potential logo designs for TSF Standard Group — each crafted to reflect the company's values of **trust, professionalism, innovation, and global reach**.

The goal is to finalize one logo that will become the cornerstone of TSF's corporate identity, adaptable across all subsidiaries.

2. Brand Goals

Unified corporate identity across all industries TSF operates in.

A modern, minimalist style for **digital and print versatility**.

Consistent use of **Royal Blue (#0047AB)** for brand cohesion.

Adaptable logo structure for easy color variations in subsidiaries.

3. Color Palette

Primary: Royal Blue (#0047AB) — trust, stability, professionalism

Secondary: White (#FFFFFF) — clarity, openness

Potential accents for sub-brands — maintaining TSF's Royal Blue anchor

4. Logo Concepts





Option 1 – Bold TSF in Square

Design: TSF letters in white inside a Royal Blue rounded square, paired with the text “TSF Standard Group.”

Meaning: Strong, compact icon; works perfectly as an app icon or social media avatar.

Pros: Simple, high legibility, modern corporate feel.

Option 2 – Global Orbit Icon

Design: Stylized circular emblem with intersecting line patterns, representing global connectivity.

Meaning: Embodies global reach, innovation, and unity, tying TSF’s multinational presence together.

Pros: Symbolic; visually engaging; good brand storytelling potential.

Option 3 – Horizon Bar Icon

Design: A geometric circle with two horizontal bars, suggesting stability and balance.

Meaning: Represents foundational strength and horizon vision — aligning with TSF’s long-term strategy.

Pros: Simple geometry; bold corporate symbolism.



Option 4 – Rising Triangular Arc

Design: Stylized layered triangles pointing upward, housed in a rounded square.

Meaning: Symbol of leadership, growth, and upward momentum.

Pros: Strong directional symbolism; memorable shape.

Option 5 – Rising Triangular Arc

Design: A crisp circle with intersecting arcs and lines forming a clean, modern globe pattern — symbolizing TSF’s international presence

Meaning: This design merges:

- The clarity & digital adaptability of Concept 1 (Bold TSF Text)
- The global reach symbolism of Concept 2 (Circular grid mark)
- The balanced geometry and simplicity needed for small sizes

Next Steps

1. Review the five logo concepts.
 2. Shortlist one or two preferred options.
 3. Approve refinements (spacing, typography, color tweaks).
 4. Finalize the logo suite for the parent brand and subsidiaries.
 5. Prepare the Brand Guidelines Document.
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