

Herts & Essex Planning

www.quentzalenergyservices.co.uk

Project Overview

Quetzal Energy services is a management company within the Oil and Gas Industry.

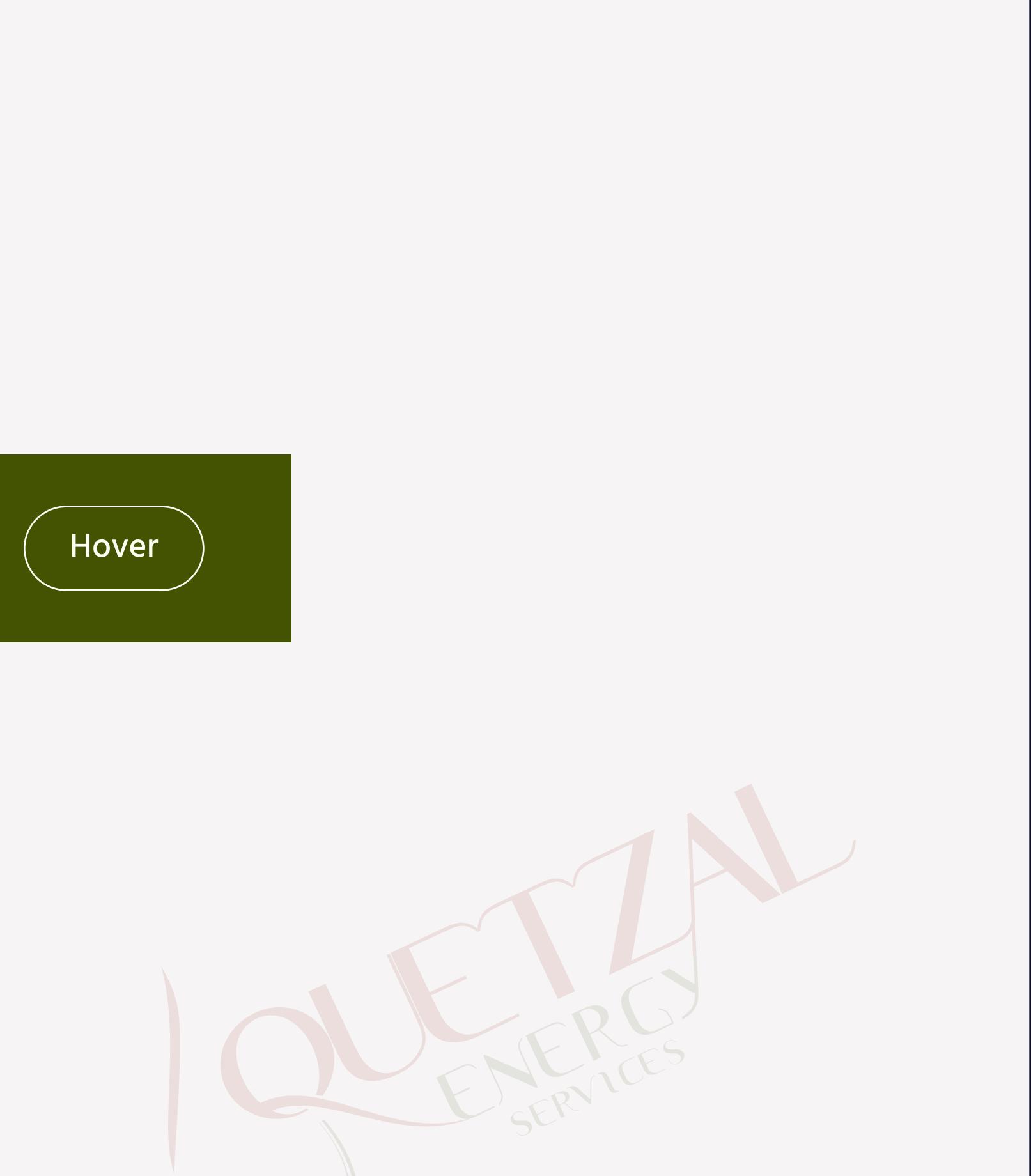
Project goals

Logo

One page website to serve as an online business card.

Simple, clear.

The client has a favourite bird (Quetzal) and wanted to incorporate it into the logo. Also, the request was to use the colours of the bird.



Functions to be implemented on the web platform

- What services are provided.
- Information about the manager.
- Contact information.
- Interactive map with the countries the client has worked with.

Colour Palette



CTAs



Typography

h1 Management

h2 Patricia Castro

h3 Onshore & Offshore

Patricia Castro has over 20 years experience working in all phases of a project, from concept through FEED to detailed design, construction, commissioning, and start-up, both onshore and offshore, greenfield and brownfield. Effective analytical and communications skills, experience leading teams of engineers both at the home office and on site, and managing interfaces with subcontractors and vendors, always achieving results of the highest quality.

Logo



The idea behind the logo



oil drop /
blood drop

Quetzal bird

Blood going
towards the bird



How the quetzal bird got its colours?

The quetzal is of great relevance to Guatemalan culture, and is closely associated with the legend of the local hero Tecún Umán, the last king of the K'iche Maya people who fought valiantly against the Spanish army.

According to legend the quetzal was Tecún Umán's spirit guide and a quetzal flew overhead as he was slain. The bird flew down and dipped his chest in Tecún Umán's blood as he died, acquiring the male species' distinctive red chest feathers.

Variations of the logo

