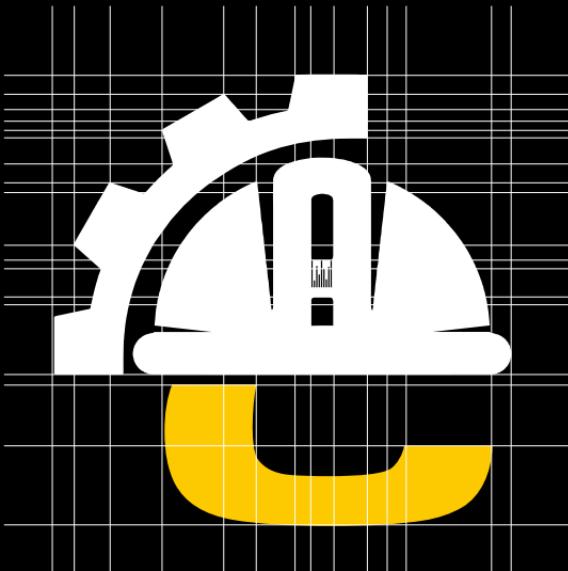




# AIMCOST CONSULT

Value for Money

# Logo Conceptualization





## **Services**

- 1. Measurement of Building/Civil works**
- 2. Building Construction**
- 3. Civil Works**
- 4. Tendering and Estimating**
- 5. Contract Administration**
- 6. Facility Management**
- 7. Project Management**

# Logo Rationale



The logo effectively represents the services offered by Aimcost Consult through its thoughtful design elements. Here's a breakdown of the logo's symbolism:

1. **Helmet:** Represents safety, protection, and expertise in the construction industry, conveying a sense of reliability and professionalism.
2. **Civil Engineering Logo:** Signifies the company's focus on civil engineering and building construction, immediately communicating its area of specialization.
3. **Measurement Rule:** Embodies the core service of measurement and estimation, highlighting the company's attention to detail and commitment to accuracy.
4. **Brand Initials (AC):** Simple and bold, the initials reinforce the company's name and create a lasting impression, making it easier to remember and recognize the brand.