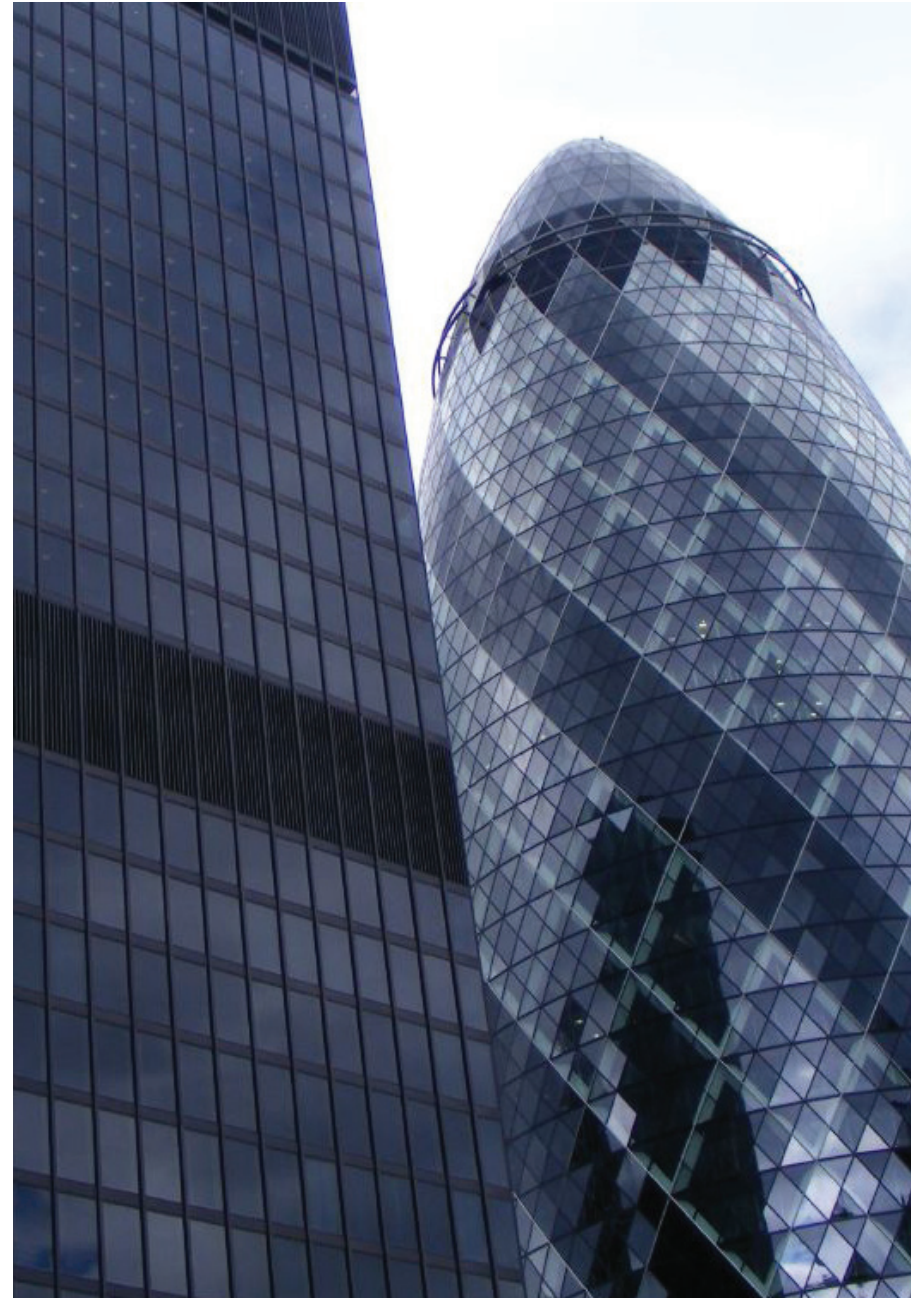


The new Empiric Solutions identity project will require an iconic visual design that represents the company's core values, that is, Specialist and Professional services. The starting point of this proposal takes influence from the meaning of the word Empiric, which means 'one who is guided by practical experience'.

The icon and logo will have to represent the company's versatility and broad range of services in the recruitment market. This can be achieved through the use of colour and geometry of the icon itself. The typography will have to convey the professionalism of the company. To do so, the typography selected must look clean, simple, stylish and fresh.

The concept being proposed reflects all these core factors. In this document you will find two logo proposals that both take inspiration from an isometric grid formula. The isometric grid was chosen as its a grid that gives an infinite range of possible shapes and forms. This idea of an isometric grid reflects the company's ability to provide a vast range of recruitment services for various markets. Whilst being a fun, contemporary and playful geometric form, the idea of the isometric grid is also an abstract take on the more serious corporate side of the business. The grid idea was derived from corporate office buildings and high rises which are themselves inspired by a grid system.



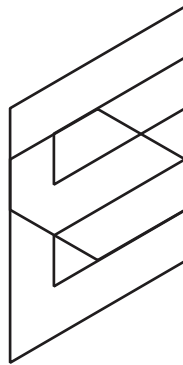
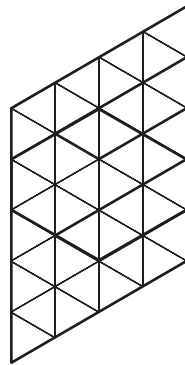
The typeface being proposed for the Empiric brand is Din typeface. This German typeface was purposely designed in 1936 for use in the engineering, technological, administration and business sectors. Din is a sans-serif font, thus giving a clean and simple but yet contemporary look to the brand type logo. It is available in different weights and sizes which make it perfect for use in printed corporate documents, marketing and branding material.

EMPIRIC

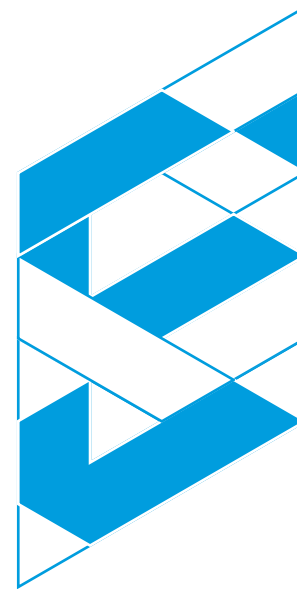
EMPIRIC EMPIRIC EMPIRIC **EMPIRIC EMPIRIC**

Empiric / Logo Concept One

The first idea uses the isometric grid as a base platform to create an abstracted letter E formed out of geometric shapes that represent the versatility and range of skills offered by the company. The geometric icon is made out of basic triangular shape inspired by the isometric grid and leaves an endless amount of possibilities. It can be manipulated, slightly altered or enhanced to represent different departments, sections or services offered by the company. This idea is also very versatile when it comes to colour schemes. For this proposal the base colour chosen has been 'Azzurro'. This hue of blue has been chosen as blue has universal connotations for sky and water, which instantly bring to mind the idea of something infinite, grand, positive and true.



The icon has a strong geometric visual presence and works well both with type and by itself. It also works with various colour applications.



Empiric / Logo Concept One / Logo + Type

The icon fits in with the contemporary sans-serif typeface. The positioning of the icon balances the whole of the logo. The type remains centered and prioritised but the icon gives a distinguished mark and an iconic presence.



Empiric / Logo Concept One / Logo + Type

The icon works with various colour applications. This versatility will enable the company to create iconic variations for future application.



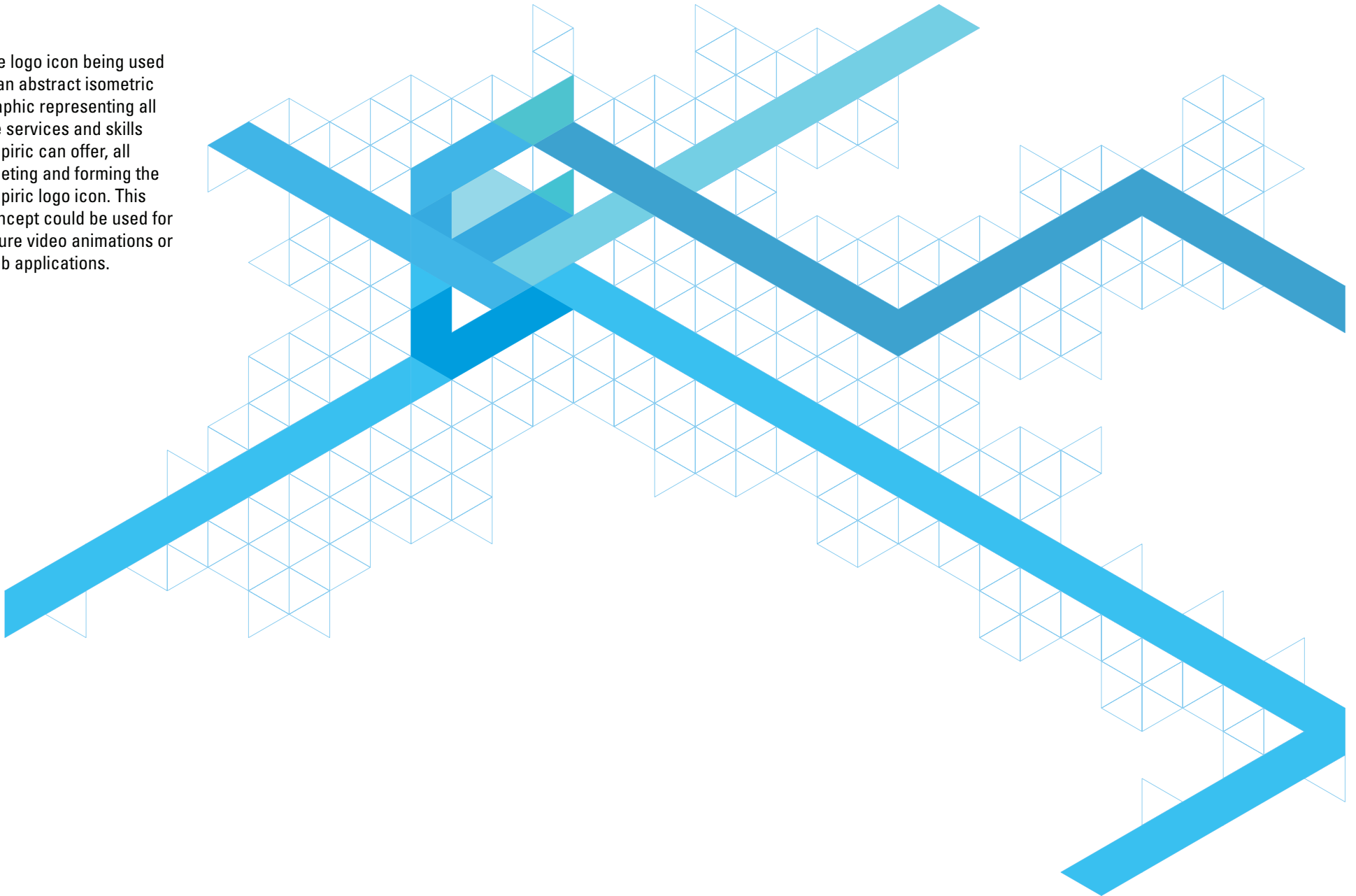
Empiric / Logo Concept One / Logo application

Variations of logo in one colour tonality
& background colour.

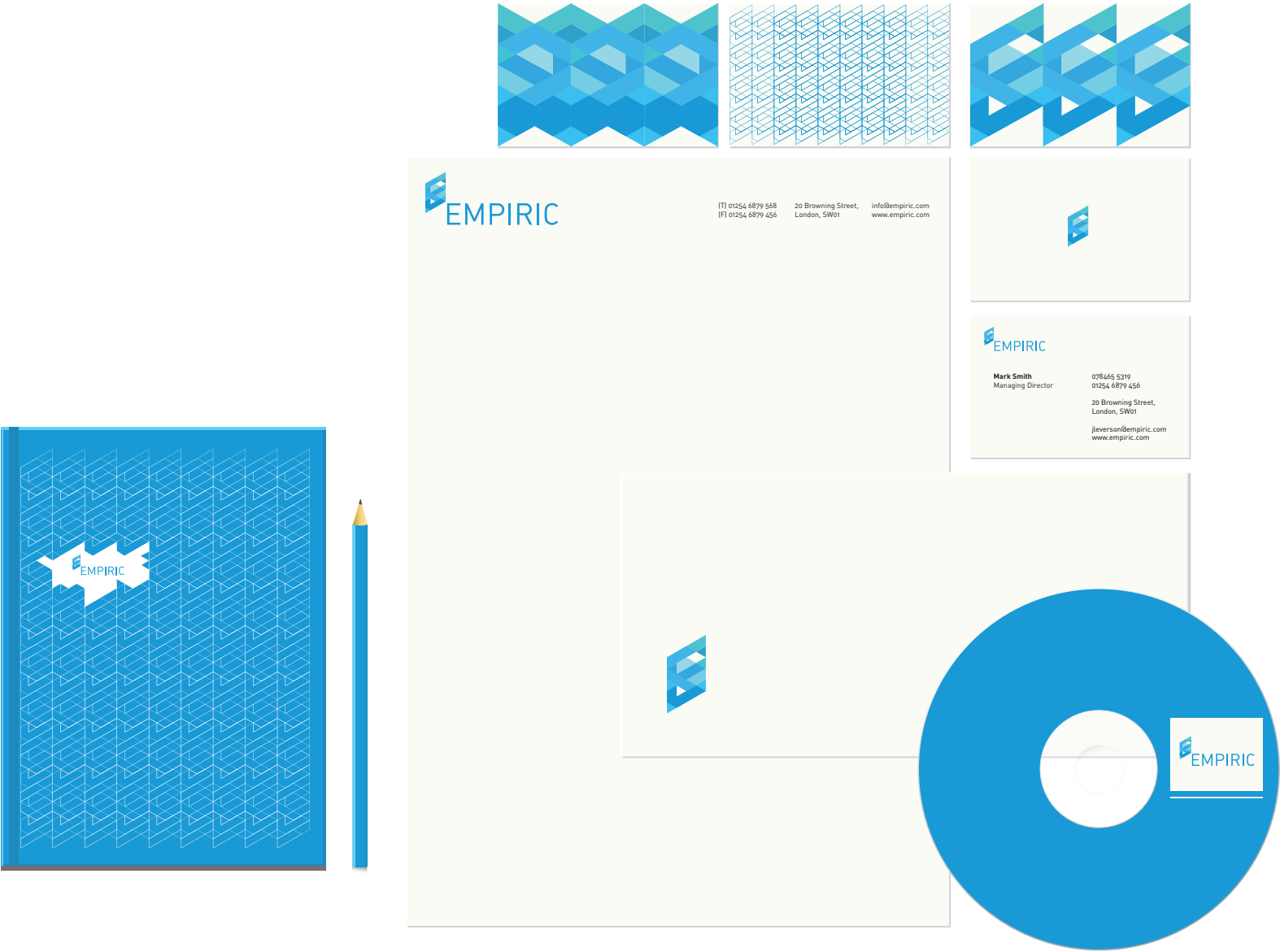


Empiric / Logo Concept One / Logo application

The logo icon being used in an abstract isometric graphic representing all the services and skills Empiric can offer, all meeting and forming the Empiric logo icon. This concept could be used for future video animations or web applications.



Empiric / Logo Concept One / Logo applied on stationery.

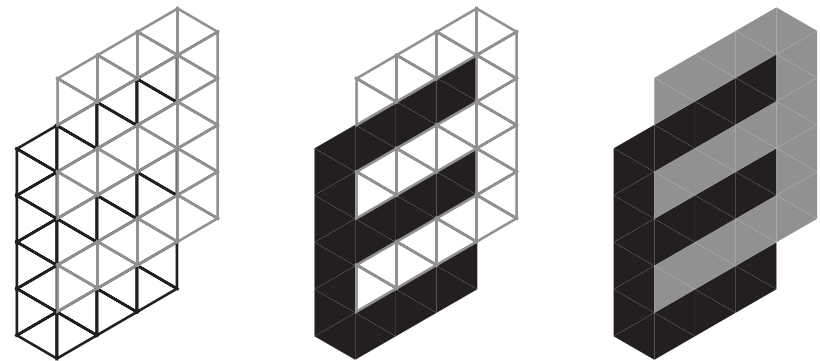


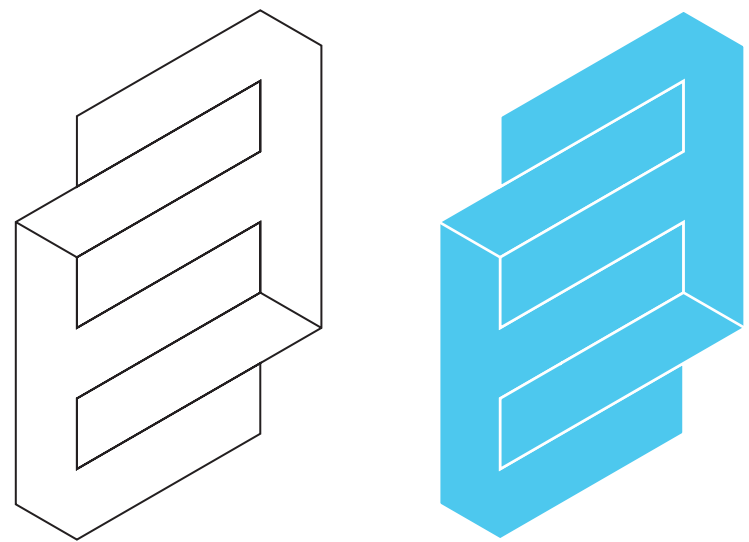
Empiric / Logo Concept Two

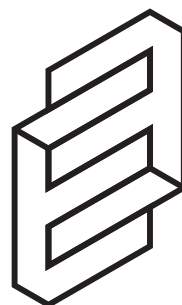
The second concept being proposed draws inspiration from the same idea of concept one. The icon was designed on the base of an isometric grid. The icon design symbolises the letter E, but with this concept it also draws inspiration from the famous geometric phenomenon of the Penrose triangle or commonly known as the impossible shape. This icon reflects the idea of showing the company's multi-talented persona. The impossible geometric icon shows that Empiric as the brief suggests, is now a versatile company that provides a variety of services to the recruitment market.

The logo being proposed also takes into account the request in the brief to provide a logo that strikes a balance between a corporate look and a contemporary forward thinking look. The icon represents the forward thinking, fresh approach of Empiric, whilst the conservative but yet contemporary type translates the professional and more corporate image of the company.

Since this logo is also produced from the base of an isometric grid, it is an icon shape that can be exploited in a variety of alternative applications. It has iconic values but yet is unique to the brand it is representing. It can be repeated in pattern sequence that can serve for a variety of branding exercises on print, digital and web applications. Its geometric qualities make it a perfect choice for cross platform application.



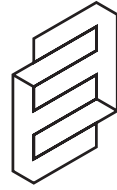




EMPIRIC



EMPIRIC



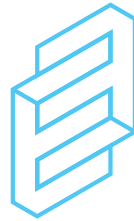
EMPIRIC



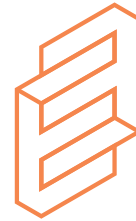
EMPIRIC



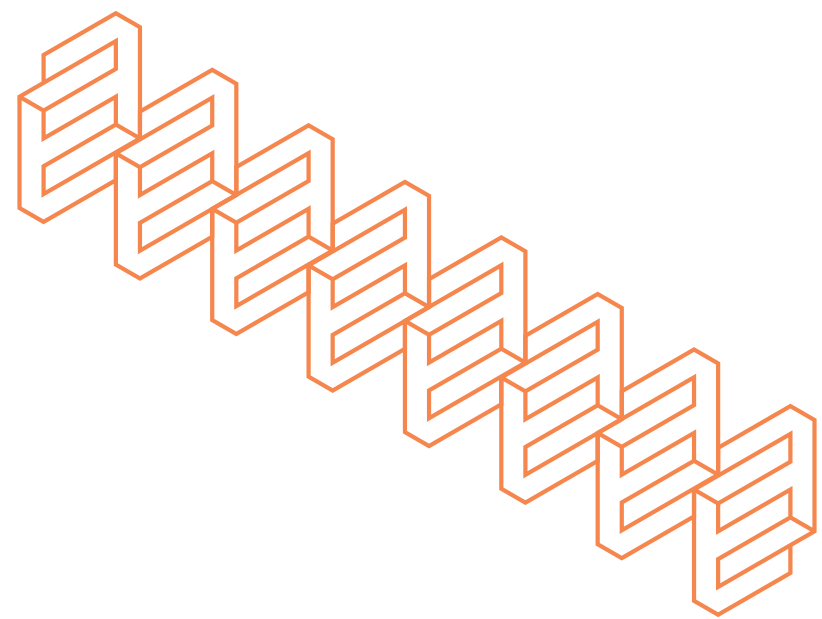
EMPIRIC

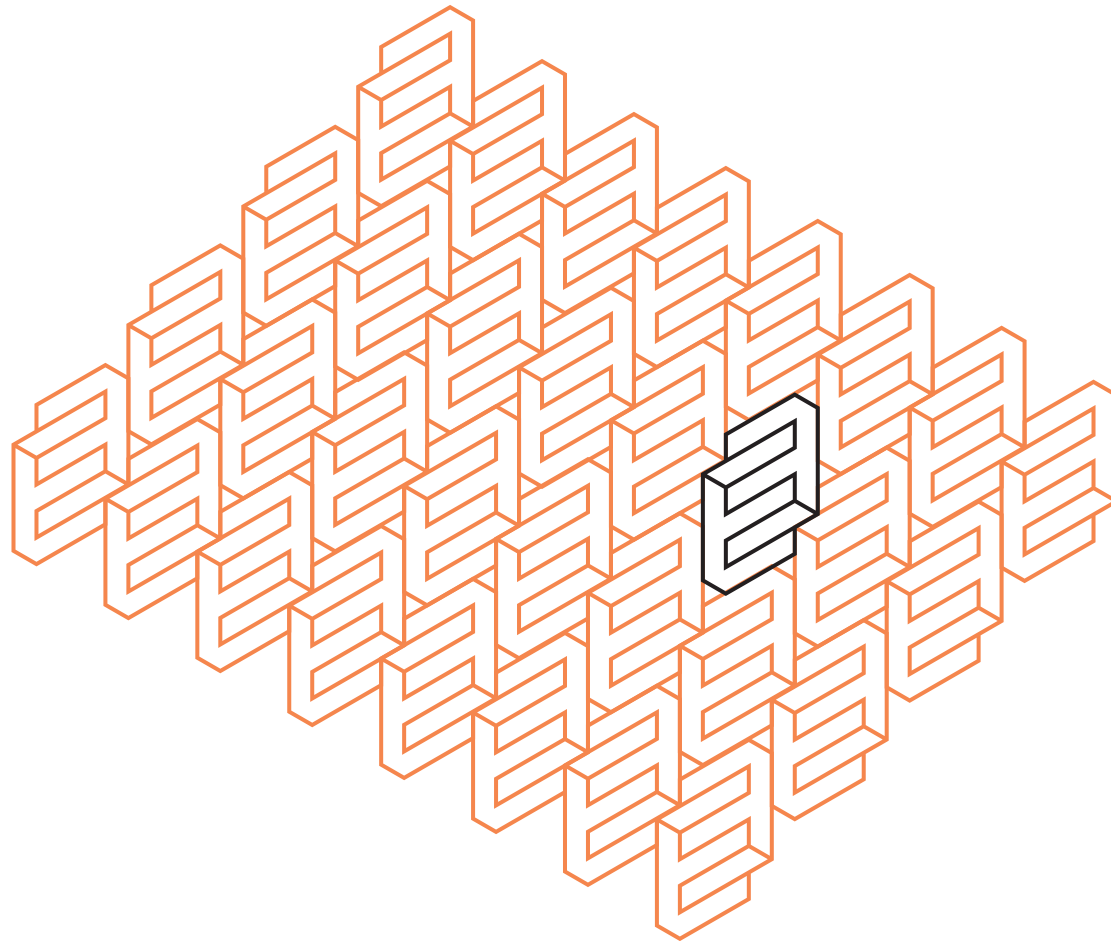


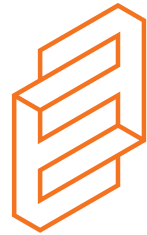
EMPIRIC



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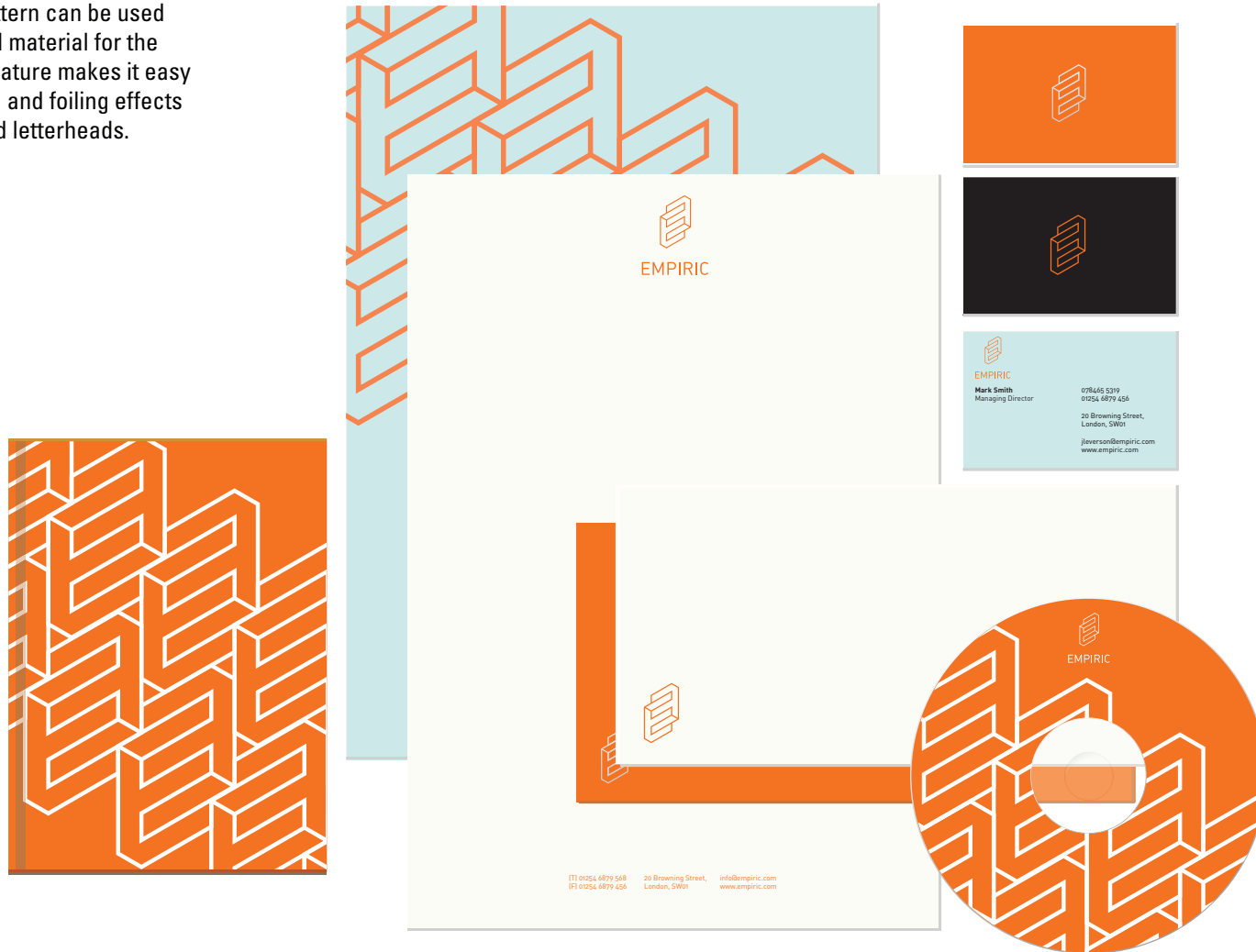
EMPIRIC



EMPIRIC

Empiric / Logo Concept Two / Application

The logo, icon and pattern can be used all accross the printed material for the company. The logo's nature makes it easy to produce embossing and foiling effects for business cards and letterheads.



Empiric / Logo Concept Two / Logo Application on interactive apps

The icon logo can inspire other icons than can be created using the same isometric concept of the logo. Here is an example with icons created for an interactive application using icons for Info, Vacancy Search and CV.



Empiric / Branding Proposal

THANK YOU!

Ken Borg

07902437190
info@kenborg.net

This document, including concepts, visuals and ideas are property of Ken Borg 2011.