

BPPM

LOGO & SIGNATURE BRAND
PRESENTATION

DESIGNED BY
MORTEZA ZAFARY



WHAT YOU WANTED

THE MOST IMPORTANT PARTS OF THE BRIEF

- .CONCEPTUAL RELATIONSHIP
- .ENDURANCE AND TRUST
- .RELIABLE AND KNOWLEDGEABLE
- .DYNAMIC AND IN PROGRESS

OUR SOLUTION

WHAT WE THINK IS THE BEST



HOW DID WE GET IT?

WHAT IS ANY PARTS OF THE LOGO?

.WHAT IS A SIGNATURE?



.WHY WE USE A SIGNATURE?



.YOU REMEMBER IT BETTER
THIS WAY

.NOW YOU HAVE
YOUR OWN SIGNATURE



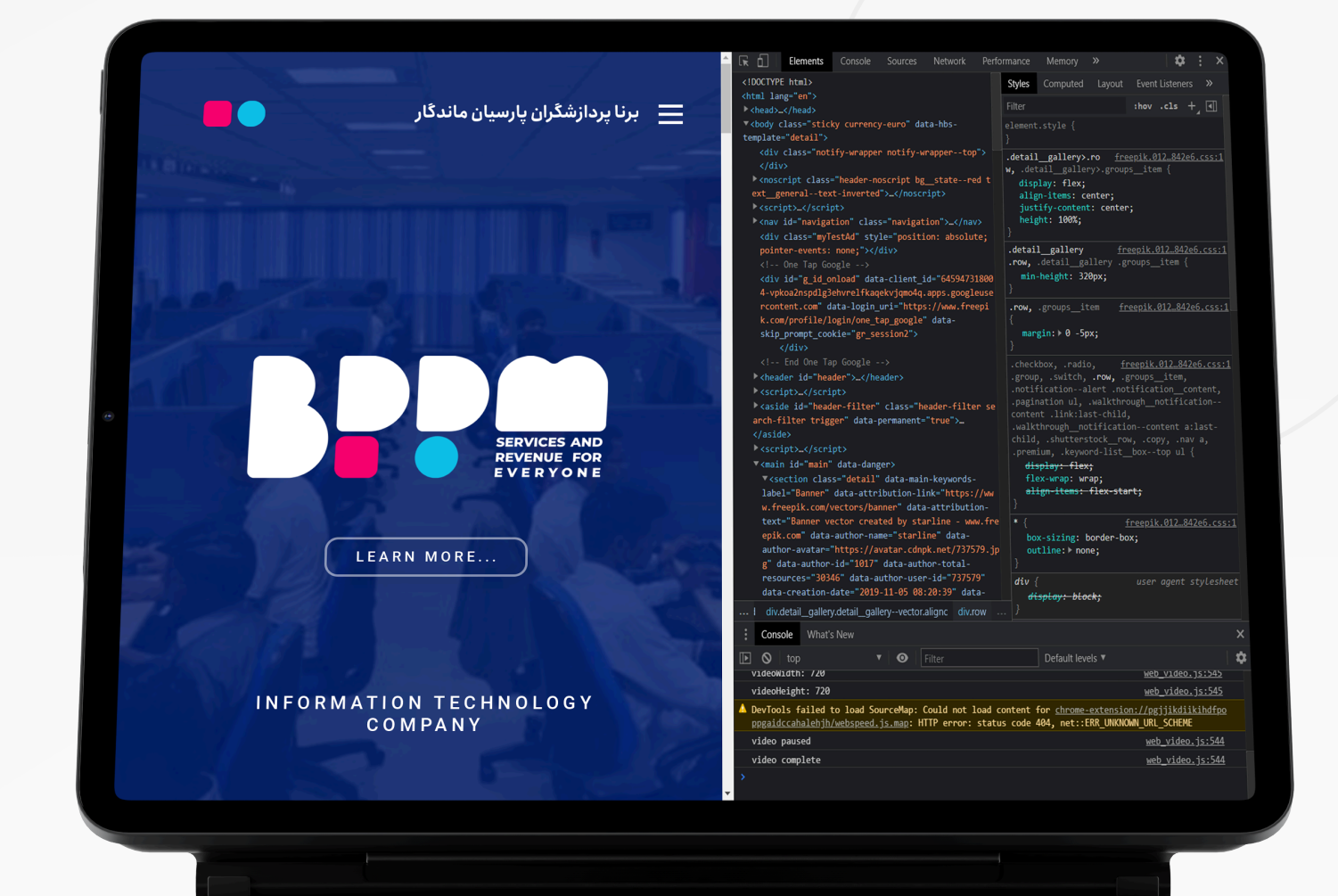
.BUT
WHERE COME FROM
THESE SHAPES?

.IT (INFORMATION TECHNOLOGY)
HAS TWO FACES

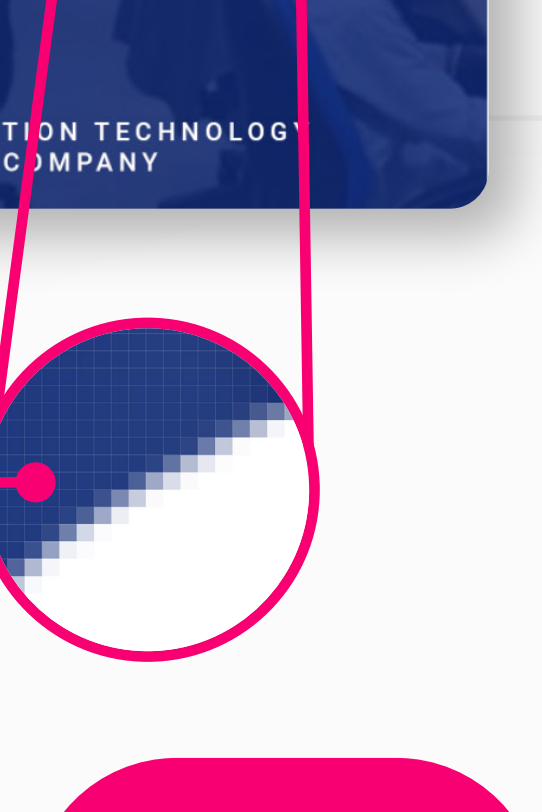
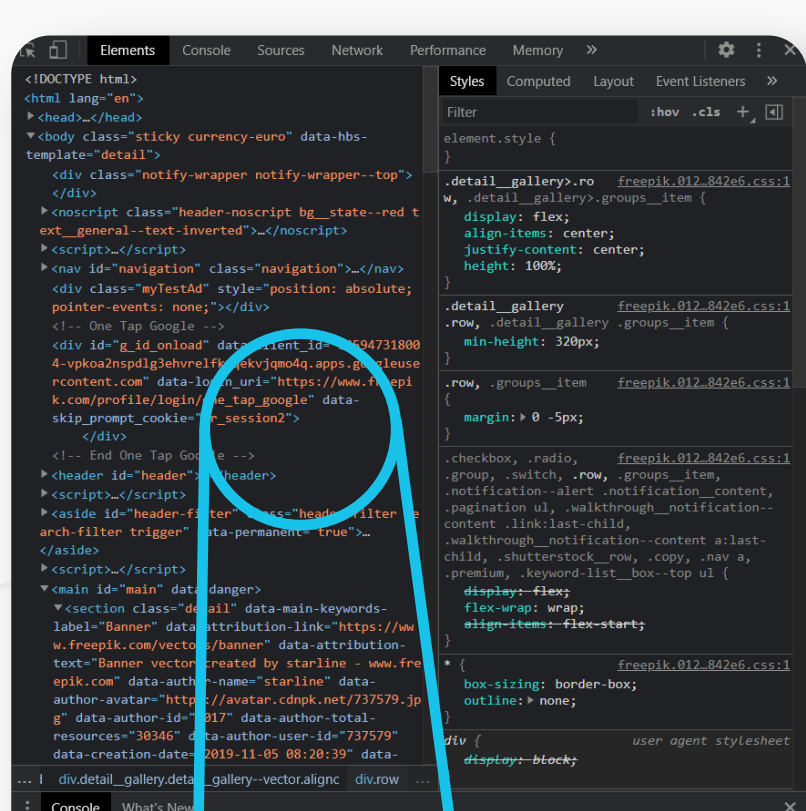
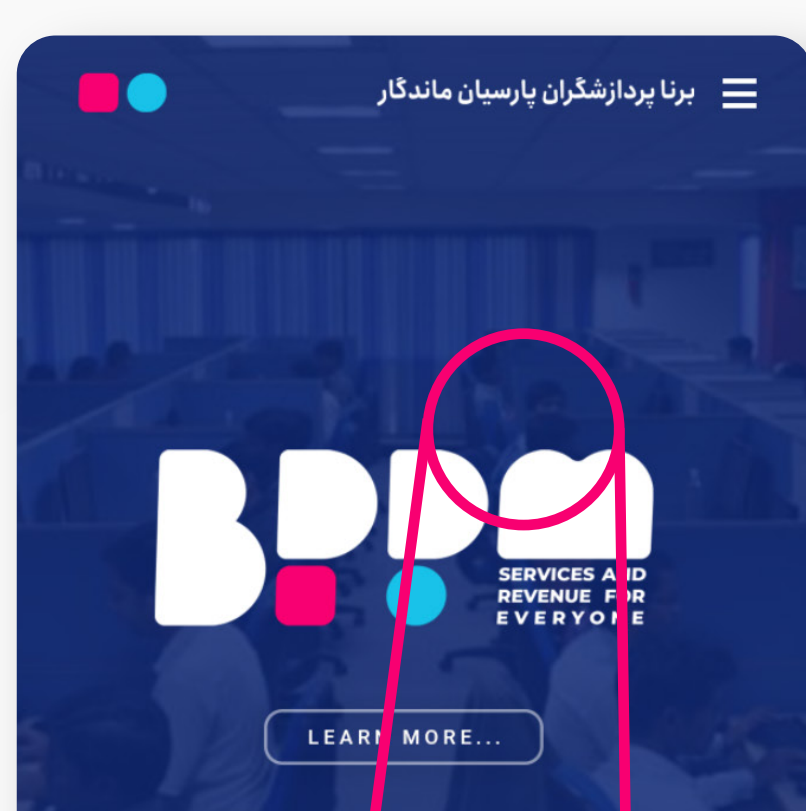
.FRONTEND FACE;
IT INCLUDES
EVERYTHING WE SEE
AT THE RESULT



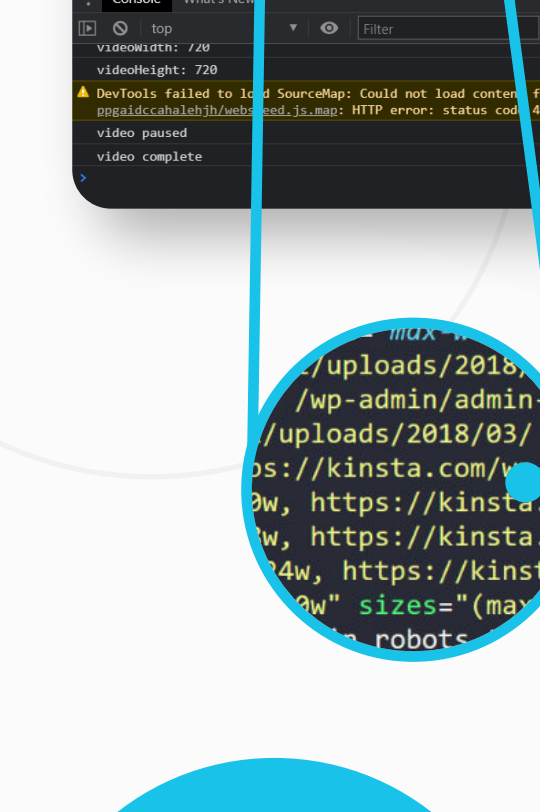
.BACKEND FACE;
IT INCLUDES
PLANNING
AND PROGRAMMING



.FINALLY
WHAT IS SYMBOL OF THOSE?



SYMBOL OF
PIXELS



SYMBOL OF
DOTS
(CODING)

LET'S TALK ABOUT VARIABILITY OF THE LOGO

.WHERE WE CAN USE THE LOGO

.AS WE KNOW IT HAS VARIOUS SUB-DISCIPLINES

.DATA
.INTERNET
.BUSINESS

.COMPUTER
.MOBILE PHONE
.COMMUNICATION

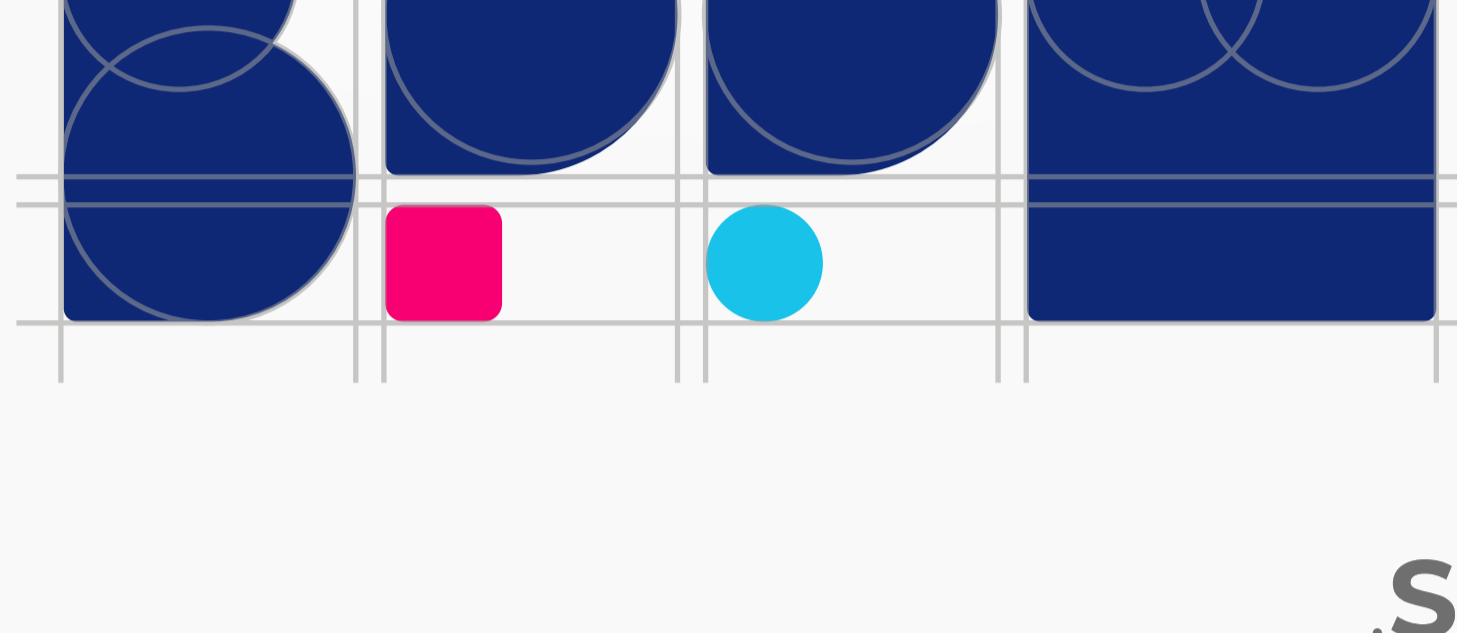
.WITH RESPONSIBILITY OF THE LOGO WE CAN SEPARATE ALL THESE PARTS



.OR WE CAN USE OUR SLOGAN



.THE LOGO GEOMETRIC BODY

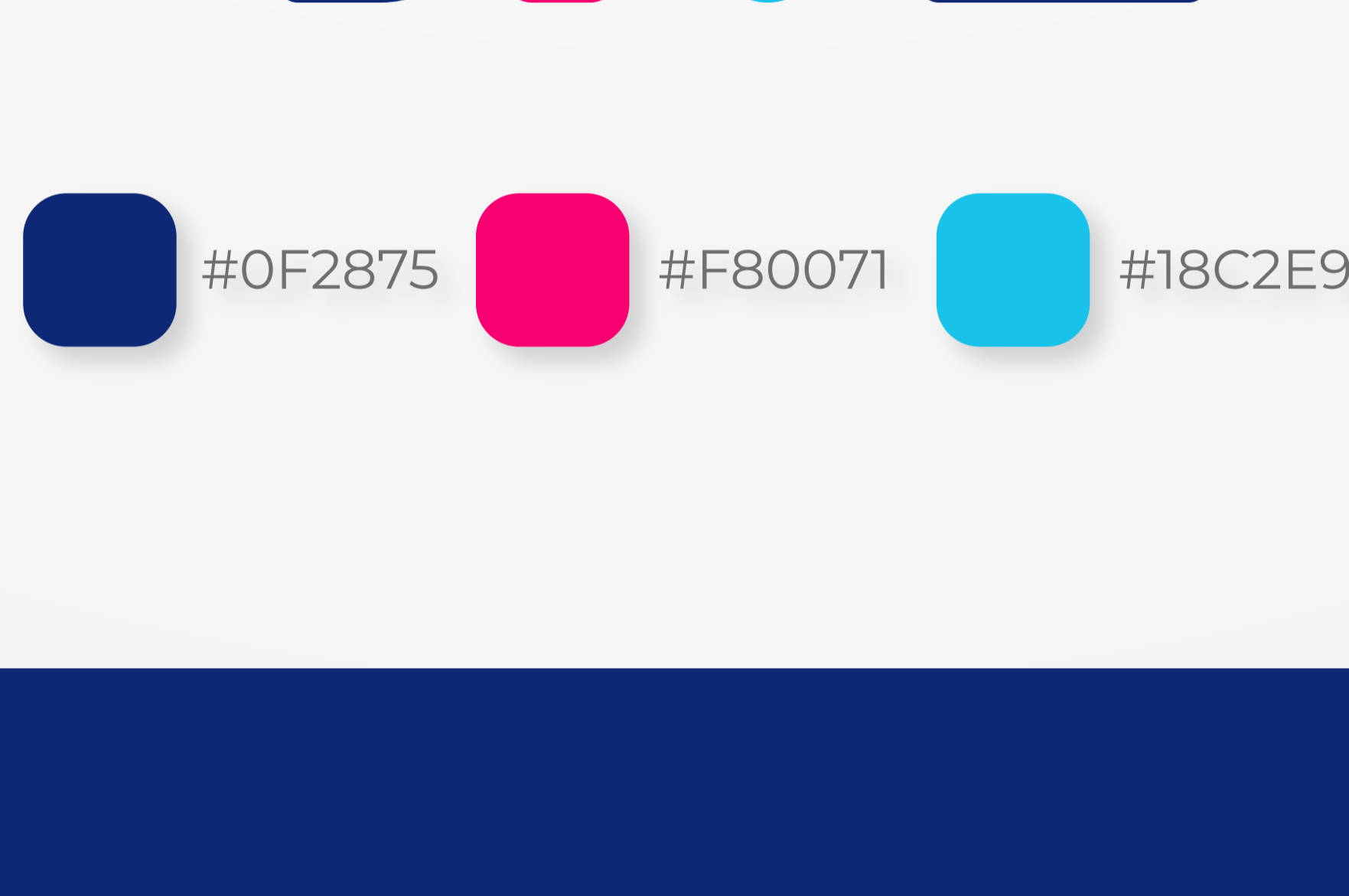


.STRONG AND RELIABLE



.DYNAMIC AND ALWAYS IN PROGRESS

.COLOR PALETTE



CATALINA BLUE



SPRO DISCO BALL



VIVID RASPBERRY

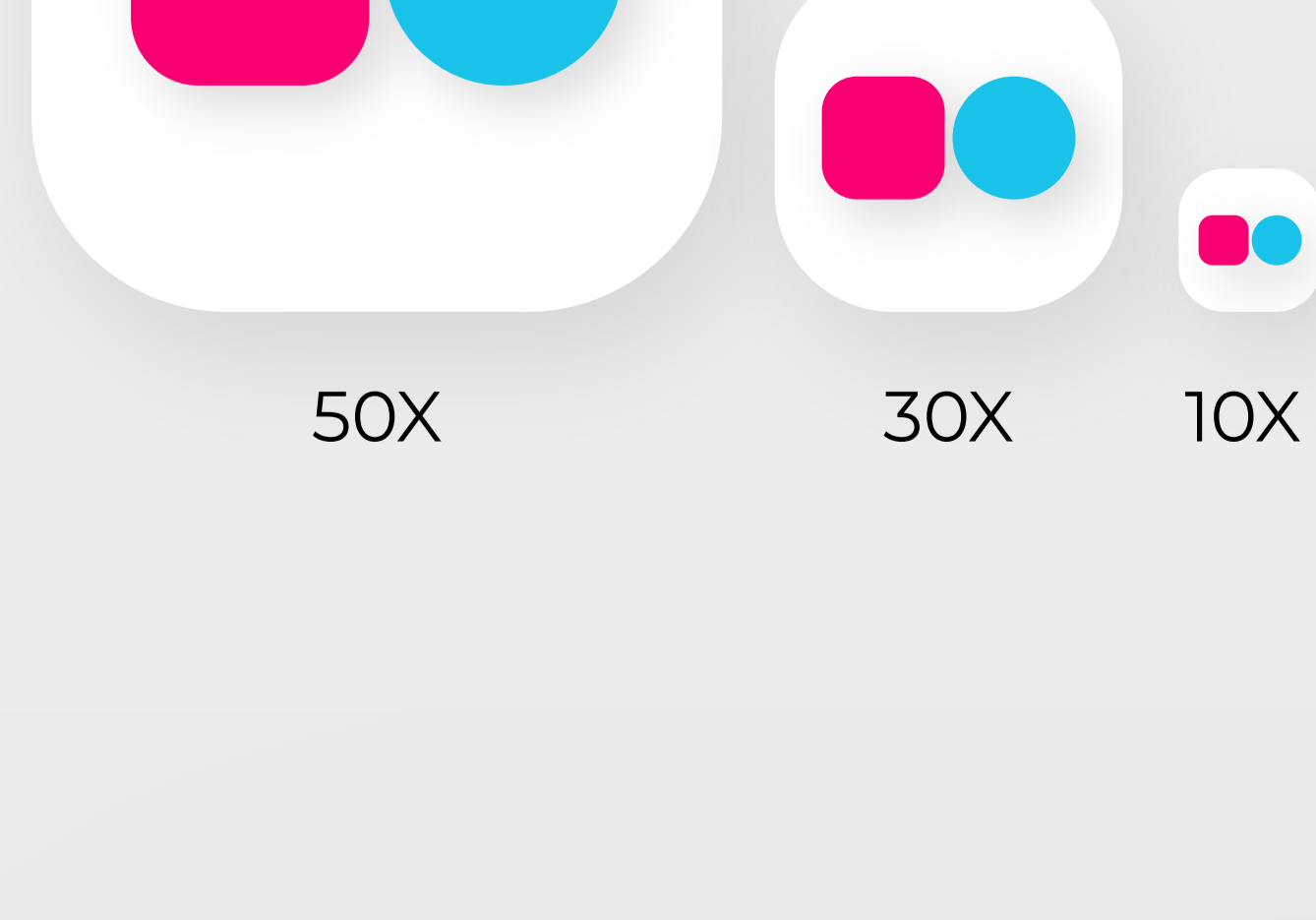
.IN USE



.IN STATIONARY DOCUMENTS



.RESPONSIBILITY OF ICONS



.THANKS FOR WATCHING
.HOPE YOU ENJOY

.BALOOT GROUP

.DESIGNED BY MORTEZA ZAFARY

