

TECHASPECT

A man with a beard and glasses, wearing a dark suit jacket, is shown in profile from the chest up, looking down at a smartphone held in his hands. The background is a warm, orange-toned grid pattern. The overall image has a professional and tech-oriented aesthetic.

> Transform your content into capital

LOGO + IDENTITY DESIGN

TechAspect is a niche technology firm specializing in cross-channel customer experiences. The company needed a clear, professional brand identity that reflected its technical expertise while remaining flexible across digital and print touchpoints.

Role

- Served as Brand Designer, leading the brand discovery and identity development
- Designed the logo and defined the visual direction
- Created a scalable brand system and visual language
- Established brand guidelines to ensure consistency across applications

Impact

- Delivered a timeless, modern, and minimalist logo aligned with industry standards and audience expectations
- Created a cohesive identity system that flexed seamlessly across digital and print
- Provided clear brand guidance through a brand guide, supporting consistent future use
- Supported launch and visibility with branded deliverables including a landing page and stationery

Projects

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Logo

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Brand Guidelines

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Landing Page

32

Stationary

LOGO DESIGN

This logo was designed to reflect a bold, adaptive, and innovative tech identity. Drawing inspiration from dynamic technology brands, the logo-type features a customized sans-serif font that feels modern, confident, and sophisticated.

The arrow motif symbolizes movement, interaction, direction, and growth—all qualities essential to a forward-looking tech company. Additionally, the upward-facing triangle shape within the icon conveys strength, stability, and purpose, grounded on a solid base.

The refreshed red color palette makes it feel high-end and commanding against black, and a lighter red-orange accent that brings contrast and energy across applications.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

PirulenRg-Regular

Typeface Construction

TECHASPECT

TECHASPECT

Logo Typeface

TECHASPECT OPTION 1

TECHASPECT OPTION 2

Icon Variations



Logo





BRAND GUIDELINES

OVERVIEW

We've created building blocks for communicating our Brand in a unified visual system we call the Brand Guidelines. Comprised of core elements including logo, color, typography, as well as extended expressions including imagery, gradients, graphics, and textures, this wide range of tools is designed to be flexible and expandable so you can use your creativity to innovate across all media. To effectively define the brand experience, these core elements must be aligned across every touchpoint.

BRAND VISION

The most trusted technology company in the world, we are a leader in delivering technology that transforms the future.

**TechAspect =
Innovative Tech Leader**

BRAND ATTRIBUTES

The characteristics we want associated with our brand are

**Innovative
Reliable
Visionary
Trustworthy
Quality-Driven**

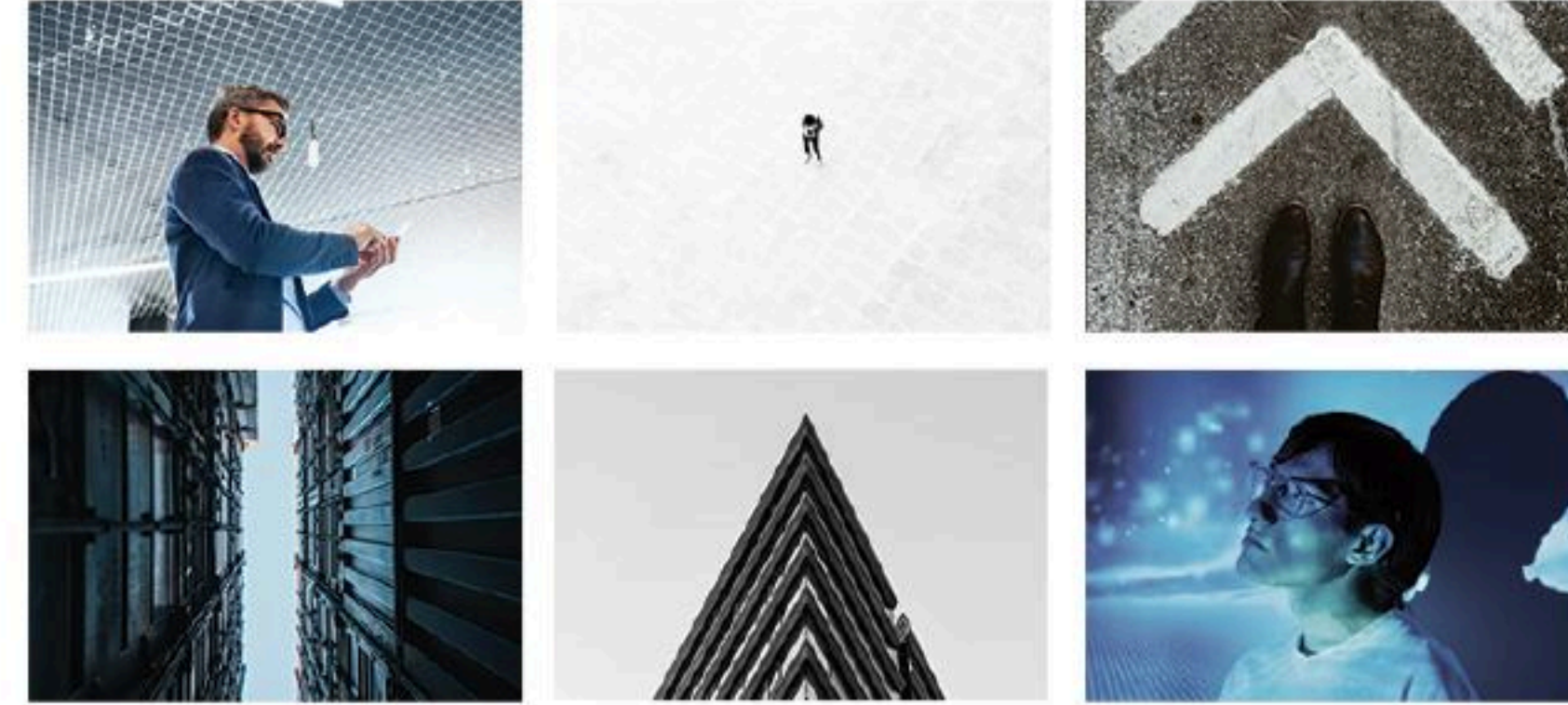
TECHASPECT



LOGO

Use the full logo whenever possible. Maintain clear space around the mark and avoid stretching, rotating, or changing colors.

- 1 Typeface without icon
- 2 Typeface and icon with spacing
- 3 Logo on white + icon variations
- 4 Logo on black + icon variations



PHOTOGRAPHY

Images should feel modern, minimal, and tech-focused. Architectural lines and human interaction work well.

Usage: Use high-resolution, desaturated or neutral-tone images. Avoid busy backgrounds and overly stylized filters.



COLOR PALETTE

Use deep red as the primary brand color. Apply lighter red-orange for highlights and accents. Maintain contrast for readability.



FONTS & TYPOGRAPHY

Modern sans-serif fonts support a clean, structured identity. Bold for headlines, regular or light for body text.

- 1 Font: Open Sans, Weights: Regular, Semi-Bold
- 2 Font: PirulenRg, Weights: Regular, Caps
- 3 Bold for headlines, regular or light for body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%&*

AB

ABCDEFGHIJKLMNO
PQRST UVWXYZ
1234567890!@£\$%&*

TYPOGRAPHY

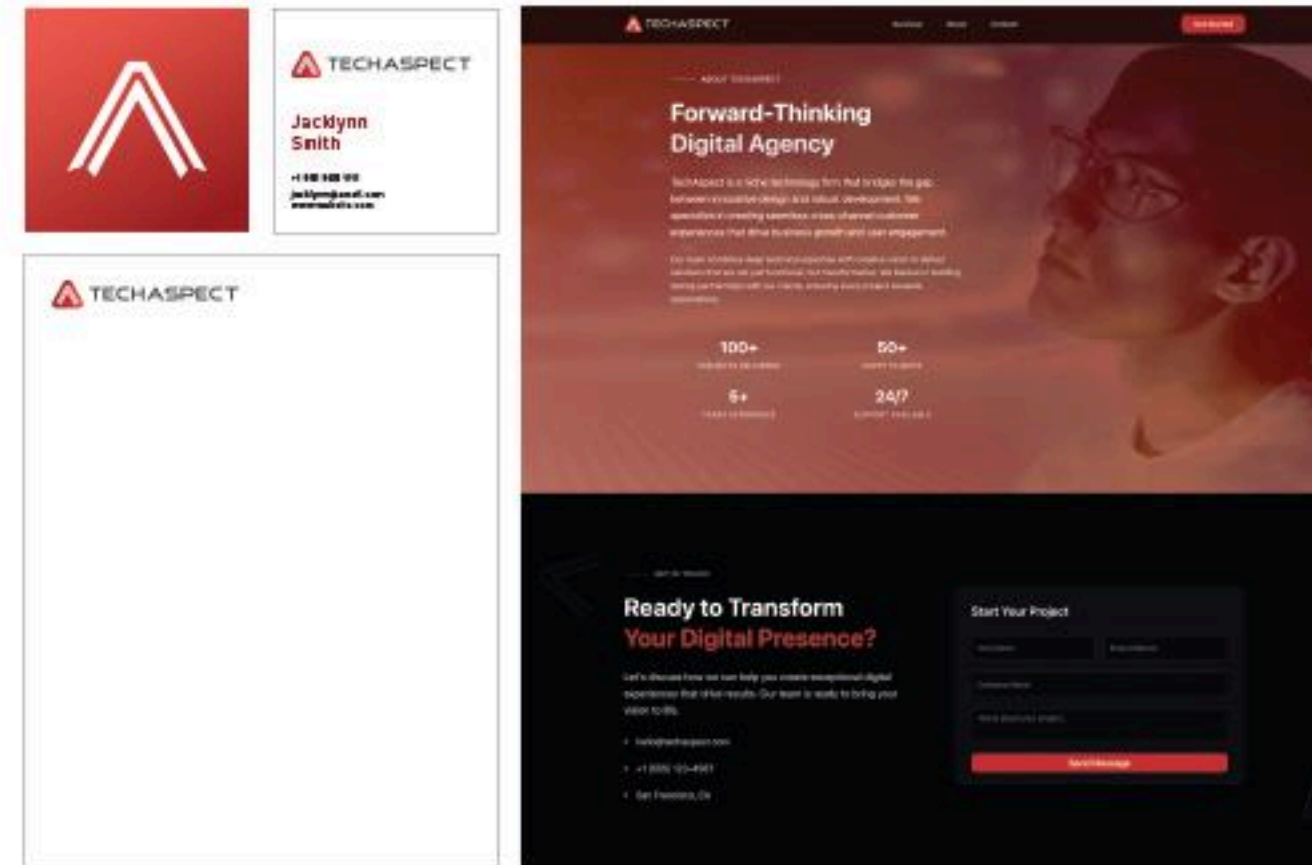
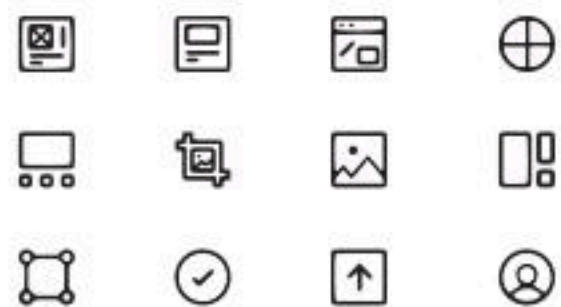
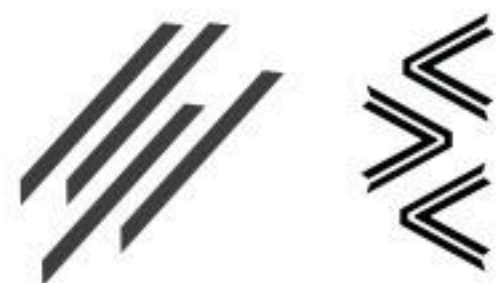
HEADING

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore.

GRAPHICS

- 1 Custom line-based icons and accents echo the triangle motif, symbolizing movement and direction. Usage: Use as supporting visuals in layouts. Avoid overcrowding or layering over text. Maintain consistent line weight and spacing.
- 2 Use icons to support content, not as decorative elements.

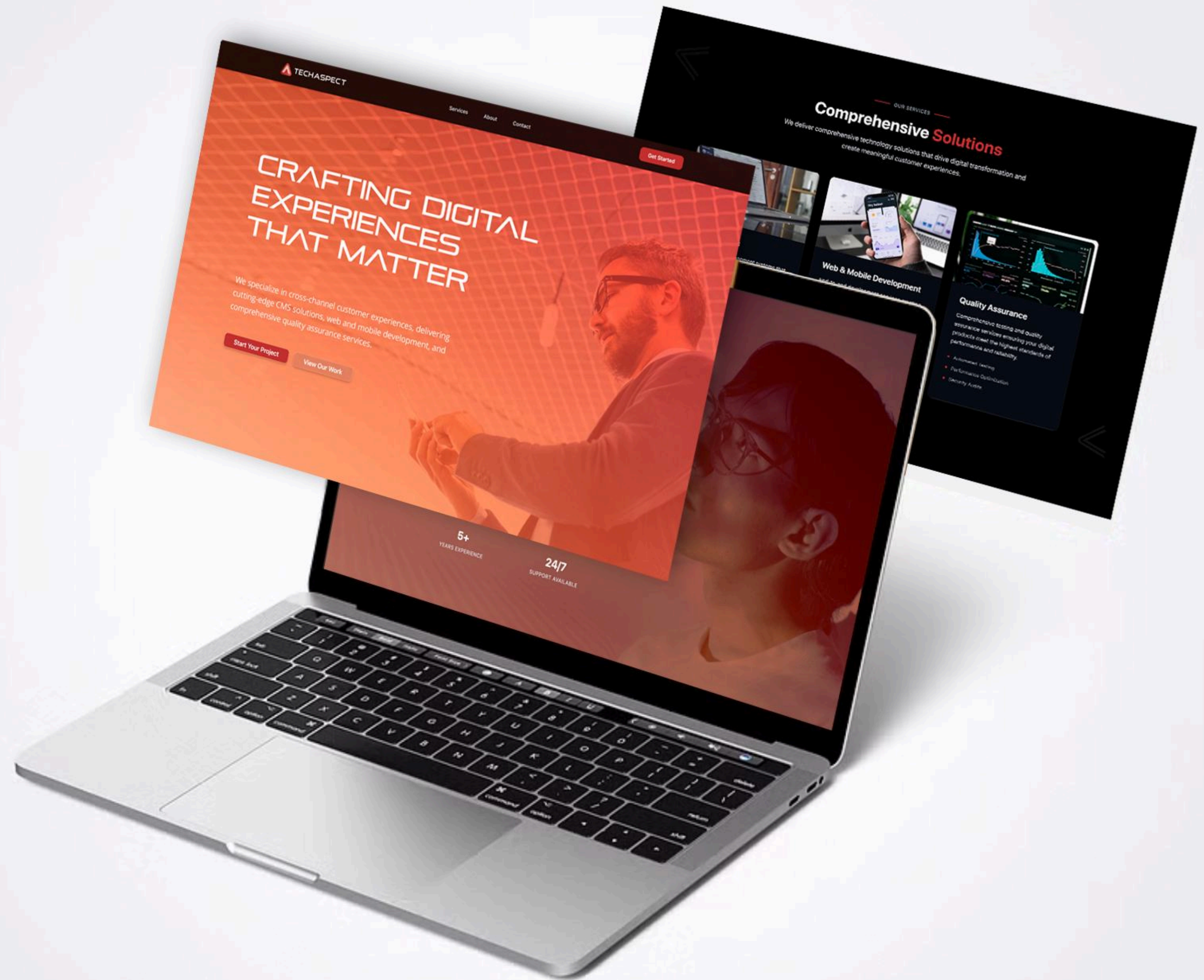


BRAND APPLICATION

The system is designed for flexibility across digital and print. Shown here in a landing page, the brand elements create a clean, cohesive user experience.

Usage: Follow brand hierarchy—logo, colors, and type should always align with core guidelines.

Landing Page Design



Stationary

