

Real Example Number 3: Sife



OLD LOGO

Enrique gets in contact with us to ask us to redesign his company's logo. It is a centre where workers' training courses are given. He wants to keep the characteristics of the original logo in terms of colours and concept, but give it a more modern and competitive look.

Stage 1 Proposals:



Client Response:

Enrique likes the idea of integrating the upper case "S" and the small arrow and asks us to continue working there. He also asks us to present an idea where a representation of the figure of a teacher appears.

Stage 2 Proposals:



Client Response:

Enrique likes how we play with the "S" and the arrows in the last three proposals. He definitely wants us to continue there.

Stage 3 Proposals:



Client Response:

Enrique goes for option number 3. From this image change the new brand "Sife" starts to become well known through a variety of forms of advertising and communication and from the sponsorship of top flight sporting events.

Result:

