

Old logo



Company description

- ✓ Vuegen Technical Services is a piping and metal construction services provider for the chemical, petro-chemical and food-industry
- ✓ We provide maintenance of chemical installations such as pipelines; pressure vessels; water treatment; steam generators and biomass powerplants, etc.

Objectives new logo

- ✓ Incorporation of the new name -> "Groep Vuegen" becomes "**Vuegen Technical Services**"
- ✓ Logo needs to be: Clear; Modern; minimalistic
- ✓ Abbreviation VTS needs to have a prominent place
- ✓ Initial idea to work with check-mark winding as this can be used for other marketing material; text and bullet points (note: we need an accent in the logo that can be used as a single symbol)
- ✓ Corporate colours remain the same (or similar)
 - ✓ Base colour: dark blue
 - ✓ Accent colour: light purple -> can be changed

Consideration: we are open to reflect on tweaking our accent colour a bit to stay clear of the perception it is "pink"

New name / logo: initial idea

Powerpoint



Picture



Corporate colour codes

Accent



R: 233
G: 33
B: 135

Base



R: 1
G: 62
B: 127

Background



Pure white

Text colour



Black; 25%
lighter

Used below metal picture
for full name text in logo

