Reliable Maintenance Systems Identity Project

LOGO RATIONALE

Preservation, support, sustenance with the aim of ensuring consistent productivity is what comes to mind when one reflects on the alphabetical construct of **REALMAINSYST -** Reliable Maintenance system

The purpose of this project is to create an enduring visual identity that best represents the activities of the company in the direct or figurative sense, an identity, which also meets the need of the client. It is this purpose that forms the major consideration(s) in the logo creation process, Considerations that include but are not limited to form, content e.t.c.

Shoe laces, belts, Styrofoam pillars, spanners, ropes and boxes e.t.c. are some of the objects that came to mind when deliberating on the best way to approach this identity challenge- these objects were thought of because of their ability to offer support and also their relational purpose albeit in the indirect sense with the **REALMAINSYST** objective of maintenance, it is this line of thought that then served as a basis for the creation of an **alphaglyph** which we believe is apt for the company, a logo which we have christened the "**sustainer**"

Note: an alphaglyph is a logotype in which text is combined with shape(s) an example of this is the General Motors logo.

WHY THE NAME SUSTAINER?

When building an identity for a company, words that will help in shaping how the company is perceived by its intended target demographic or audience are vital. In this case we choose the word sustainer (that is 100% literal) meaning preserver, "maintainer" e.t.c. because its definition fits perfectly well with the objectives of the company

THE SUSTAINER

The Sustainer is a logo is made up of two distinct geometric forms that consist of both visible and implied lines to good effect.
The lower form, which has features of a rectangle and two triangles is hinged at an angle of 160 degrees and 40 degrees on an imaginary plane of 180 degrees but stays balanced while, the upper form which is visibly smaller in size exists, suspended as a rectangle.

LOGO RATIONALE
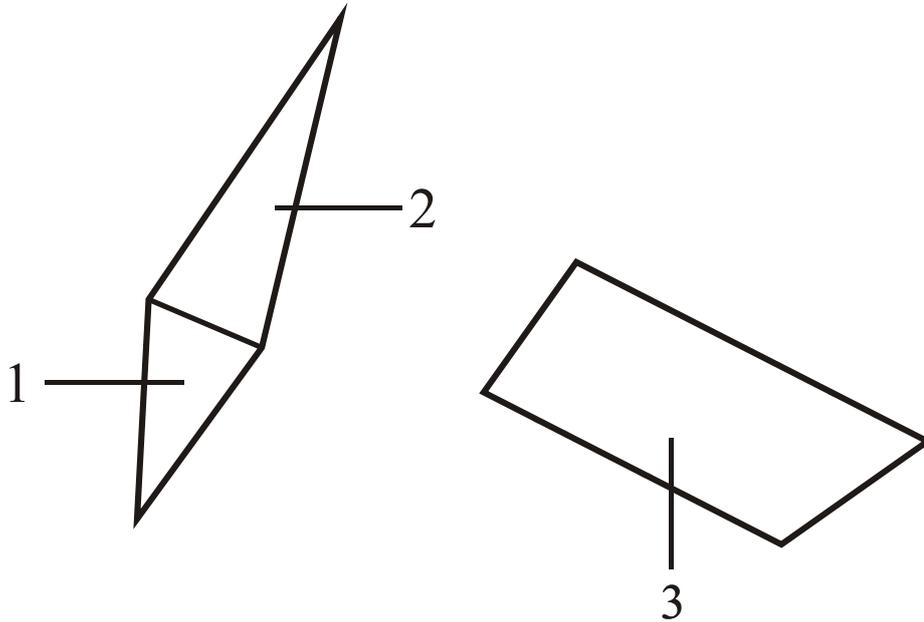
The upper form consisting of 2 triangles (no. 1+ 2) and a rectangle (no.3)
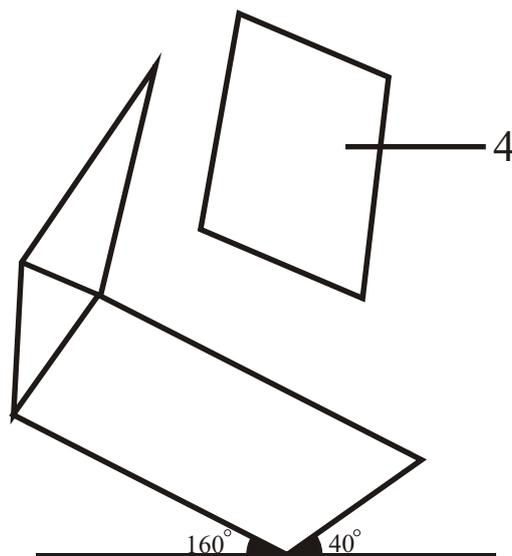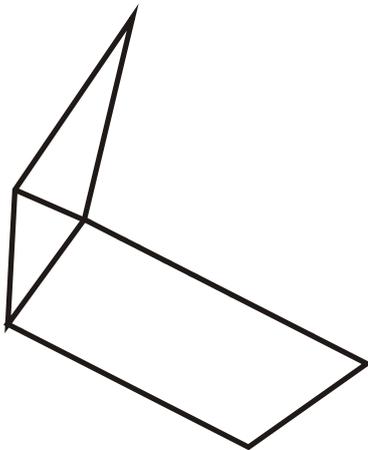
Illustration showing the upper form (no.4) and the lower form on the angles it is hinged on
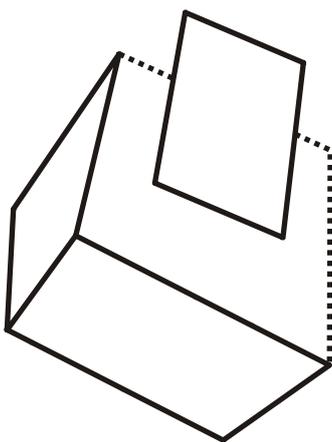
LOGO RATIONALE

The lower form

The lower form reflects the scope of REALMAINSYST's balance and stability, a situation that is informed by competence and commitment to its core ideal of offering maintenance services with all professionalism. It reflects its ability to discharge its activities or duties with all excellence in challenging environments, which are inevitable in our machine/engineering dependent world

This lower form with its implied line emanating from it provides "bearing" or support services to the other form (the upper form) that is representative of the company(s) REALMAINSYST offers its services to. The implied lines are a symbol of care, enthusiasm and diligent support

The dotted lines represent the implied lines

The sustainer is a symbol of support, forward thinking, stability, growth and productivity enhancement.

LOGO RATIONALE

When combined with the realmainsyst text and the appropriate colour the logo takes this form:

**REAL
MAIN
SYST**
Reliable Maintenance Systems Ltd

The colour model for this logo is CMYK and its composition is broken down as follows: C:0 M:0 Y: K:100 (Black).

We strongly believe this colour is appropriate because it has the capacity to present the company (REALMAINSYST) as a strong, dependable and focused organization committed to corporate governance and professional ethics.

The typeface employed here is FUTURA MD BT , a medium sized san serif typeface that is synonymous with th age of technology and industry.

LOGO RATIONALE

Other logo options based around the same rationale:

1

REAL
MAIN
SYST
Reliable Maintenance Systems Ltd

2

REAL
MAIN
SYST
Reliable Maintenance Systems Ltd

In Logo option No. 2, all the lines are clearly visible and two colours are used black and a tint of grey(C:0 M:0 Y:0 K:10)

3

REAL
MAIN
SYST
Reliable Maintenance Systems Ltd

4

REAL
MAIN
SYST
Reliable Maintenance Systems Ltd

In these options 3 + 4, the text lies side by side with the image

LOGO RATIONALE

The logo, applied to a business card:

REAL
MAIN
SYST
Reliable Maintenance Systems Ltd

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