

Introduction

Context

This logo was designed for a WordPress web agency specialized in fixing, repairing, and maintaining websites. The agency focuses on solving technical issues, improving stability, and restoring websites that are broken, outdated, or underperforming.

Needs

The logo needed to convey reliability, expertise, and problem-solving. It had to inspire trust while clearly communicating the idea of “fixing” and technical support, without feeling overly complex or intimidating. The identity also needed to work across digital platforms, client communications, and support-related materials.

Visual

Big



Favicon



Long

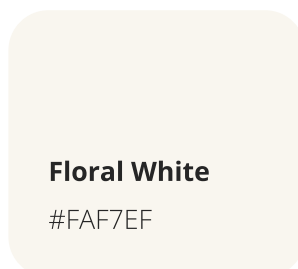


Colors



Bright Lemon

#FAE832



Floral White

#FAF7EF



Bright Indigo

#013BE4



Shadow Grey

#292624

Typography

TANKER

Tanker is a single-weight, uppercase-only, condensed sans serif. The ‘caps’ saved onto the font’s lowercase keys are of a different design that those you’ll get when you press the uppercase keys.