Introduction

Context

This logo was designed for a marketing campaign for a data management company. The campaign aimed to highlight the company's ability to observe, analyze, and understand complex data with clarity and precision. The visual identity needed to be impactful, memorable, and easily identifiable within a campaign-driven environment.

Needs

The logo needed to symbolize sharp vision, insight, and control over data. Inspired by the eye of a lynx, it had to convey vigilance, accuracy, and intelligence, while remaining simple and strong enough to work across various marketing assets such as digital ads, presentations, and campaign visuals.
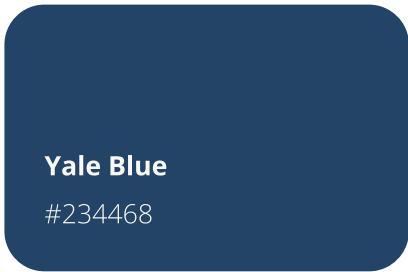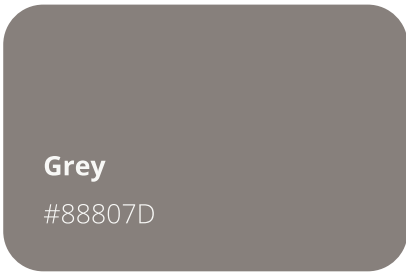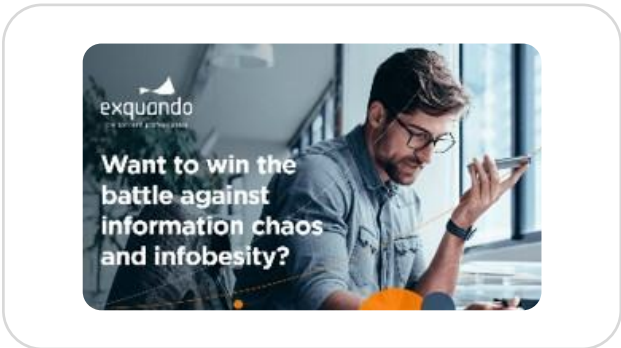
Visual

Color 1

Color 2

Colors

Vivid Tangerine	Grey	Yale Blue
#FF7F01	#88807D	#234468

Inspiration

Color 1

Color 1

Color 2