



## Renova Consulting

Status: Young but quickly expanding company

Business Description: Renova Consulting is a pan European hotel management business. They help hotels with management and promotion as well as finding staff. Renova takes a hotel under their wing and help the owners with getting the management of it to the next level. The word Renova bears the meaning of renewal, improvement, problem solving, reaching new heights. The word consulting points out experience, partnership, know how and necessary connections for successful business.

Project: At this moment the client requires a logo that would reflect professionalism, experience and creative approach to problem solving.

The logo will be used in a wide range of documents, both digital and print, so should be universal and not overly complex. I have attached a couple of logos that I liked. They are clever, simple and recognisable. I am not necessarily saying that the logo must use negative space, you are free to follow your own vision, but it would be a bonus if one of the variants would use negative space.

Logo must consist of a brand sign + "Renova Consulting". The sign part of the logo must be easy to remember and recognise even in black and white. Positioning of textual part in relationship to the brand sign of the logo is down to the designer. Colours are down to the designer's choice too, fitting the above description.

Key Points: Professionalism, successful, business connections, know how, partnership experience, reaching new heights, problem solving, improvement, renewal.





**Logo concept**

The logo formulates in a similar way to the logo used for recycling, representing key points from the brief such as renewal, problem solving, partnership and connections while also using the negative space within the symbol to mark out the letters 'R' and 'C'.

The use of the colour green in the proposed palette also pushes towards a sense of renewal and improvement, while the darker greens and blues help bring a sense of a more established business with experience and professionalism to contrast the modern scheme in a well balanced manner.

This approach uses clean lines, modern fonts, block colour and bold colour palette to communicate know how and professionalism.

Negative space marks out the letters 'R' and 'C'





**Dark Blue**  
R=16 G=55 B=76



**Dark Green**  
R=16 G=95 B=96



**Lighter Green #1**  
R=31 G=143 B=121



**Lighter Green #2**  
R=40 G=176 B=139



**Bright Green**  
R=63 G=255 B=180



**White**  
R=255 G=255 B=255



### Colour palette

The use of the colour green in the proposed palette also pushes towards a sense of renewal and improvement, while the darker greens and blues help bring a sense of a more established business with experience and professionalism to contrast the modern scheme in a well balanced manner.



Renova Consulting (A pitch)

Fonts

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**Title font**

**Core Regular**

**Subtitle font**

**Exo 2 Regular**

**Body text font**

Verdana Regular

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**Fonts**

The fonts chosen highly compliment the curves and sharp lines used in the logo. 3 fonts have been proposed for use as a header font, sub-title and body text font.

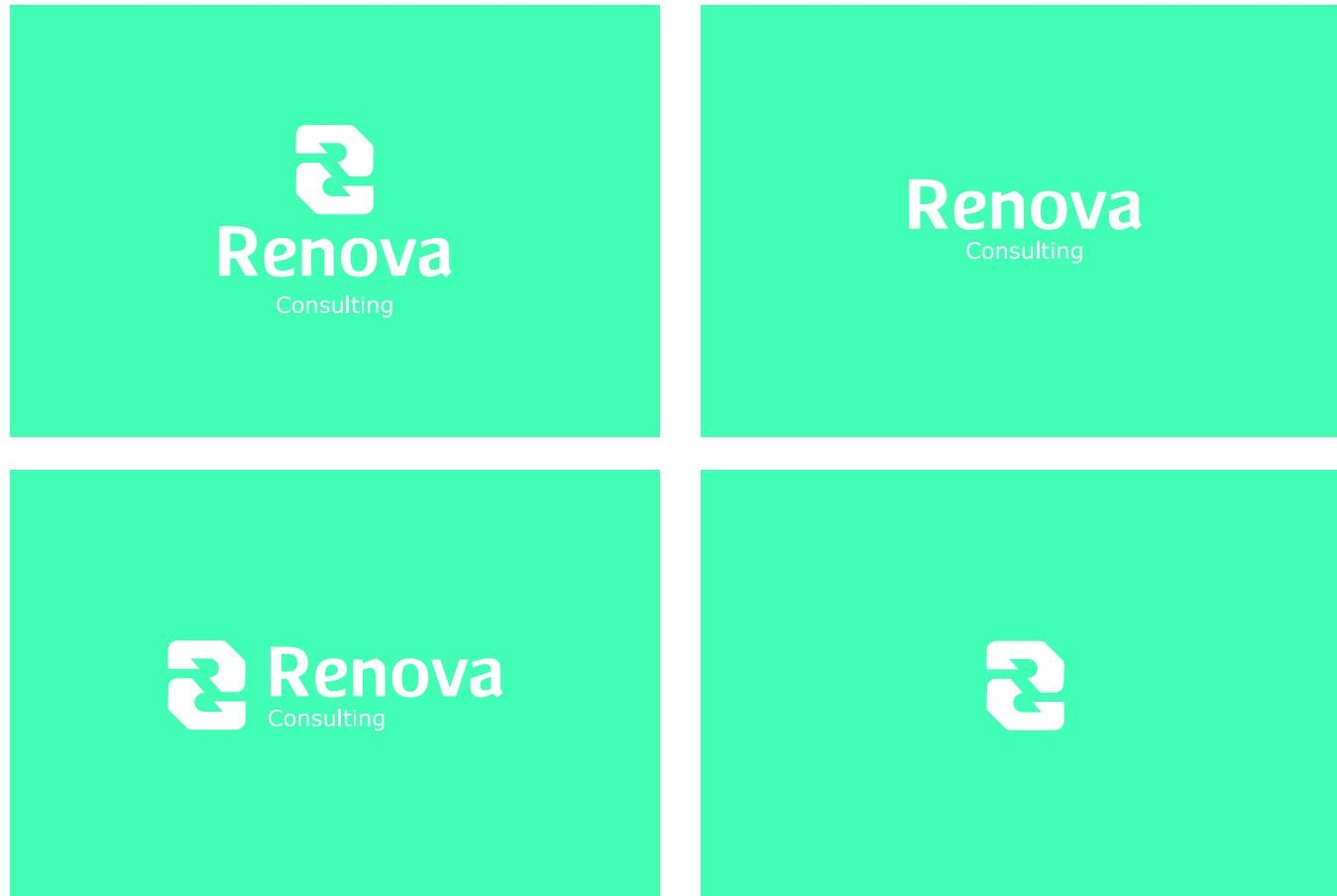
# Renova Consulting

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dessinus

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Renova Consulting (A pitch)

Logo layout options



**Logo layout options**

The logo can be used in varying formats - portrait, landscape and with or without the logo icon. The icon can also be used as a stand alone symbol, although it is recommended that the logo and text appear together to support the brand for a period of time, before using the stand alone version in order to build brand recognition.

