

Summary

Logic Fusion Pvt. Ltd established in 1992 is a pioneer in the Computer IT Solutions Market. It is known for introducing new technologies and solutions for multiple market segments in the entire region through partnership with the World technology leaders for a span of over three decades. We strive to strictly adhere to our core values of innovation, quality, growth and responsible corporate citizen to uphold our passion for Leadership to commit in creating superior solutions.

Brand Mission

“To provide world-class information technology solutions and services to enable our customers to serve their customers better”.

Brand Strength

Retaining 90% of our clients and age old experienced team
Trust and Reliability because of our customers.

Brand Vision

“Together we create the enterprises of tomorrow”.

Brand Positioning Areas

ATTRIBUTE

- One stop IT solutions
- 90% Clients satisfaction
- Three decades of expertise
 - Innovative ideas
- Quality strategic Leadership

ROLE

- Delivering brilliance in technological solutions.
 - Defining essence of business Growth.
 - Accountable Corporate citizen
 - Endorse customer dignity.
 - Honor commitments.

BENEFIT

Achieve:

- Extraordinary information technology solutions.
 - Counselling by experienced IT professionals.
 - Quality products.
- Support and service infrastructure.
- Best value for monetary offerings.

ATTITUDE

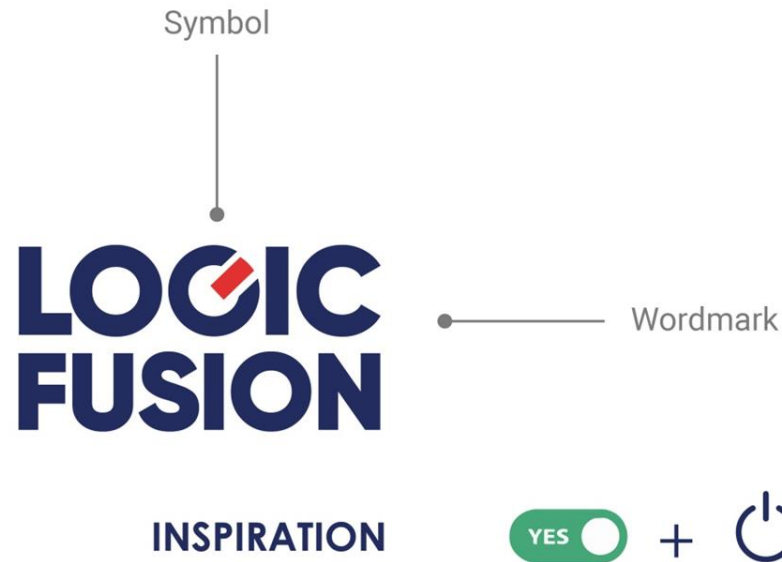
- Innovative
- Updated Technology
- Strategic Leadership
- Ensure affable customer relations
- Partnership development counterpart

**LOGIC
FUSION**

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FUSION**

Primary Logo

Logo



The primary logo comprises wordmark and a symbol.

The primary logo comprises wordmark (G) and a symbol (power knob/toggle button). This, in a way, can be a metaphor for inspiration, propel, stimulate.

The name of the brand is the wordmark that has a knob button, which has been integrated seamlessly into the Primary logo and represents the letter 'G', which relates to the grey cells targeting logic to yield new ideas for innovation and solutions.

Logo Details



Primary Logo

This is to be used as a form of a trademark for all communication purposes



Logo Safe Area

The depicted area is to be left free of any graphic elements, to give the logo room to stand out/breathe.

Brand Colours



The brand colors are loud, energetic and gives a sense of security. Shade of blue & red have been used in the logo. The bold blue & red colours perfectly balance each other and make the design complete.

The primary palette is to be used for official applications only. (Letterhead, Envelope, Business Cards, etc)

The secondary palette is to be used for guest touchpoints. (Menu cards, Tariff Cards, Websites, etc)

Primary Colours



#222c5e #e13231

Secondary Colours



#40528e #f5d6bf #84a6af #d1cca6 #3598ba



Secondary Logo/ Sumbol

Logo Frame and Single Colour Usage



**LOGIC
FUSION**

The logo consists of the words "LOGIC" and "FUSION" stacked vertically in a bold, sans-serif font. The letter "O" in "LOGIC" is white with a red diagonal slash through it.

For usage in single colour on white or light coloured background.



For usage in single colour on dark backgrounds use the patch version defined to get maximum contrast and visibility.

Logo on Coloured Background



This is the manner in which the logo will appear on coloured backgrounds. Only these brand colours are to be used in all applications and communication methods.

Mockups

