



## LOGO: CONSTRUCTION

The construction of the logo is divided into two aspects. Firstly, the geometric shapes and secondly, the colours. Each aspect is discussed below.

- **The construction (geometric shapes)**

The form of the logo is made up of two equilateral triangles with their bases adjoining to form a perfect square. The significance here is one of precision as if the two triangles are not precisely aligned and have exactly the same size they will not form the perfect square. The representation is that the solutions provided by the company and the manner in which the company operates is one of precision, exactness and accuracy. There is attention to detail.

The inner circle with the two arrowheads extending on opposite sides of the circle, one pointing up and the other pointing down, have the significance of the continual stress to expand the circle that is contained within the boundaries of the two triangles forming the boundaries of the logo. The representation is that, although all solutions are provided within known and accepted parameters, there is a continual attempt at expanding the boundaries and thinking 'out of the box'.

- **The colours**

The business functioning is undertaken on Christian biblical principles, which is represented by the colours contained in the logo.

The upper triangle is RED, which signifies the blood of Jesus Christ that enshrouds the business, all who are involved with the business, and its activities.

The lower triangle is ROYAL BLUE, which signifies the Deity and royalty. The business is dedicated to the kingdom of my Lord God.

The circle is WHITE, which signifies purity and integrity.