



BUSINESS EDGE ALUMNI NETWORK BRAND IDENTITY DECK

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BACKGROUND

The logo encompasses the essence of connectedness and the (blossoming) prosperity of its members through a well-defined community of Business Edge (BE) cohorts. Enabling the community to stay connected and interlace with the industry at large through its strong and diversified network of professionals would be the key attribute of the Business Edge Alumni Network.

The symbol/mark would stand as a symbol of connectedness, diversity, and prosperity which the community of BE professionals has displayed enthusiastically so far.



Executives / Professionals

- Connectedness
- Diversity
- Connections
- Building Future
- Network
- Support



Blooming Flower

- Growth
- Diversity
- Connections
- Prosperity
- Vibrant
- Hope/Faith
- Transform

Initial concepts circled around the concept of a 'flower' and depicting 'connectedness'.

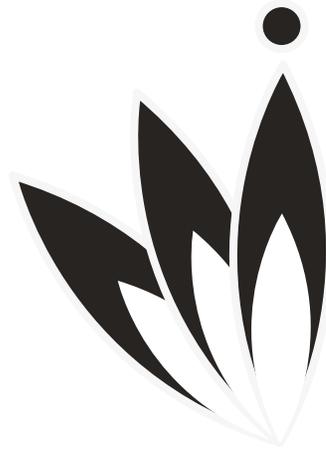




**BUSINESS EDGE
ALUMNI NETWORK**



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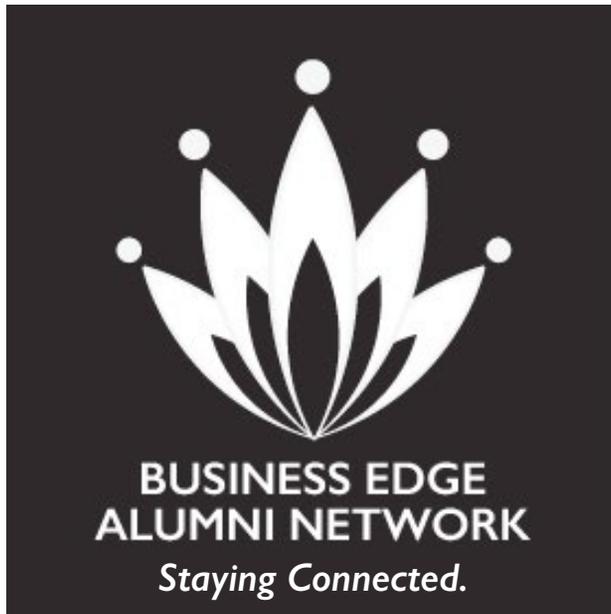
**BUSINESS EDGE
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FINAL MARK

Growth
Diversity
Connections
Prosperity
Vibrant
Hope/Faith
Transform



Connectedness
Diversity
Connections
Building Future
Network
Support



COLOUR PALETTE



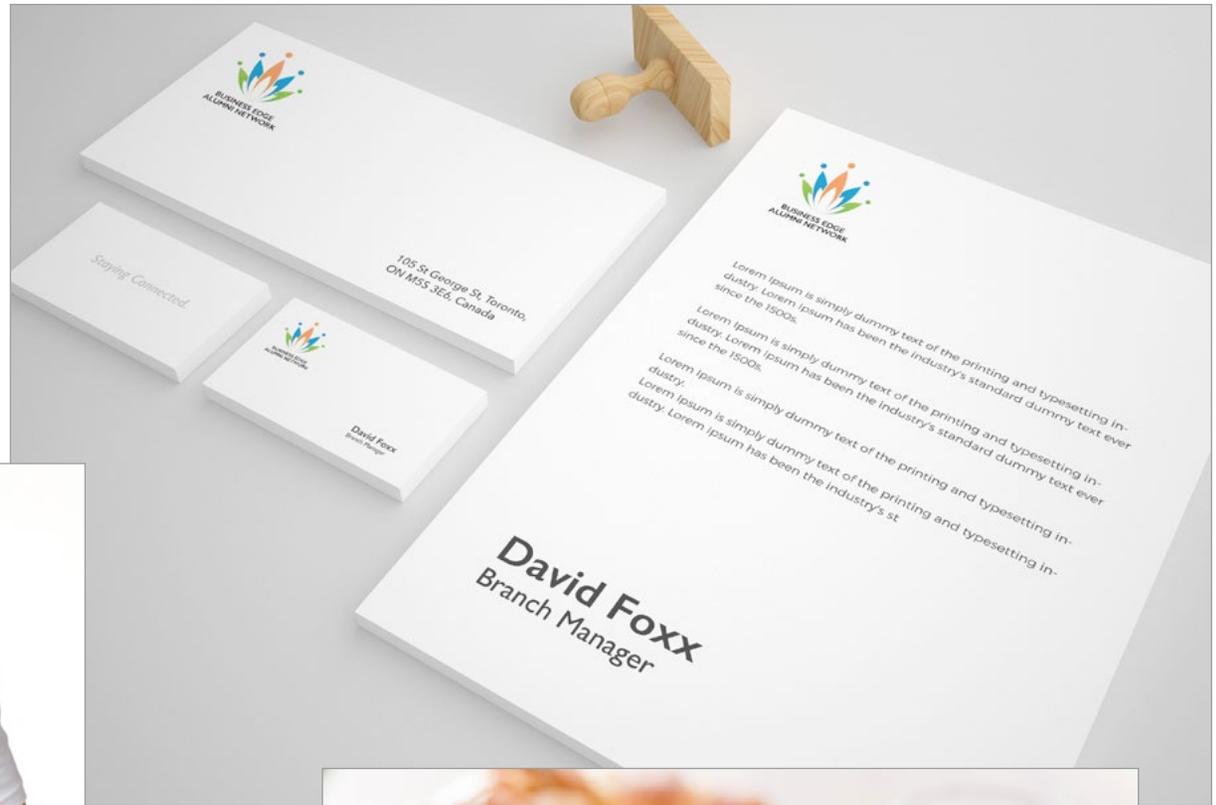
GILL SANS

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BRANDING



THANK YOU