TitanR
CONSULTING

LOGO BRIEF

Brand Description

TitanRConsulting is a coaching company focused on helping students and other working professionals achieve the next level of their Career & Educational pursuit.

Their cardinal focus is be the plug connecting young professionals & students around the world to be always be ready for their next career/academic acceleration opportunity.

Brand Personality

Competence, Diligence, Resilience, Successful

LOGO CONCEPT

Reference Symbol - Ladder

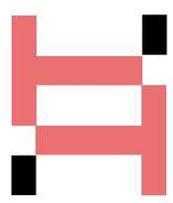
The logomark combines the brand initials, letter “T” to form a ladder. A ladder symbolizes progress, growth, upliftment, acceleration.

A ladder is a symbol of reaching new heights which is what TitanRConsulting helps their clients to achieve in their career/educational journey.

Ladders are associated with success and achievement.

Initial Letter

The Brand’s name initial in capital letter



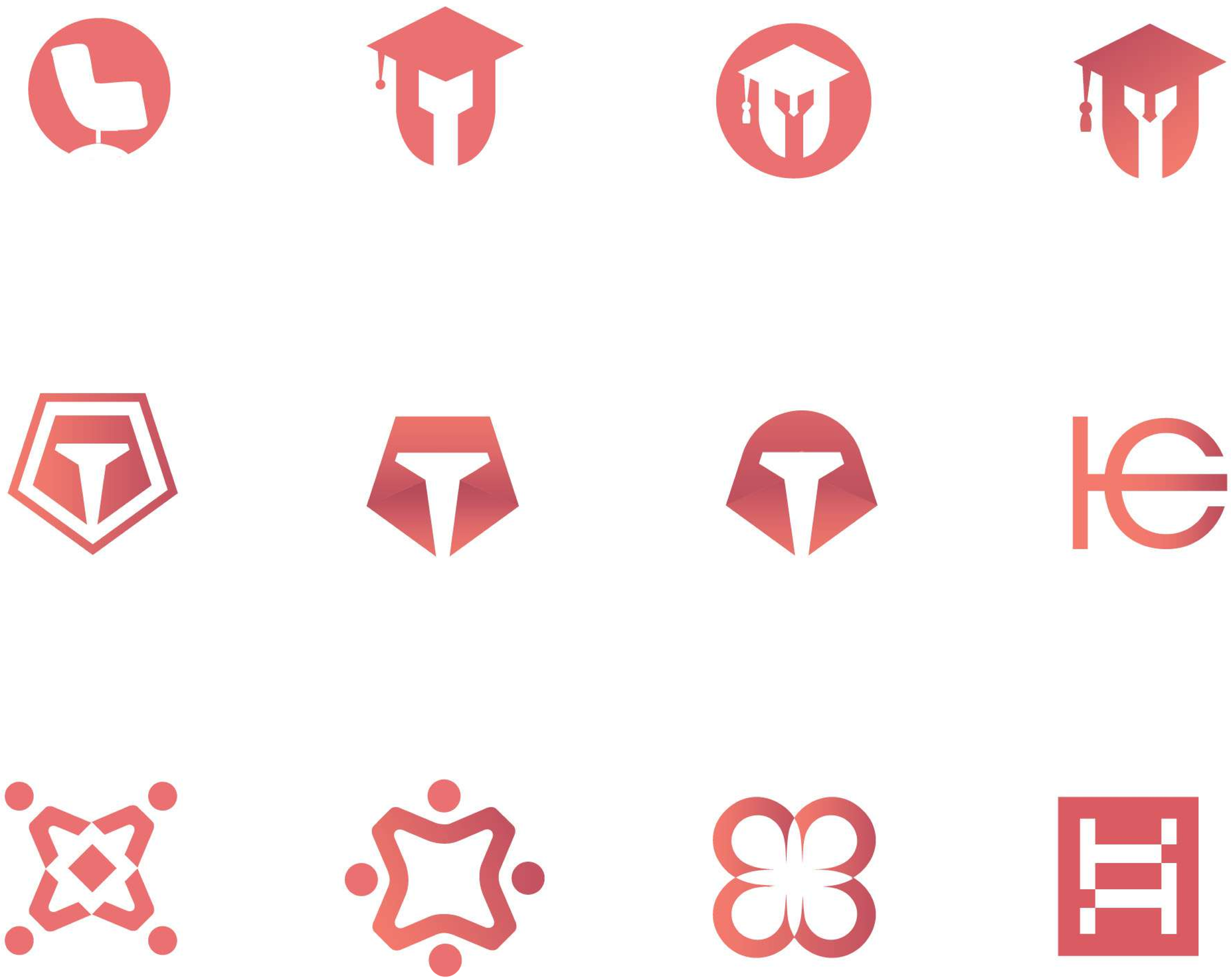
Initial Letter doubled and Rotated

The brand initial ‘T’ arranged to form a ladder which is a symbol of reaching new career heights in this context.

Rectangle Shape

A rectangle represents professionalisim, stability and efficiency.

LOGO EXPLORATIONS



COLOR PALETTE

PRIMARY COLORS

HEX: #FCC5C9 R: 252 G: 197 B: 201	HEX: #EA96AB R: 234 G: 150 B: 171
HEX: #F4A6AE R: 244 G: 166 B: 174	HEX: #D36C7E R: 211 G: 108 B: 126
HEX: #E97071 R: 233 G: 112 B: 113 C: 3.76% M: 70.18% Y: 46.9% K: 0.01%	HEX: #C25260 R: 194 G:82 B: 96 C: 19.89% M: 89.17% Y: 53.12% K: 3.49%
HEX: #CC4C56 R: 204 G:76 B: 86	HEX: #B22B4F R: 178 G:43 B: 79
HEX: #A53845 R: 165 G: 56 B: 69	HEX: #841E34 R: 132 G: 30 B: 52

Psychology of Rose Pink: It conveys gratitude, appreciation, recognition, grace, gentleness, joy, and happiness.

SECONDARY COLORS

#FCE5E3	#EE968C	#EA1E51	#333333	#FFFFFF

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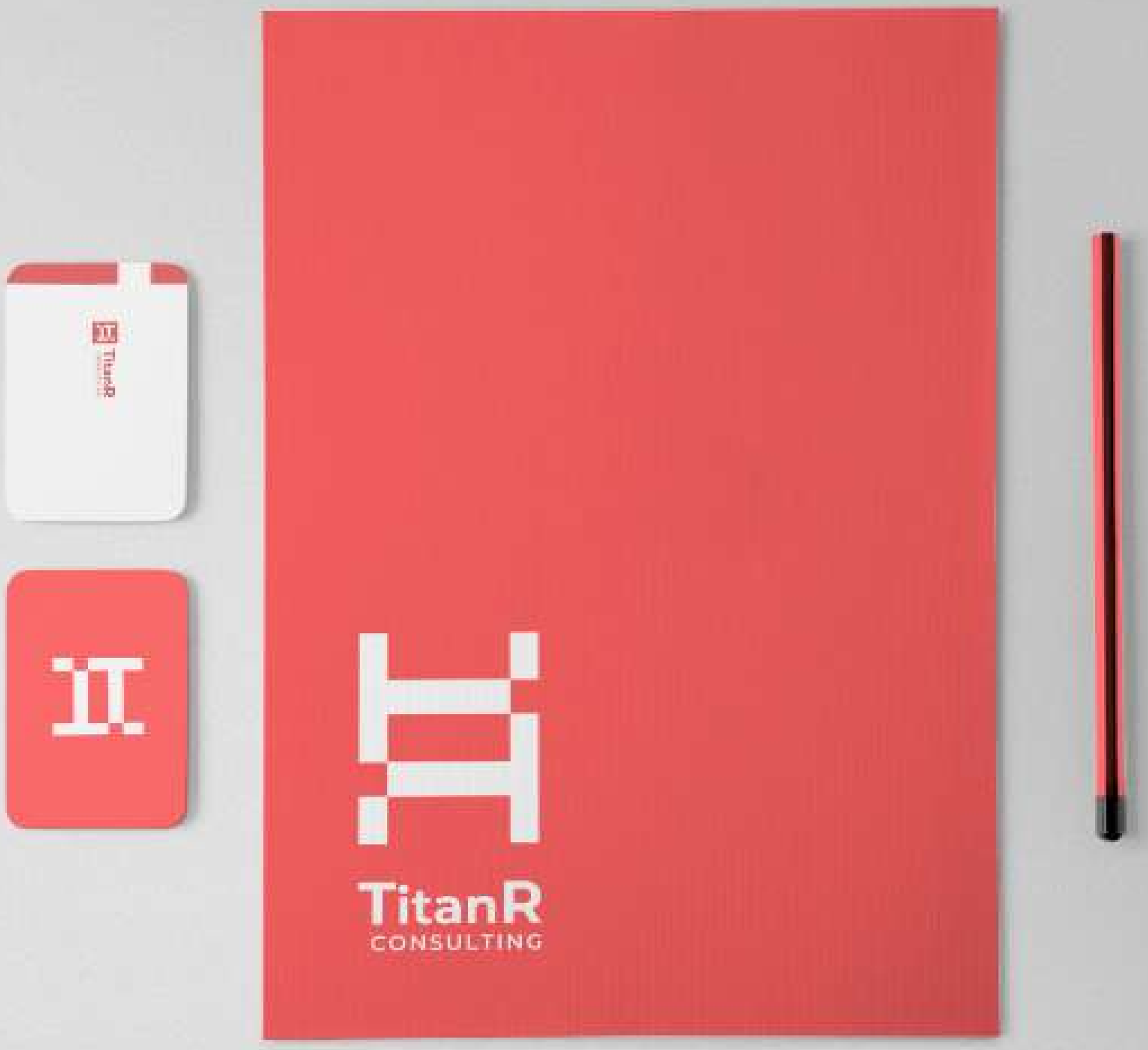
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3, James Olayinka Street, Sorouga Estate,
Ikorodu, Lagos.
+234 805 534 2138
This is to certify that the holder
whose photograph and name appears on
this card is a staff of TitanRConsulting.
If found, please return to the above
address, or call the above number.
TitanR
CONSULTING
Ferammi Aborisade
SENIOR CONSULTANT
EMPLOYEE ID: 003
TitanR
CONSULTING
Tomilola Abiodun
PRINCIPAL CONSULTANT
EMPLOYEE ID: 001
TitanR
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Tomilola Abiodun
PRINCIPAL CONSULTANT
EMPLOYEE ID: 001

Hi

TitanR
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WELCOME TO YOUR NEXT LEVEL OF CAREER SUCCESS
Let's help you land that dream job
TitanR CONSULTING
Titanrconsulting
TitanR CONSULTING
We can make your career dreams come true!
Consult us today
Titanrconsulting
GOOD BYE FROM
POLICE

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LOGO GUIDELINES

Welcome
The following identity and logo guidelines for TitanRConsulting were created to help in presenting the brand in a consistent, recognisable and proprietary way.
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TitanRconsulting Logo style guide
The Brand
"Your brand is what people say about you when you're not in the room."
---Jeff Bezos, Amazon founder
A brand isn't a logo or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's those things, but really so much more but most importantly, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation but you can be sure they'll remember how you made them feel. That's a brand.
TitanRconsulting Logo style guide
Who we are?
TitanRConsulting is a coaching company focused on helping students and other working Professionals achieve the next level of their Career/& Educational pursuit.

OUR LOGOS
The horizontal version of the logo is the official version, and should be used in all media.
However, in exceptional cases where there is not enough space for the usual logo, you can use the stacked version of the TitanRConsulting logo.
Note: For the most part, the logo will have the type and Brandmark combined, but there are some instances where the Brandmark can be used separately from the type.
Exceptions usually occur with profile images, avatar, apparel, swag, brochures, company profiles and sometimes the website.
HORIZONTAL LOGO
STACKED LOGO
LOGO MARK
TitanR
CONSULTING
CLEAR SPACE
Give the logo space . To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.