ServersAustralia

Logo Design

1
Existing Logo

The existing logo whilst serving a purpose uses sharp lines and squares. This is good in design, in terms of strength, however it is lacking some flexibility.

The logo and Wordmark "Servers Australia" look separated and don't appear to go together, creating a separation withing the brand.

The logo is also a little dated so a refresh is needed.

ServersAustralia

2

Purpose - Brief

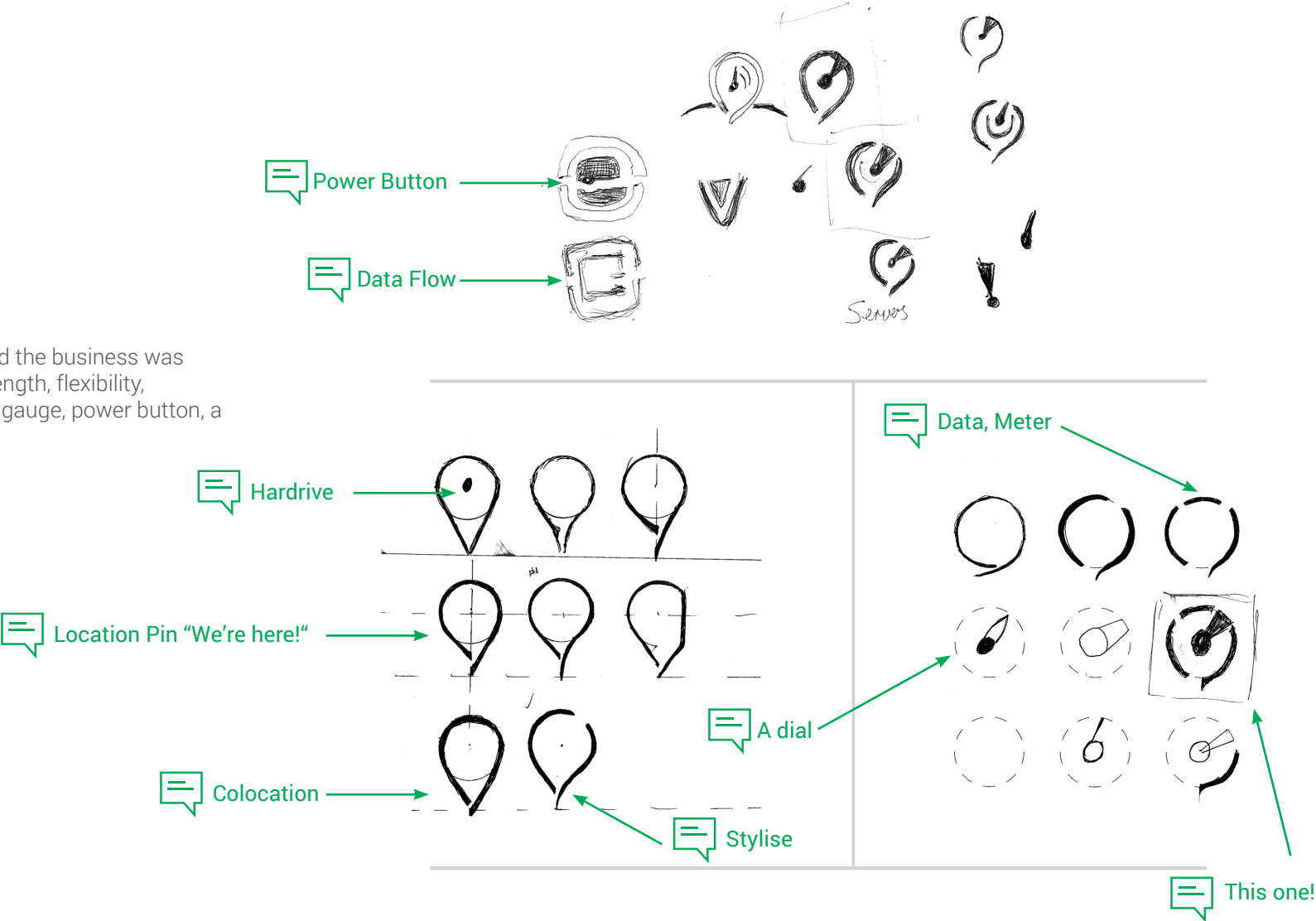Defining a purpose in the design of a new logo brings added strength to the brand.

✅ Refresh and modernise the brandmark.

✅ Make the logo and Wordmark "Servers Australia" look like they fit together.

✅ Bring some softness to represent flexibility whilst keeping strong elements to represent durability.

✅ Avoid Cliché's and fad imagery. Cloud logos and icons are everywhere.

✅ Keep the design focus on Servers Australia's core business, which is physical Dedicated Servers.
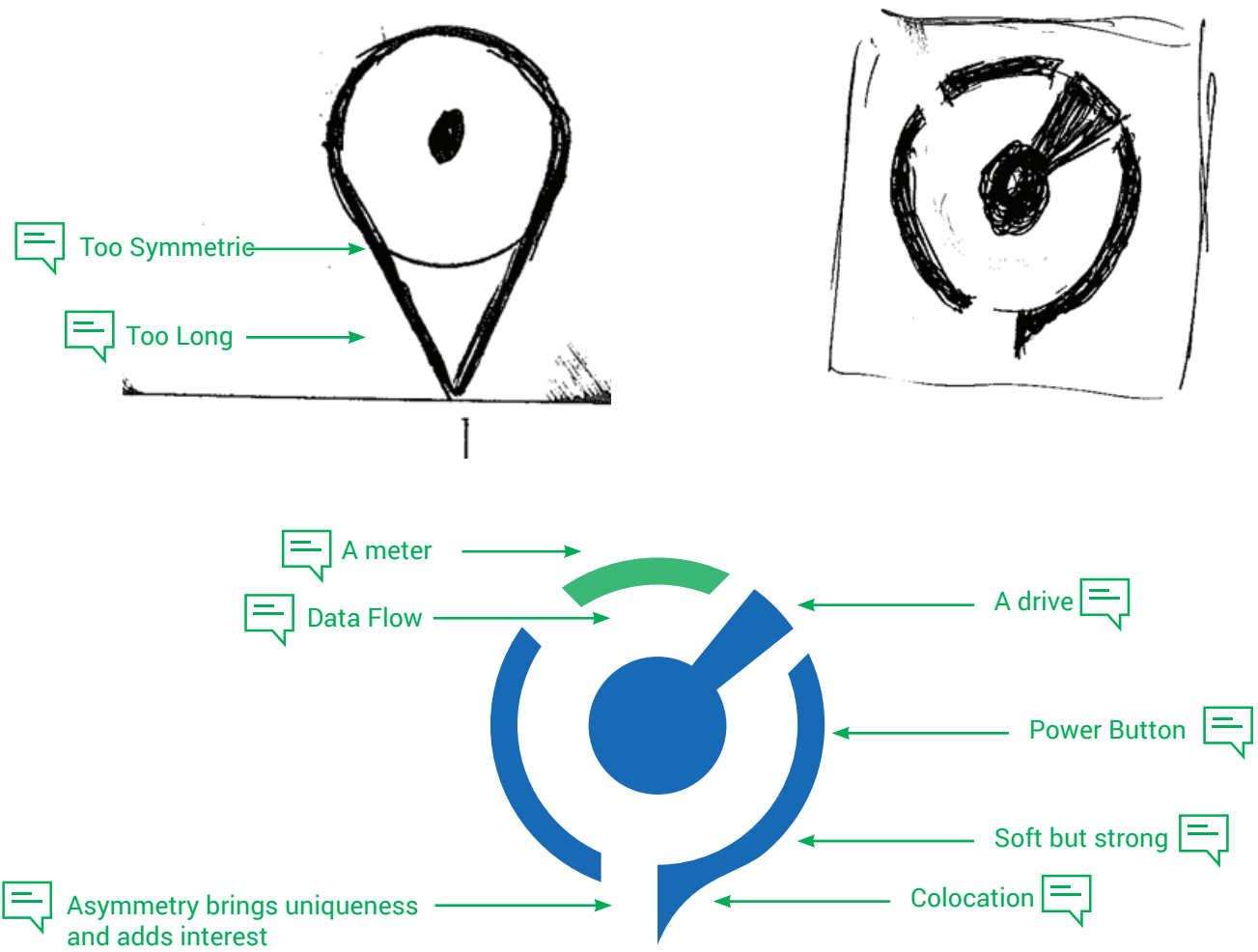
✅ KEEP IT SIMPLE!

3
Concepts

Thinking of concepts around the business was centered around power, strength, flexibility, Colocation, core services, a gauge, power button, a dial, speed, response.

Power Button

Data Flow

Hardrive

Location Pin "We're here!"

Colocation

Stylise

Data, Meter

A dial

This one!

4
Fine Tuning

The concept then needed some fine tuning and the images were then transfered to Adobe Illustrator.

Too Symmetrie

Too Long

A meter

Data Flow

A drive

Power Button

Soft but strong

Colocation

Asymmetry brings uniqueness and adds interest

5

The Logo