
Identity design for Infoedge India

Ltd
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INFO EDGE



Recruitme nt



Real estate



Matrimon y



Educatio n



Design brief

Design brief was to redesign the logo for info edge india limited. Info edge is a online company, they were keen to add some tech meaning to it. During the process brief was changing time to time. After first presentation at info edge brief changed, identity can be derived from key words. After the second presentation brief was to come up with initials of infoedge (I&E).

Existing
logo

1. Brief

Info edge is an online company, the brief was to connect the pillars of the company with some tech meaning to it. Some memorable symbol. Easy to remember.

INFO EDGE

info¹edge

INFOEDGE

Inf[□]edge



infoedge



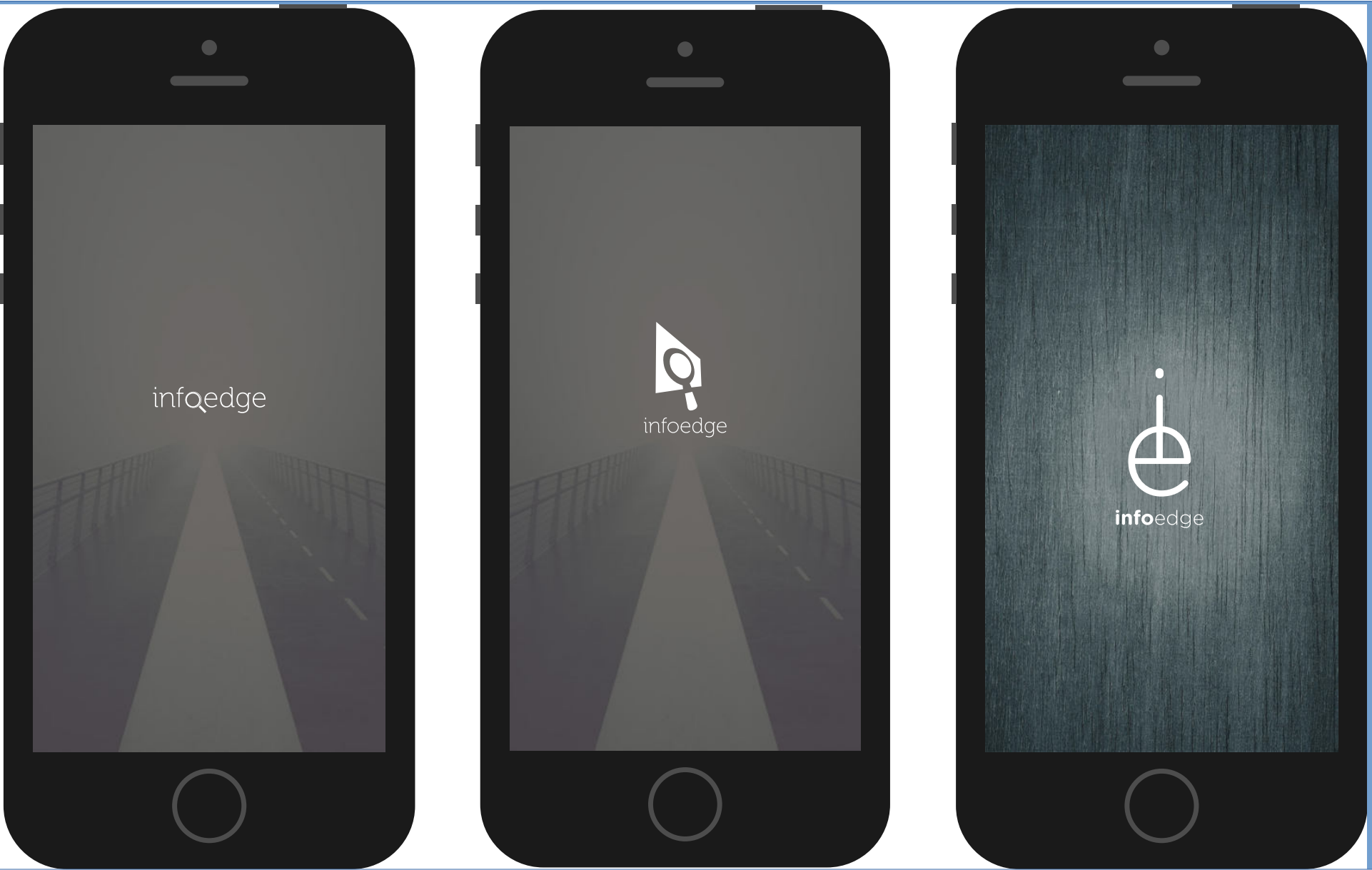
infoedge

info_Qedge



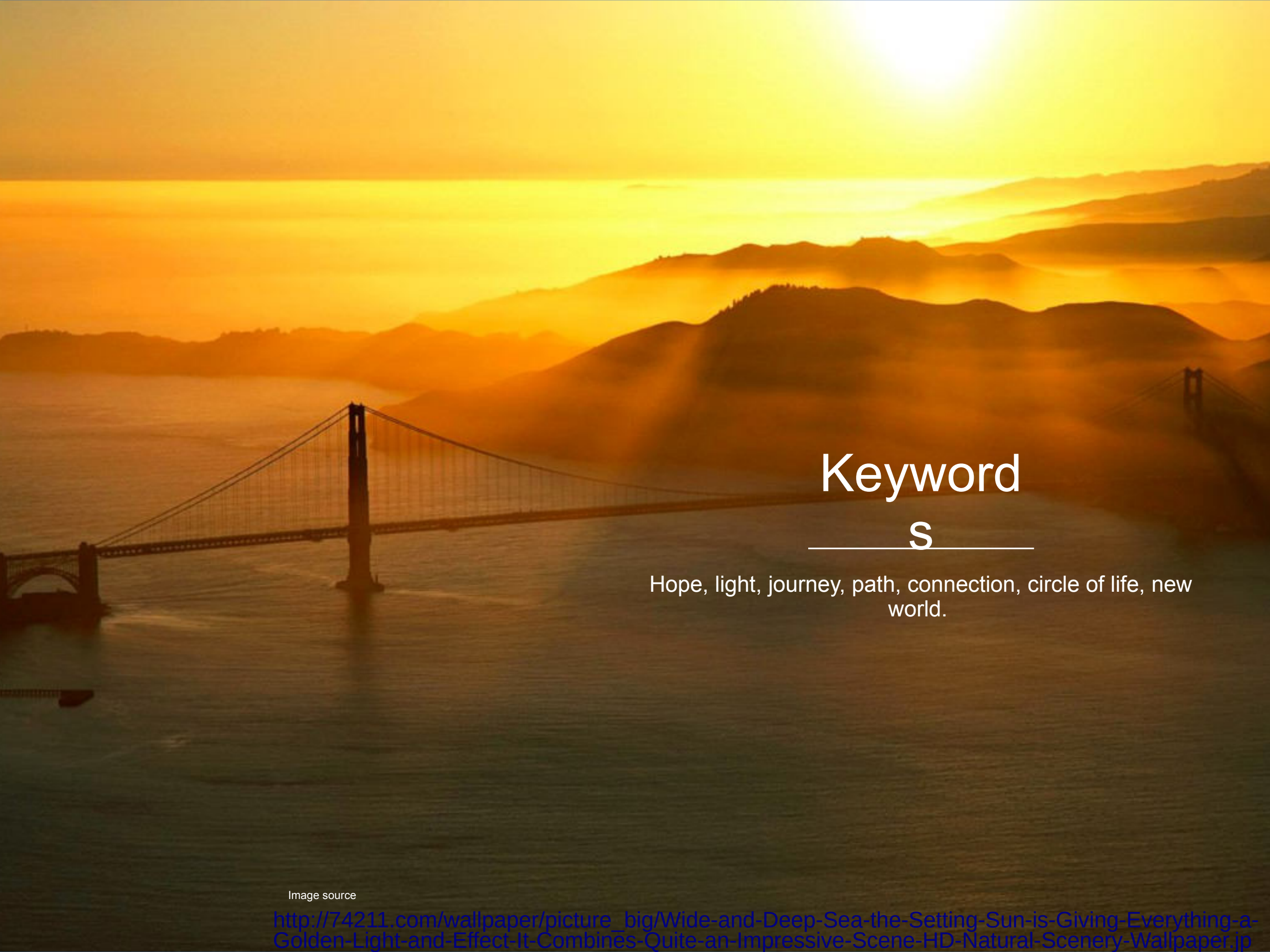
INFOEDGE

infoedge



2. Brief

Second brief was to come up which will relate to the keyword (taking inspiration from the product) of the company. Naukri, jeevan saathi, siksha and 99 acres are the main pillars. brief was to keep in mind the four pillars of the company and design something expressive.



Keyword

S

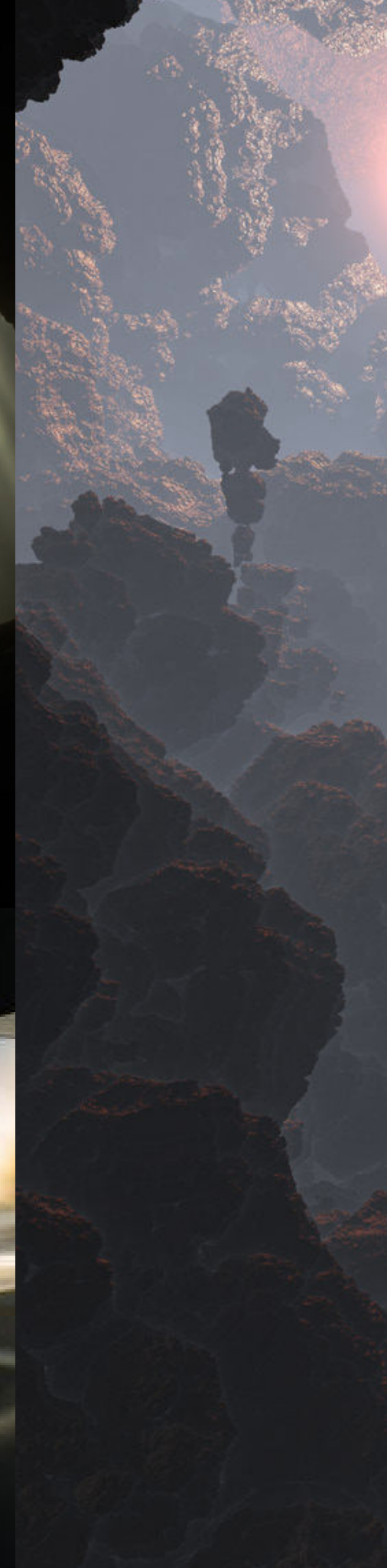
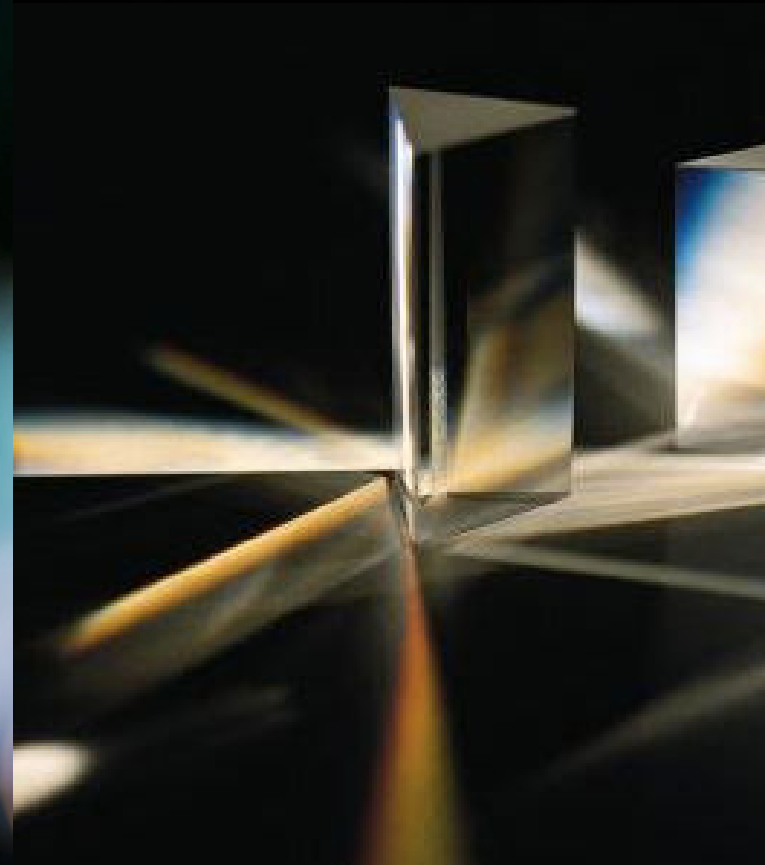
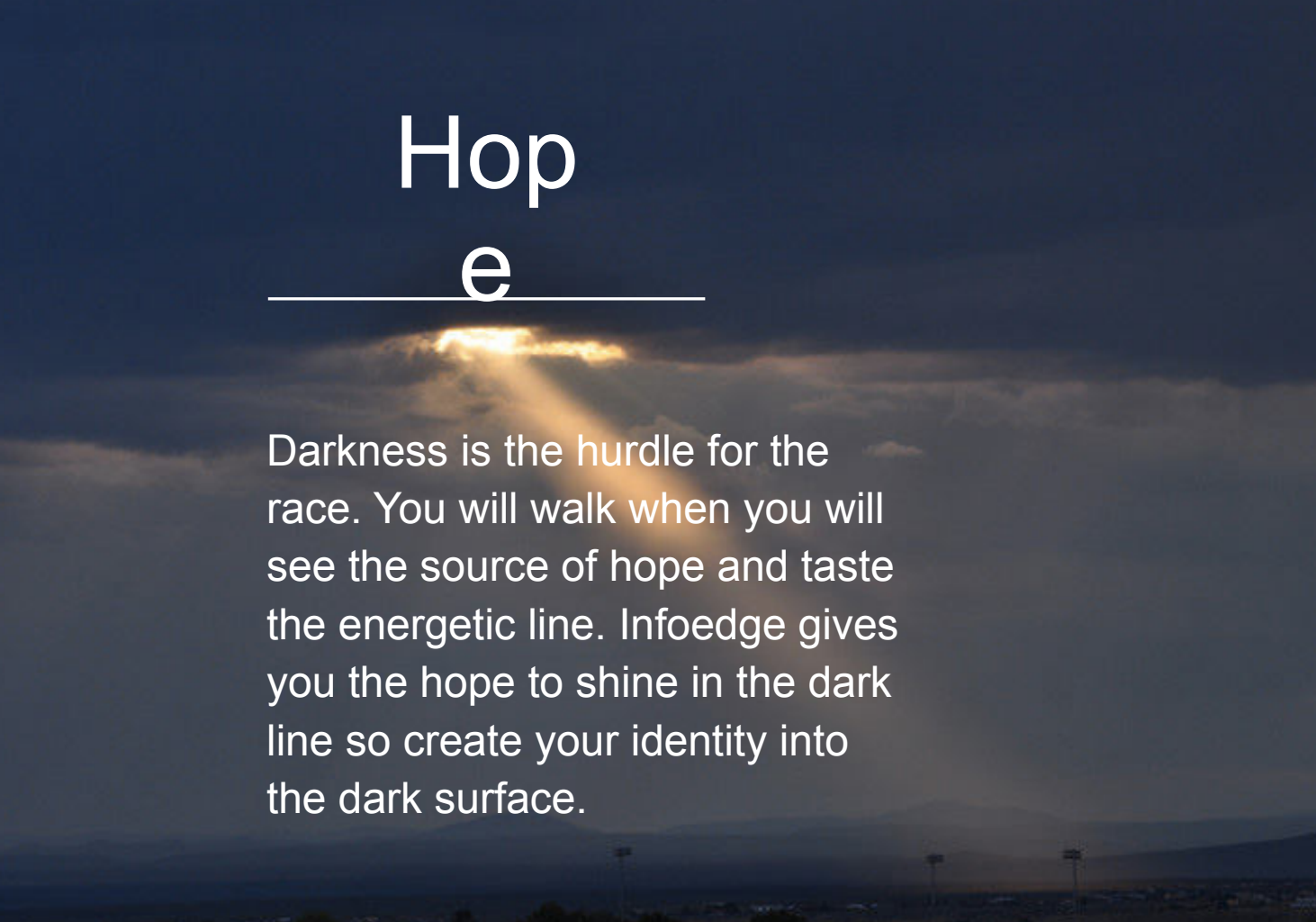
Hope, light, journey, path, connection, circle of life, new world.

Image source

http://74211.com/wallpaper/picture_big/Wide-and-Deep-Sea-the-Setting-Sun-is-Giving-Everything-a-Golden-Light-and-Effect-It-Combines-Quite-an-Impressive-Scene-HD-Natural-Scenery-Wallpaper.jp

Hope

Darkness is the hurdle for the race. You will walk when you will see the source of hope and taste the energetic line. Infoedge gives you the hope to shine in the dark line so create your identity into the dark surface.





Infoedge



Infoedge

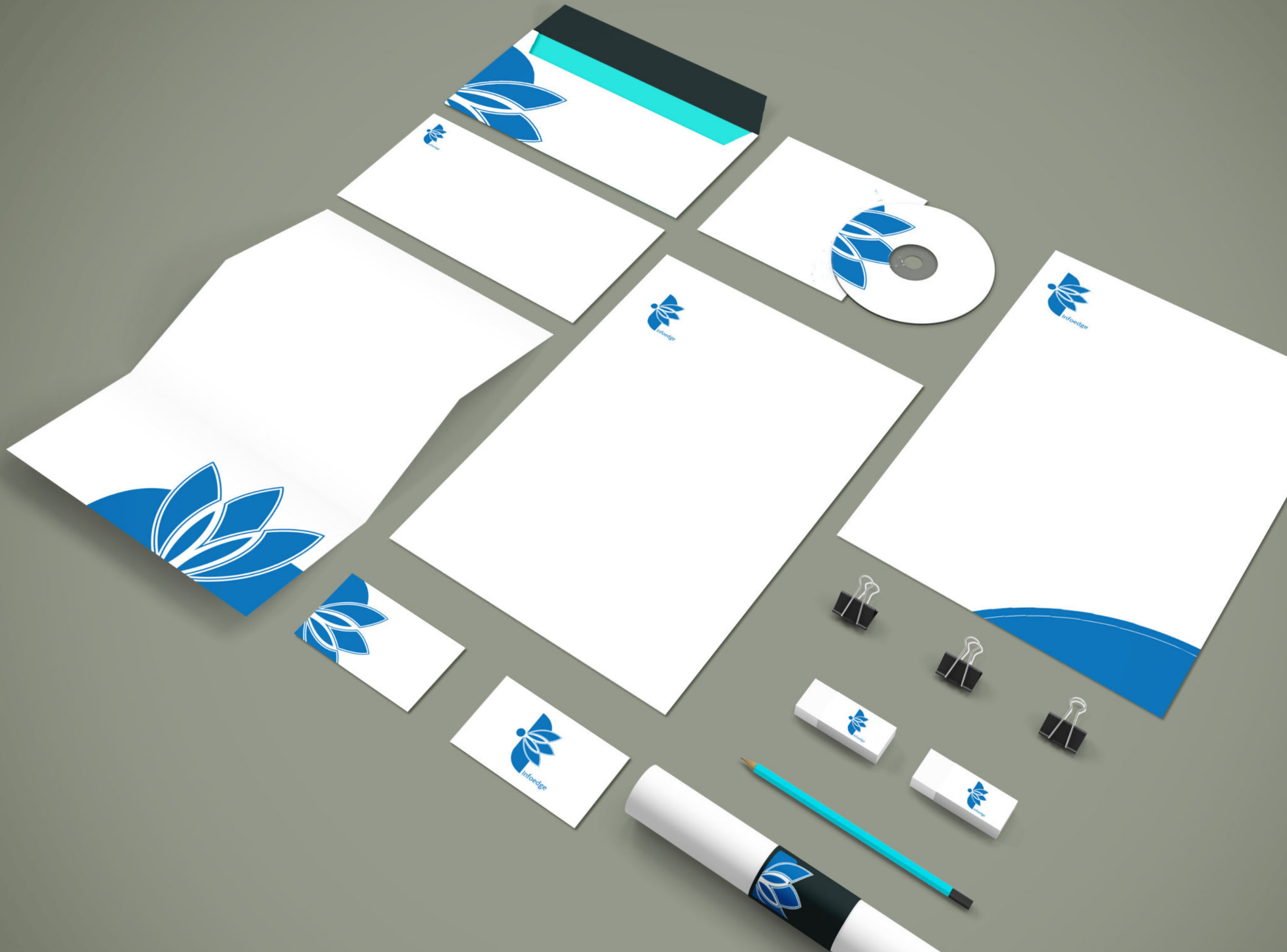
Knowledge

Initial form derived from the basic shape of lotus petals



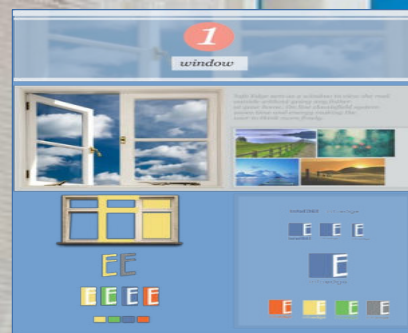


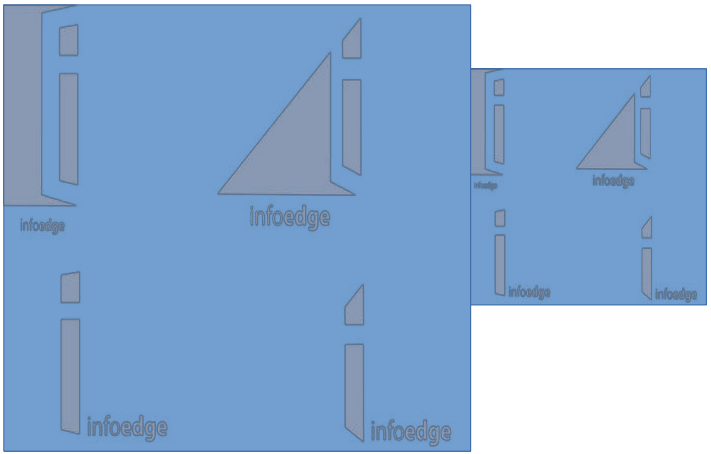
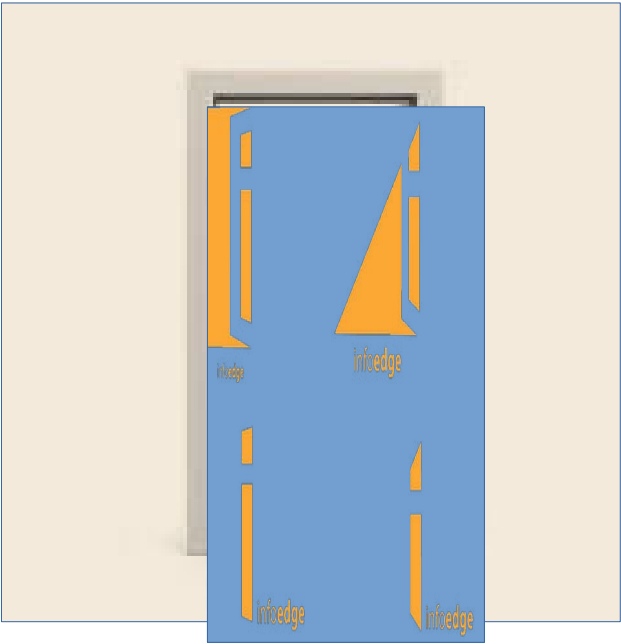
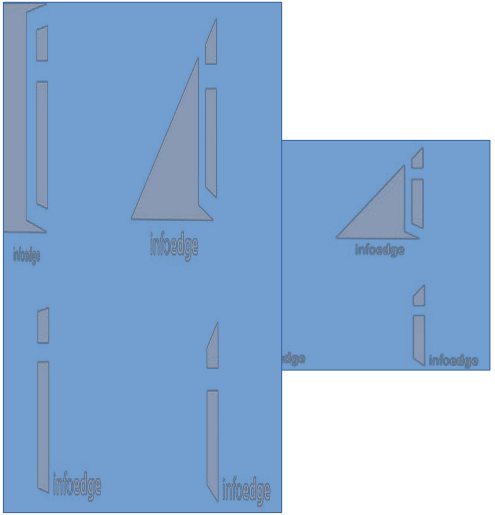
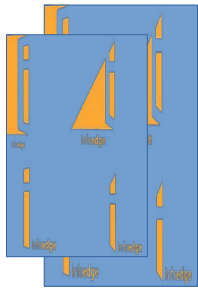
logo is symbolizing the knowledge, form is derived from the petals of lotus and the structure of bee symbolizing the strength, unity.

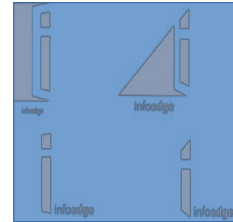


New vision

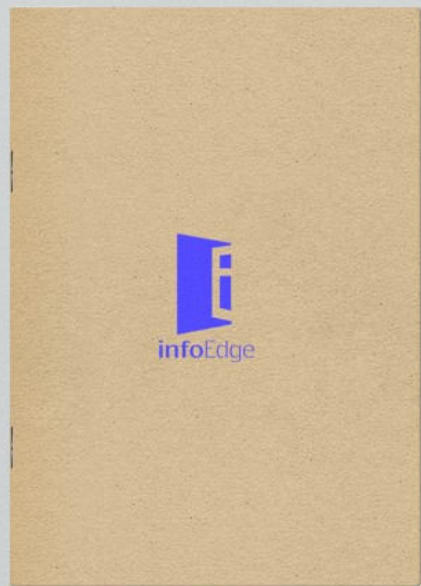
Infoedge acts as a window to view the real
outside
without going any further at your home.









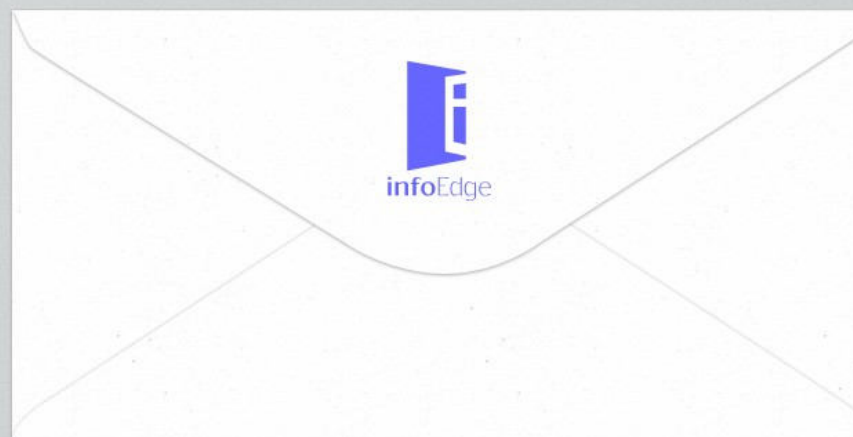


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Martin Johnson
Co-Founder & CEO

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infoedge.in





3. Brief

Third brief was to explore the initials of infoedge(I&E). Keeping fonts in mind. Reflection of product should be there in the logo so that people will be able to relate.

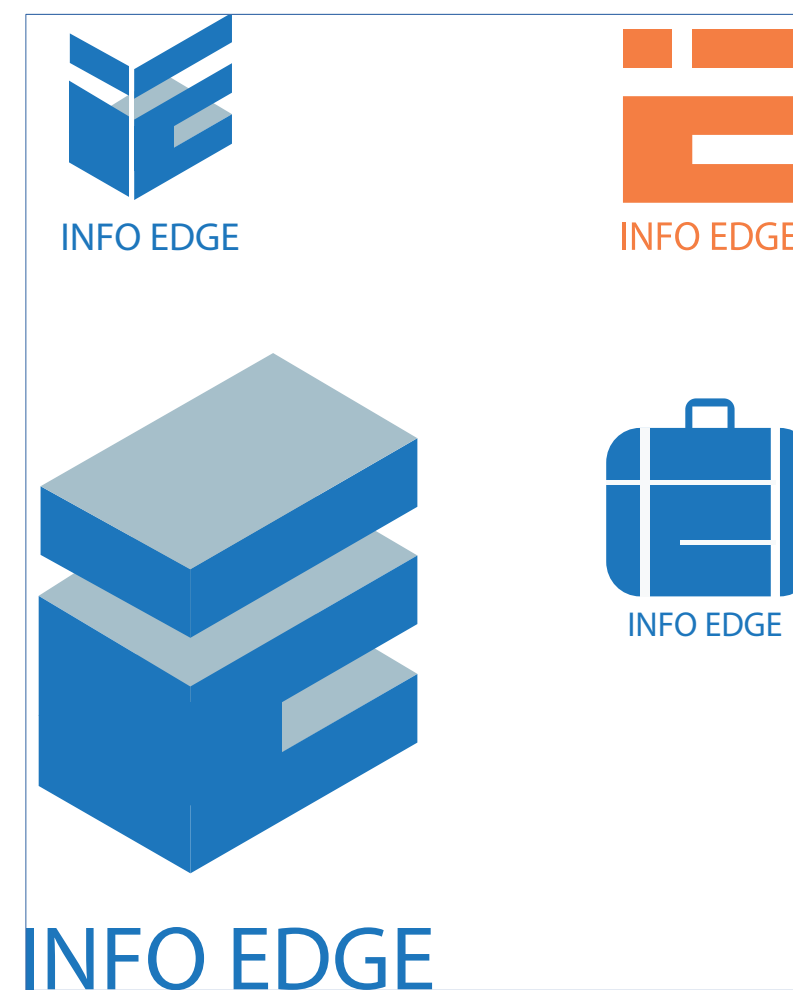
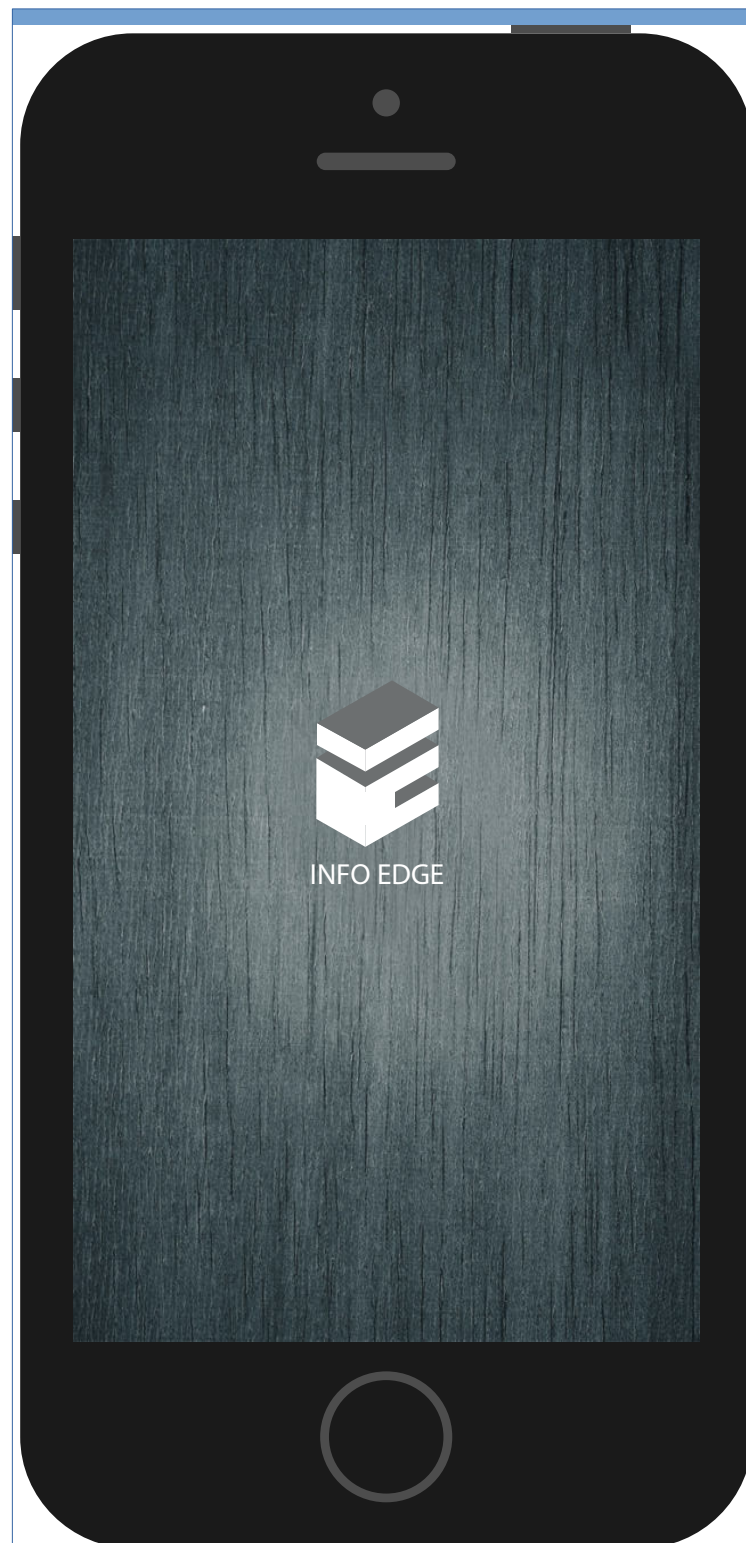




Design option

Initial letters and keeping the basic identity of naukri.com so that people can relate the logo with previous logo.

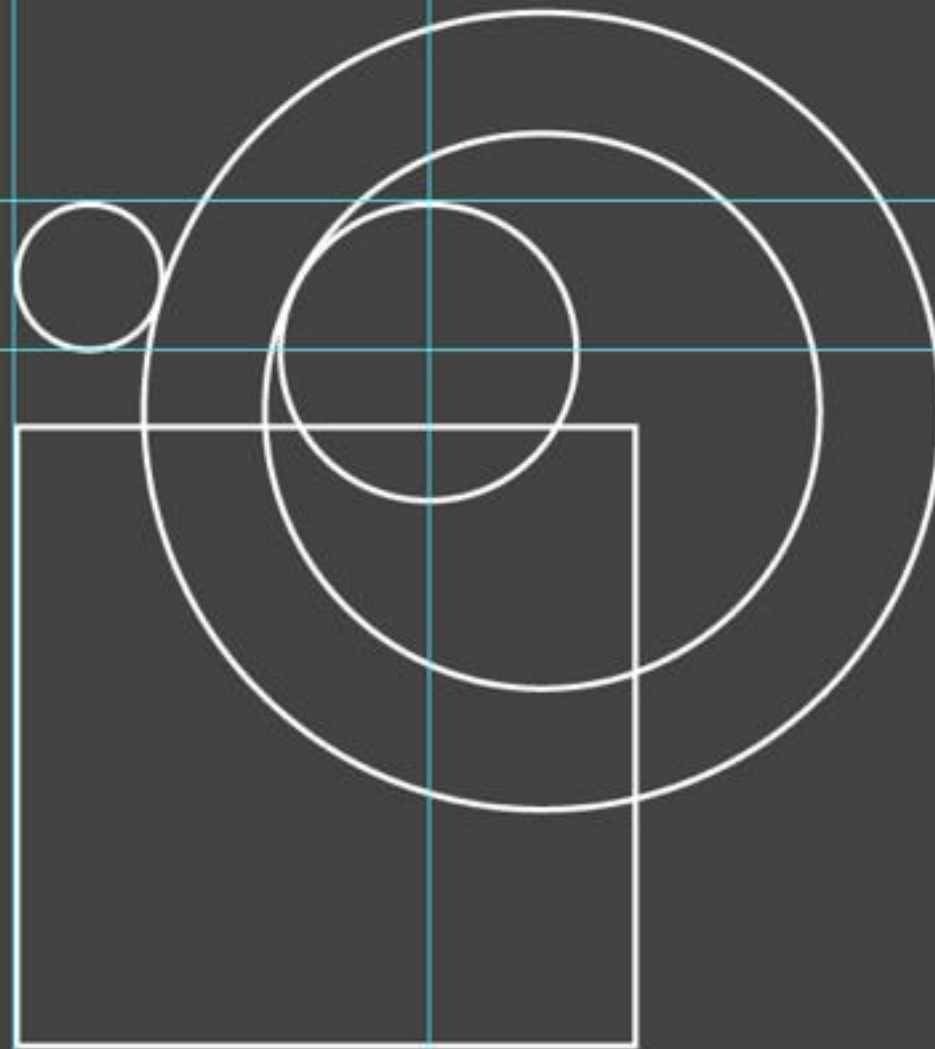




Inspired from the 99acres real estate







Basic geometric construction of
logo









Learnin g

How to associate visual form with word.
How to set the timeline for project.
How to create brand language.

Visual design Project



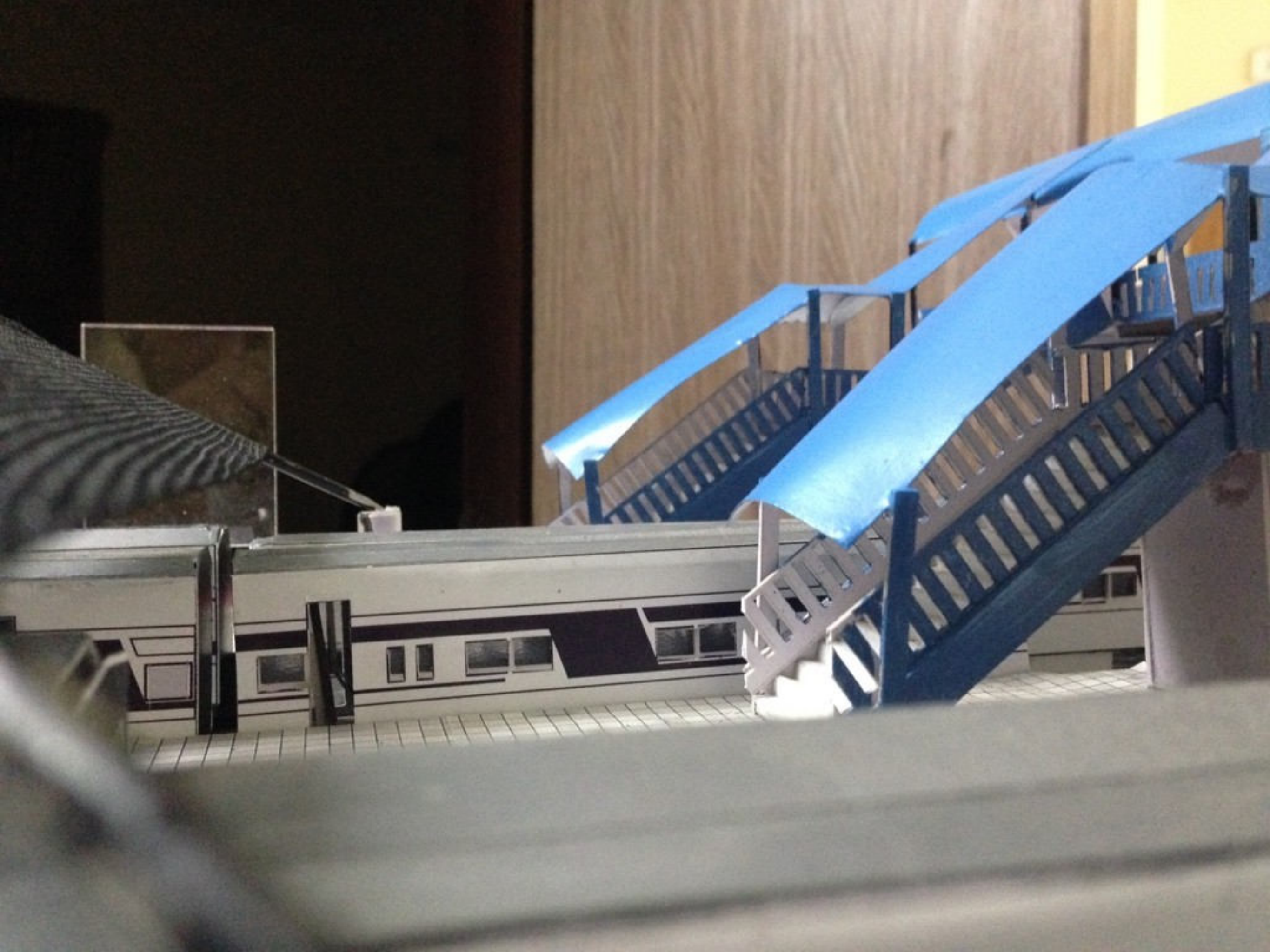




HELLO LIFE















Thank
you

