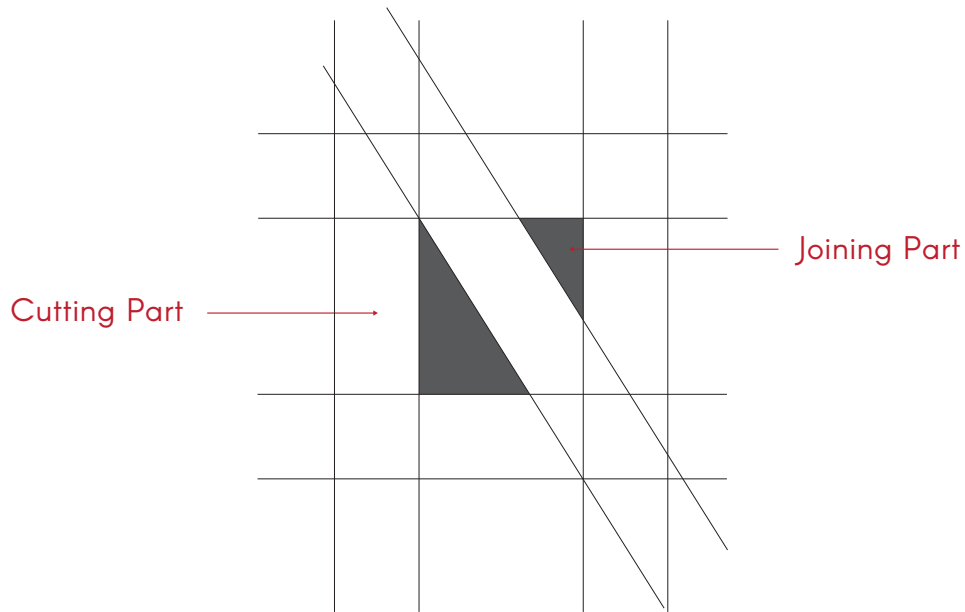


NITSAN TECHNOLOGIES LOGO

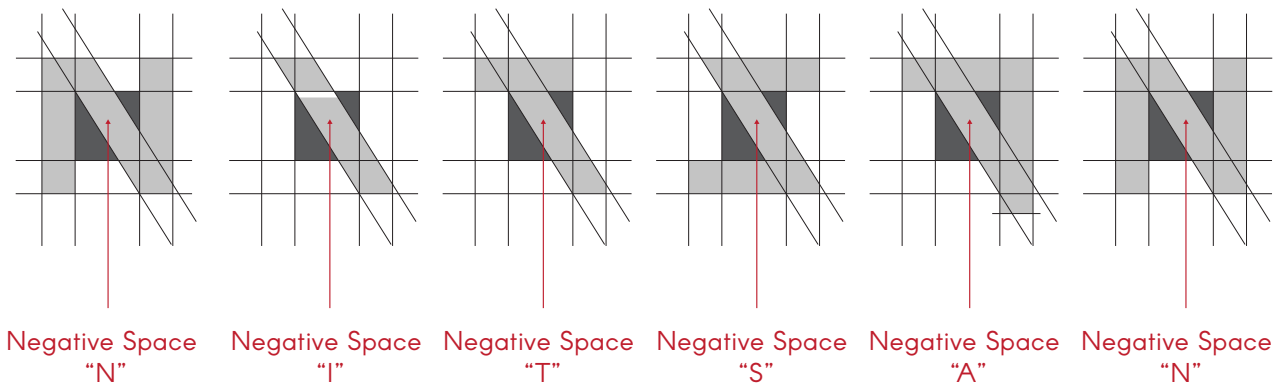


NITSAN

LOGO DESIGN CONCEPT IN NITSAN



NITSAN



Challenges and solutions in the course of Logo Designing process:

CHALLENGE: The name NITSAN is a combination of two names of the partners, **NIT**in and **SAN**jay and the challenge here was that the client needed equal importance in the logo of both partners and also it should not seem as a font but a design or a shape formation.

SOLUTION: As you can see the design breakdown above, we have incorporated the design so simply that it forms a square shape with a stroke in the center but it also makes the initials N and S evidently in it and if we dig deeper, all the 6 letters of the logo are formed in it.



Positive (Symbol) Blackscales



Negative (Symbol) Blackscales