

# Objective:

To design a logo and wordmark for an eco-consulting company which expresses the philosophies of the business without seeming like a 'hippie company'.

The Client:

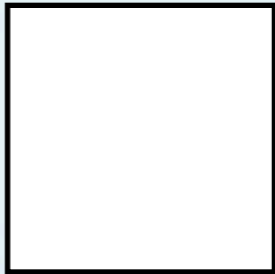
**Mike Gervais**



The Company:

**Viterum**

# But first; who is Mike?

**Mike Gervais** 1<sup>st</sup>  
Energy Efficiency Consulting [www.viterum.com](http://www.viterum.com)  
Japan | Renewables & Environment



<b>Current</b>	<ul style="list-style-type: none"><li>• <b>Managing Director at Viterum Consulting LLC</b></li><li>• <b>MBA Student at McGill University</b> </li></ul>
<b>Past</b>	<ul style="list-style-type: none"><li>• Senior Consultant at Slate Consulting K.K.</li><li>• Owner at MPG Technical Services</li><li>• Mechanical Engineering at LaFarge North America </li></ul>
<b>Education</b>	<ul style="list-style-type: none"><li>• McGill University</li><li>• Queen's University</li><li>• Southbank International School</li></ul>
<b>Recommendations</b>	3 people have recommended Mike
<b>Connections</b>	500+ connections
<b>Websites</b>	<ul style="list-style-type: none"><li>• <a href="#">My Company</a></li></ul>
<b>Public Profile</b>	<a href="http://jp.linkedin.com/in/mpgervais">http://jp.linkedin.com/in/mpgervais</a>

A businessman with an engineering background, who likes to feel involved.

# Process

Initial Meeting - Lunch

## Viterum ?

### Latin!

Vite - Life

Terra - Earth

Resumo - Renew

Specific Instructions from the client:

Avoid Hippies

Avoid Typical 'green' logos.

Looks Good in Black and White

'I like Calibri and Garamond typefaces'.

### Friendly Corporate

Other Keywords: Trust, Solutions, Energy Efficiency

Fonts: CALIBRI, GARAMOND.

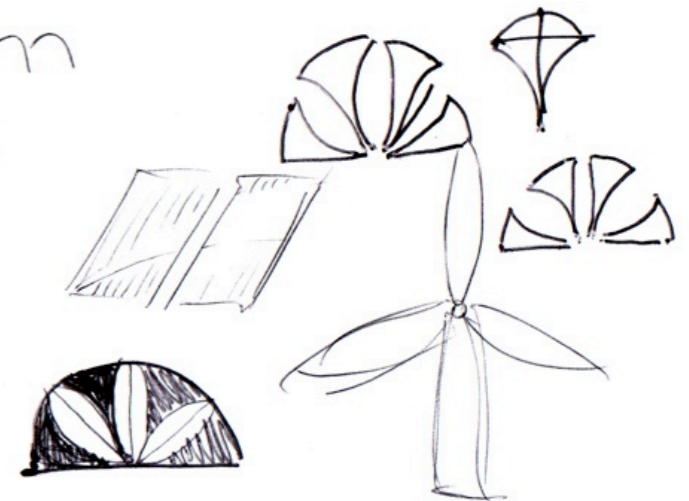
VITERUM (CONSULTING) LLC

Viterum

viterum  
consulting

viterum  
consulting llc

palm or fern



LIFE • EARTH • RENEWAL

AVOIDING GREEN  
AVOIDING HIPPIES.

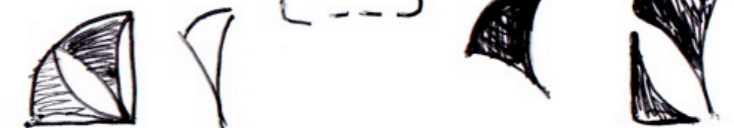
LOOKS GOOD IN B&W

FRIENDLY CORPORATE.

TRUST

SOLUTIONS

ENERGY EFFICIENCY



# Process

First Presentation Meeting - Tuesday

Provided six choices of typeface, one logo.  
Green and Blue, but what is the shape?

 Viterum  Viterum

 Viterum  Viterum

 Viterum  Viterum



**“It’s good, but it’s not quite there.”**

**BUT**

**We did choose a Typeface.**

# Design Choice

Second Presentation Meeting - Lunch

Provided 3 choices of logo.



**“I like the middle one”**

**“Great! Me too.”**

**“But which Green and which blue exactly?”**



Green connotes eco and life

Blue is a corporate colour,  
but this blue is a little different.



100% Hippie Free\*

Round shapes connote  
Earth and Renewal

Serif/Sans-serif Hybrid

Inscribed V is just the right size, decorative left side implies a leaf.

Mike studied Engineering, so he liked these details.

### Viterum Colour and Typeface Information

The Blue is: DIC 254p. The nearest CMYK levels are: C:100%, M:60%, Y:18%, K:0%, and the nearest web RGB colour codes are: 00,66,9D

The Green is: DIC 598p. The nearest CMYK levels are: C:72%, M:0%, Y:95%, K:0%, and the nearest web RGB colour codes are: 47,B7,4F.

When using the black and white logo:

The darker grey is 90%

The lighter grey is 40%

The Typeface is Friz Quadrata Std





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