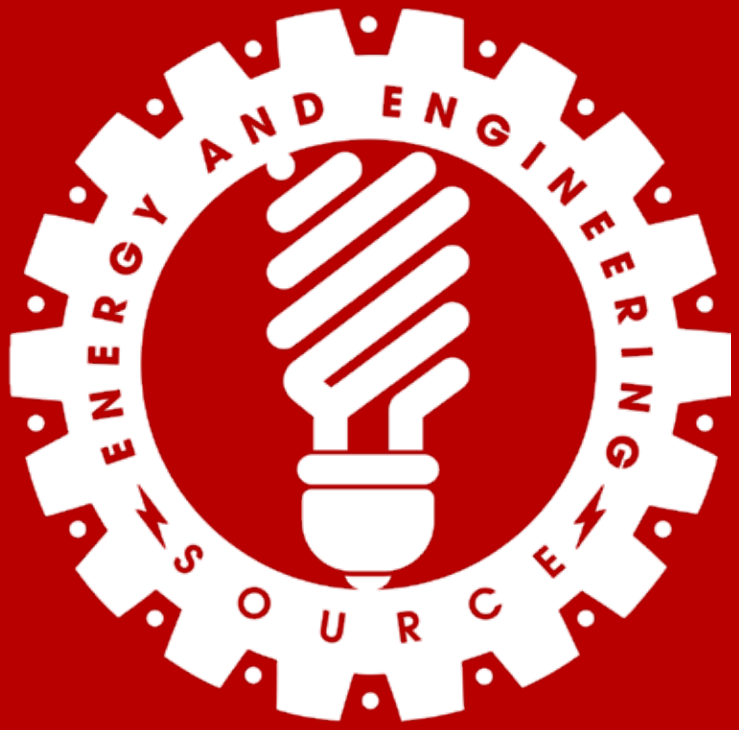


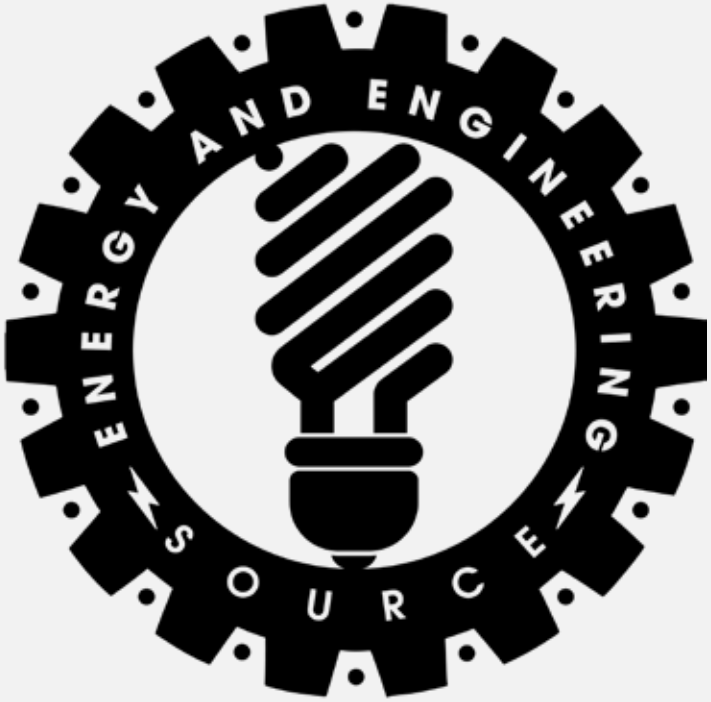
LOGO DESIGN PRESENTATION

20 APRIL 2025

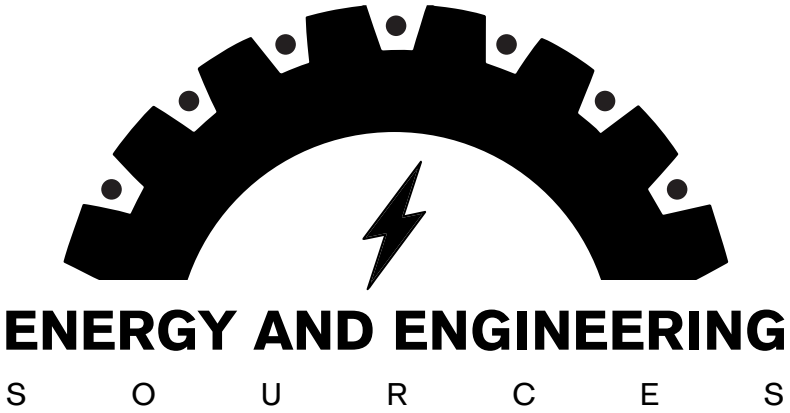
abstractalley1

ENERGY AND ENGINEERING SOURCE

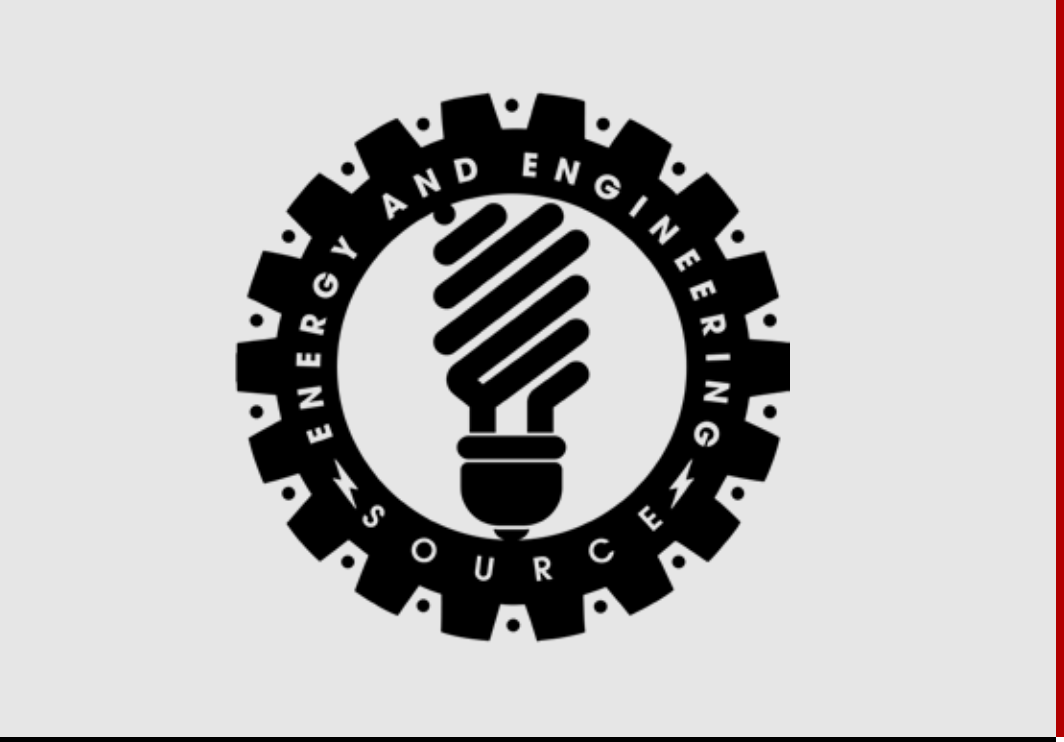
“For this logo concept, I combined a gear with an energy-efficient light bulb to connect engineering, innovation, and sustainability. The gear represents precision and mechanical problem-solving, while the bulb suggests both energy conservation and new ideas. The circular lettering brings these elements together into a unified emblem, with lightning bolts reinforcing the energy theme. I chose a monochromatic treatment to give the design a strong industrial character. This piece demonstrates how I use familiar symbols to communicate a brand’s purpose clearly and bring several related ideas into one cohesive visual identity.”

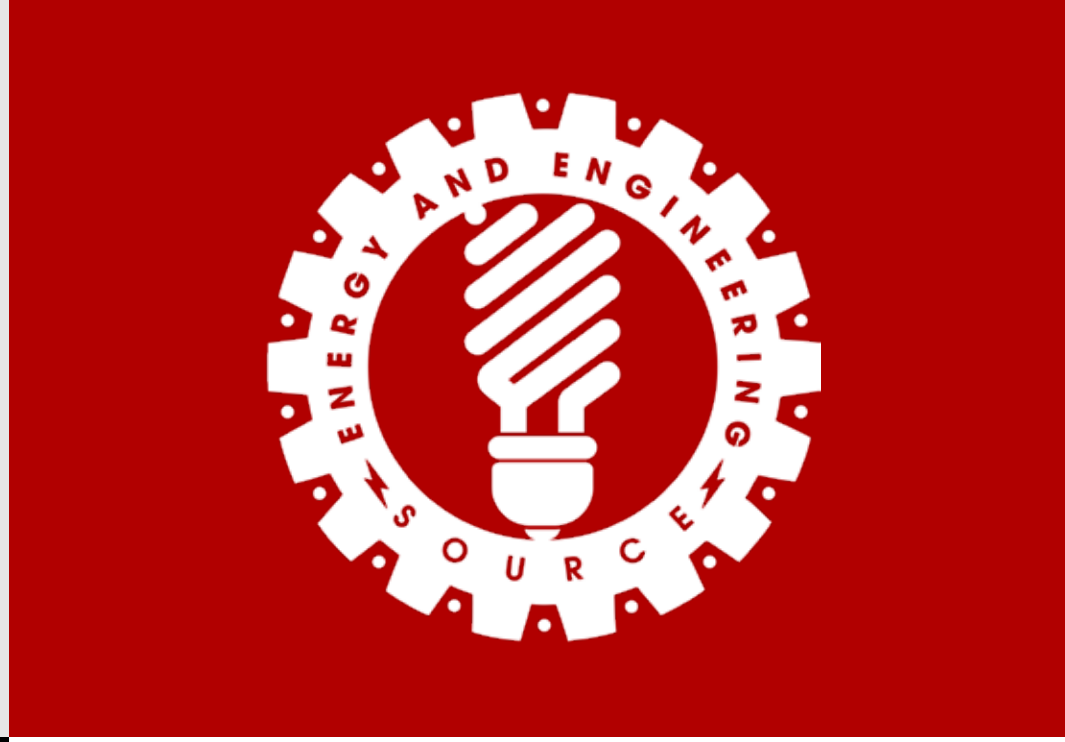


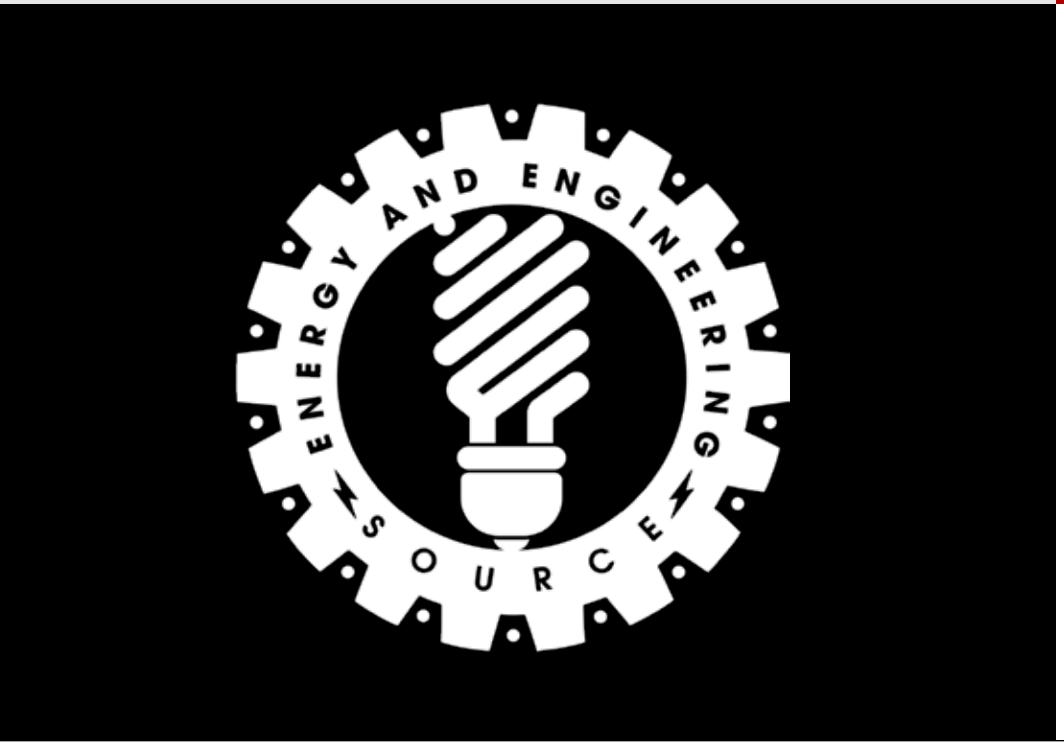
Primary Mock-up



Secondary Mock-up









Concept Variations

abstractalley1



Mockups

abstractalley1


ENERGY AND ENGINEERING
SOURCE