

# Creative Rationale

## Page one:

In this logo option, the font does all the hard work.

We have chosen a unique font to convey our message, its long lines denote a professional company, with a '*less is more*' attitude and a clean, clinical feel.

The blue is a powdery blue, which shows sophistication and stands out from the crowd of 'normal blues'.

## Page two:

This option shows a curve in red which mimics the curve on the tail of the 'Q'.

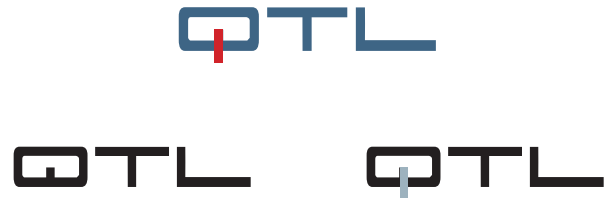
This curve is symbolic of the data that is collected by QTL and converted into graphs.

## Page three:

We have called this the '*neuro-sphere*'. It is evocative of systems and networks working together, and develops the theme of data coming together to produce information.

The logo also offers strong images of energy and vibrancy.

How the logo developed



Final logo options:



Colour Palette

Blue and Red



How the logo developed



Final logo options:



Colour Palette

Grey and Red



How the logo developed



Final logo options:



Colour Palette

Purple grey and blue

