Sub Concepts

The following graphic work includes basic interfaces in an early phase of development, with a conceptual design scope. **These interfaces do not represent the intended final proposal for the UI and Content output of the digital ecosystem redesign,** as their only purposes are to support in the understanding, for all parts involved, of the visual strategy of the project; and to serve as an initial outline ahead of the development of the final visuals for Logicom's websites.

The final website interfaces might differ significantly from the concept artwork present in this document, both in content and form.

Sub Concepts

Structured & Stable   This concept keeps a convincing, solid and simple style

Human Future   This concept has a more organic and less rigid appearance

Sophisticated Network   This concept bases on speed and simplification of complex networks

Deep-rooted Pioneer   This concept relates the company's pioneer spirit with its history

Moodboard **Structured & Stable**

Logicom Group

**HARD
SERIOUS
ROOTED**

STRUCTURE   TECHNOLOGY DETAILS   TECH INNOVATION   LIGHTNING SPEED   GLOBAL VISION

LogicomGroup

Structured & Stable

⊞G **Section News**

VISUAL STYLE

The Logicom Group's concept keeps a bold, solid and clean style. Its main goal is to radiate solidness towards the audience. Titles are displayed in a bold font style, using preferably Logicom blue. Lines with a moderate weight help keeping equilibrium and a corporate style. Margins, padding and other blank spaces play an important role delivering a contemporary, friendly and fresh tone of voice.

⊞ **Disposition**

The hierarchy of the site will be less rigid (but still clear), with texts and divisions placed in a more dynamic way. From the 3 concepts, this is the less conventional one.

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⊞ **TEXT**

Logicom's new Digital Ecosystem interfaces will be entirely built using Museo Sans, Logicom's current brand typeface. Body texts and paragraphs will be displayed in Logicom grey, giving them a more light and contemporary appearance. This contributes when delivering a friendly and secure tone of voice.

⊞ **COLOUR**

The concept keeps unaltered the current colour palette, not only using its same RGB values, but also maintaining Logicom blue as the main colour in the different ecosystem applications.

⊞ **VISUAL DISPOSITION**

The concept leads to a structured, modular disposition of its different elements. It keeps equilibrium and a rational display, with a cluster of images that effectively communicates the company's dimensions and its importance on the field.
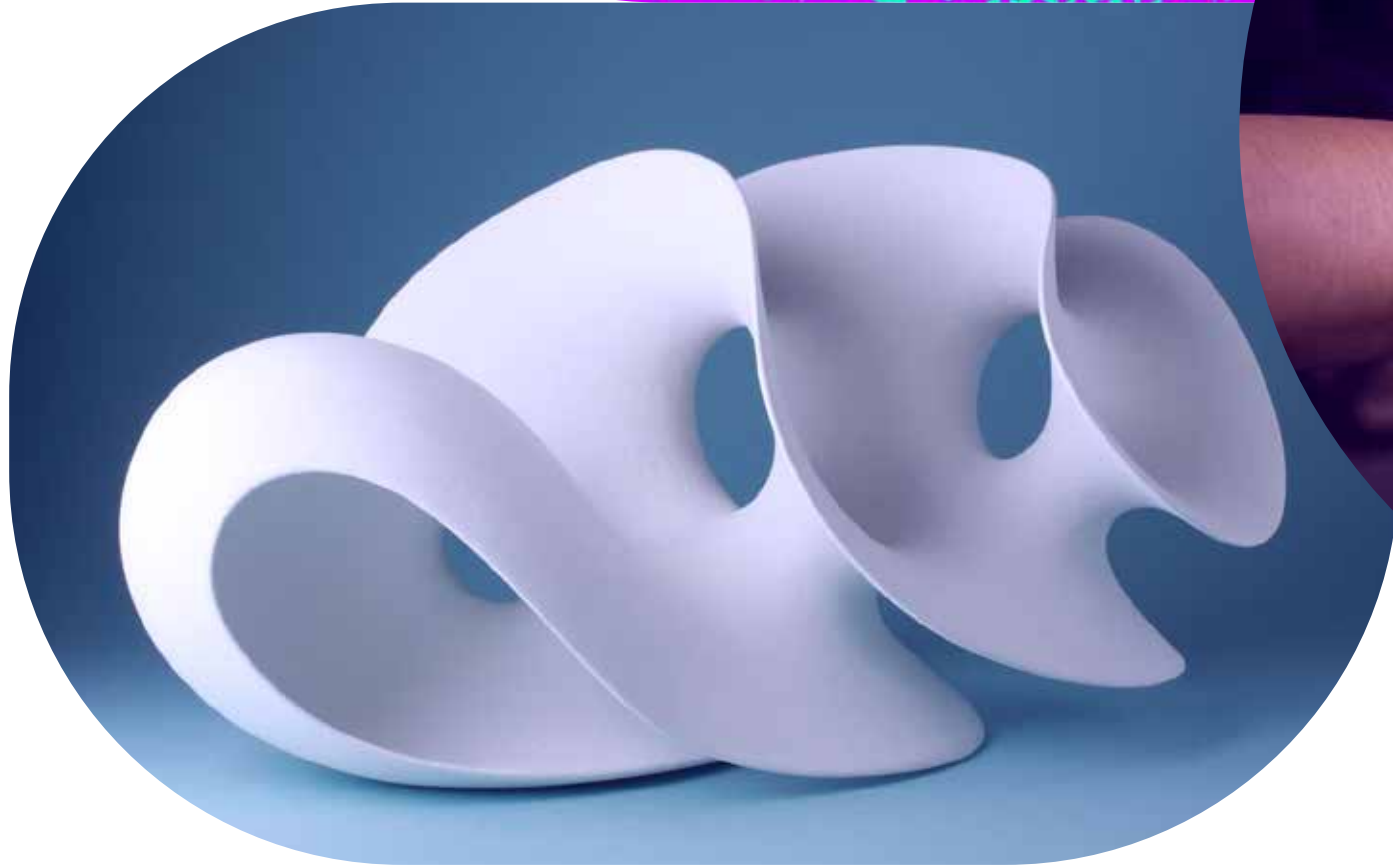
Moodboard **Human Future**

EFFICIENCY

TECH INNOVATION

FUTURISTIC

EXCELLENT RELATIONSHIPS

HUMAN DETAILS

GLOBAL VISION

Human Future

D

Section News

VISUAL STYLE

This concept uses curved shapes and seeks a softer aspect, transmitting its focus on human relations and futuristic approach, as well as differenciating Distributions from the rest of the group's companies. Images play an important role, since their content can support the concept's communication goals.

Section News
Services

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Section News
Services

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Section News
Services

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⊘ TEXT

The font style for titles is bold, written preferably in Logicom blue or grey, while body or paragraph texts use a regular or medium weight, with its line lenght shortened to an average of 15 words per line.

⊘ COLOUR

The concept keeps unaltered the current colour palette, but the use of Logicom red and grey is incentivated. However, Logicom blue will still remain as the main colour in Distribution's site, even if in some interfaces red or grey obtain major protagonism.

⊘ VISUAL DISPOSITION

The concept has a more soft appearance thanks to the use of curved figures and a slightly more organic element disposition. However, it keeps a clear and solid structure.
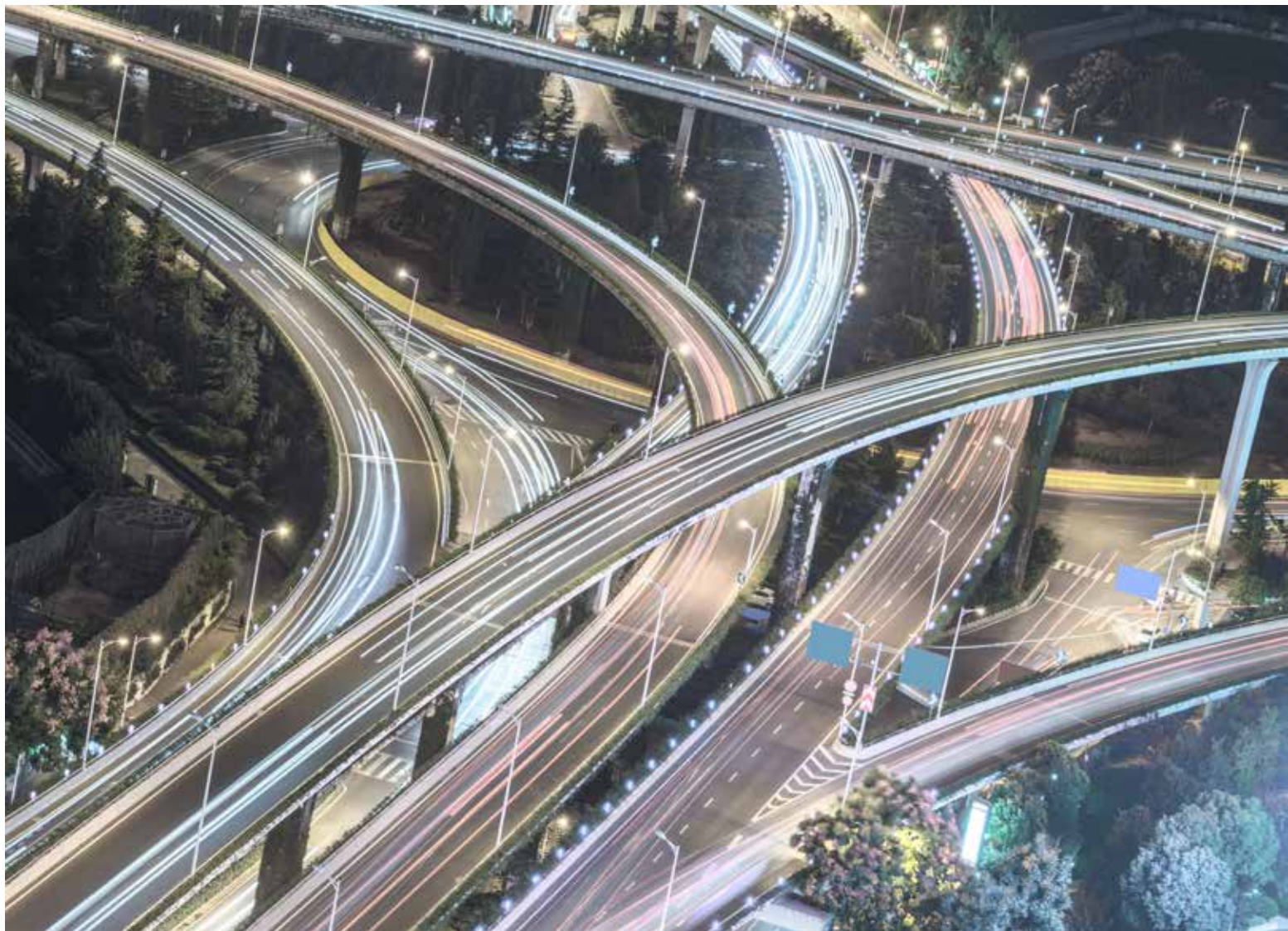
Moodboard **Sophisticated Network**

LogicomSolutions

FUTURISTIC
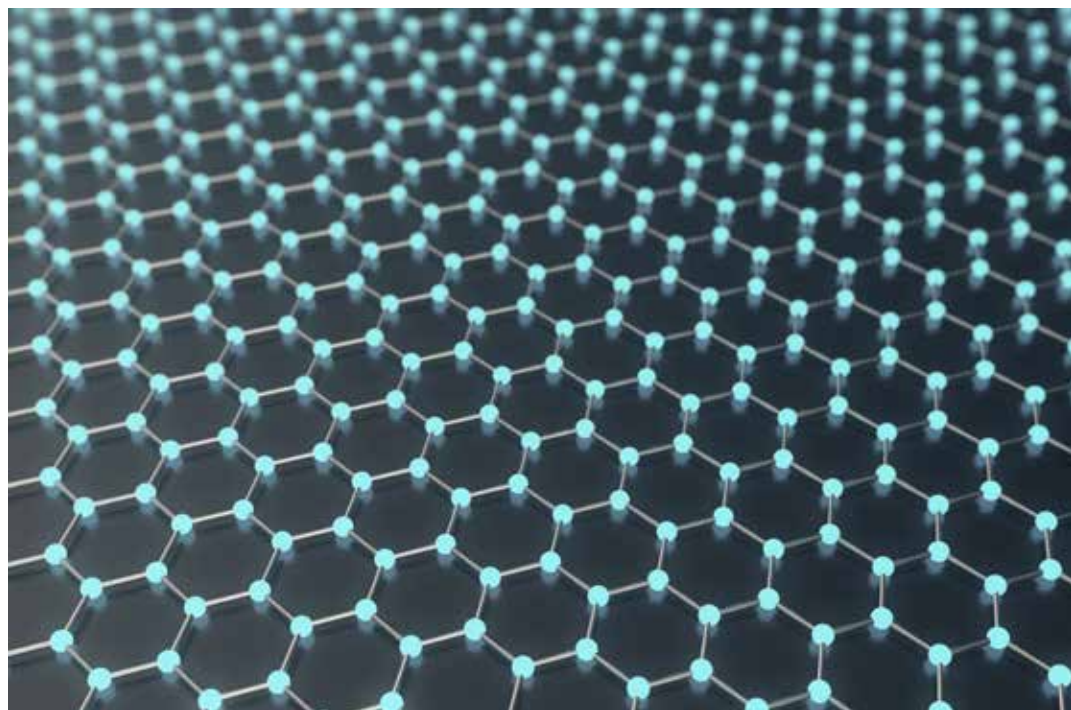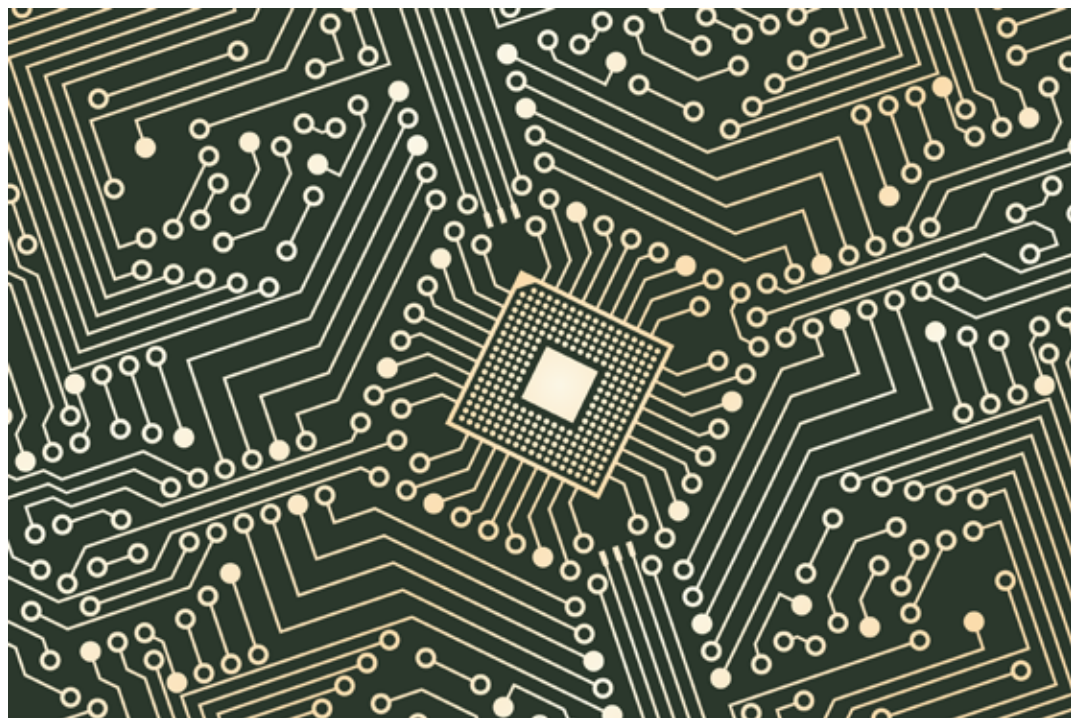**FAST**
COMPLEX

STRUCTURE

TECHNOLOGY DETAILS

MULTIPLE RELATIONS

LogicomSolutions

Sophisticated Network

⬡S Section News   **VISUAL STYLE**

For Solutions, the concept inspires on how complex services and systems are managed and delivered by the company in a simple, clear and fast way. The network graphic is again used and applied in different ways, connoting movement, speed and links among multiple parts. Main titles are used in a medium weight, while texts tend to display in a smaller –but still legible– size.

⬡ ARTICLE

⬡ SECTION

⬡ LINK

Section News
⬡ **Services**

The hierarchy of the site will be less rigid (but still clear), with texts and divisions placed in a more dynamic way. From the 3 concepts, this is the less conventional one.

Section News
⬡ **Consultancy**

The hierarchy of the site will be less rigid (but still clear), with texts and divisions placed in a more dynamic way. From the 3 concepts, this is the less conventional one.

SOLUTIONS

Innovation, cutting edge technologies and expertise

⬡ TEXT

For Solutions, normal texts reduce slightly in size and are used in Museo Sans light style, (medium for titles). This allows an efficient use of space and dotates the site with a contemporary look and feel.

⬡ COLOUR

The concept keeps unaltered the current colour palette, but the use of grey is incentivated, while Logicom red is used only as a highlight colour and Logicom blue remains as the main colour in Solution's site. However, this concept uses these colours in a discrete way, displaying plenty white and uncoloured spaces and backgrounds.

⬡ VISUAL DISPOSITION

The distribution of elements in the interface is less conventional, but still follows a predefined structure and keeps a solid and sober style. This concept seeks to reinforce the perception of free space and lightness among the different elements that build the interface.

Moodboard **Deep-rooted Pioneer**

newcytech

**SERIOUS
FAST
ROOTED
WELL-ESTABLISHED
CHEAP**

STRUCTURE

TECH INNOVATION

FOCUSED VISION

TECHNOLOGY DETAILS

newcytech
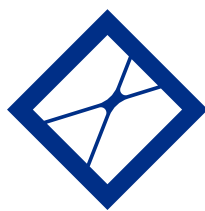
Deep-rooted Pioneer

◇N

HOME PAGE SUBTITLE

DEEP-ROOTED PIONEER

Newcytech's concept asociates the company's pioneer spirit with its long and special history. The interface should connote technology and speed, displaying this time a sober and structured look and feel. The concept shares the same font, colours, and some structures with the other group sites, but must also present a clear variation from the rest of Logicom's companies.

History
Services
Pioneer
Business

◇ TEXT

Museo Sans continues to be the interface's font, with body texts and paragraphs in a smaller font size and headers in a medium or bold weight. The objective is to keep the site's sober and solid perception, and a contemporary visual style.

◇ COLOUR

The concept keeps unaltered the current colour palette, but the use of Logicom red is strongly incentivated. Greys might be used as a background colour for small modules, while Logicom blue should appear on some titles and headers.

◇ VISUAL DISPOSITION

The distribution of elements in the interface follows a horizontally-based structure and keeps a solid and sober style. Blank free spaces are key to keep a fresh and contemporary display. Modules should be arranged properly in order to optimize the site's full width and improve navegation experience, while delivering users the impression of a content-rich website.

◇ Section News

Services

The distribution of elements in the interface follows a horizontally-based structure and keeps a solid and sober style.

◇ Section News

Consultancy

The distribution of elements in the interface follows a horizontally-based structure and keeps a solid and sober style.

◇ Section News

Cloud

The distribution of elements in the interface follows a horizontally-based structure and keeps a solid and sober style.