

New Company Logo for DEFObonn

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For 11 years the old logo - derived from building bricks - has done its duties. But new media like world wide web proves it more and more: The possible screen solutions of computer displays lower scaling down the old logo. Details cannot be seen...Â

The old logo:

In 2007 the development of the new logo started. These have been the objectives:

- the new logo should be concise and eye-catching
- the geometry should be as simple as possible
- the logo should fit the resolutions for printings and computer displays
- it should be possible to register the new logo

After a lot of try outs, supported by the graphic design specialist Linda Rusak, this ist the result:

The two halves of the sphere are for the two service sectors of DEFObonn: Constructions and IT. The interlocking of both service sectors is shown by the diagonal lines.

For advertising media in black and white the new logo shows like this:

After sucessfully registering the new logo at the german trademark and patent office in september 2008, you will see the new logo more and more.

The start is done: See at the top of this website!Â