

**Company name:** CGS Refinery

**Slogan:** Specialists in secondary PGM's

**Description of the company:** They extract precious metals from catalyst converters from exhausts. The precious metals extracted are platinum, radium, palladium

**Primary target market:** Business to business

**Types of logos the client like:** Ernst & Young, Alexander Forbes, Debeers

**Desired feel:** Old money, mature, slick, expensive, old school, trustworthy



The stylescape demonstrates how a brand will look and feel. It's a collection of brand assets - colors, typography, images, language tone, design elements etc. - combined together to provide an overall visual aesthetic of a brand.

## Visual Communication

What the brand must communicate:

- Old money,
- Mature,
- Slick,
- Expensive,
- Old school,
- Trustworthy

## Logo Type

Wordmark

The reason why we went for a logo mark is because the name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition.

## Colour Usage

These colours convey what the brand should represent.

Orange

- Confidence
- Success
- Inviting
- Sociability

Blue

- Trust
- Secure
- Loyalty
- Competence

The reason CGS is in orange is to create a contrast and make the letters stand out from the rest.

The arrow mark represents moving up or moving forward



**CGS** **Refinery**

***Montserrat Font***

Used a san serif font for its clarity, legibility, and simplicity.

Specialists in secondary PGM's

Company Slogan

**CGS Refinery**

Grayscale

**CGS Refinery**

Colour

**CGS** Refinery

**CGS** Refinery

**CGS** Refinery  
Specialists in secondary PGM's

**CGS** Refinery  
Specialists in secondary PGM's



