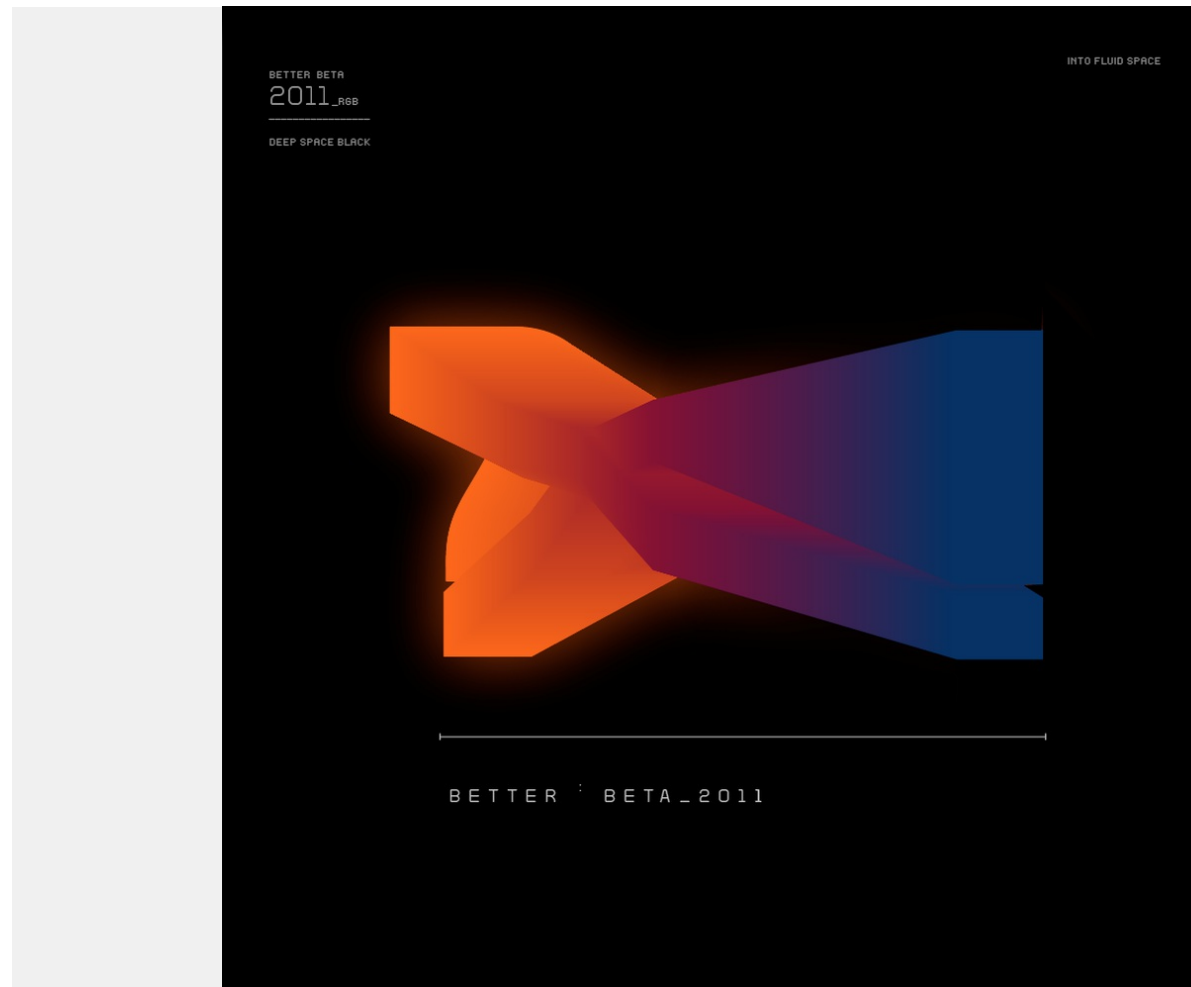


1/2 **Into fluid space**

A fluid dynamic logo made of the equation  $?=!$  Symbolizing the question&answer/task/solution etc. The font and colors shift within every variation of the logo.

**Solution**

The dynamic identity trend is truly intriguing and fascinating, but far from suitable for any company/institution/logo-task. With a logo changing in every view or maybe changing when you switch from one platform or area of the company to another, you've got quite a handful securing recognizably and unity despite the fluid elements.

For this innovative, creative and scientific environment I think it's at it's best where you're looking for innovative out-of-the-box-thinking and experiments are most welcome.

The trademark is made of the equation  $?=!$  giving it a mathematical/scientific base. The interpreting of the equation is fluid: Could be:

- \_ Going from task to solution
- \_ Question to answer

2/2

## Into fluid space

A fluid dynamic logo made of the equation  $?=!$  Symbolizing the question&answer/task/solution etc. The font and colors shift within every variation of the logo.

Creative's profile



**mariagroenlund** PRO  
Design Jedi & Color Master

Creative's top 5 skills

Graphic Design, Illustration, Product Design