



# DESIGNDESK

Exhibition Design & Build

## Our new identity is about much more than a logo !

**First look:** The shape represents 3 dimensional form & symmetry

**Closer look:** 6 sets of arrows - 3 directing inward & 3 outward

**On another level:** It is inspired from the Magic Cube -  
a Global symbol of Intelligence and pursuit for a Perfect Solution

### Concept

The 3 inward directing arrows represent the 3 divisions  
at Design Desk - Design, Project Supervision & Client Servicing.

The outward efforts reflect their dedicated efforts towards:

- > Outstanding designs & effective layouts
- > Impeccable quality & on time delivery
- > Personalised assistance & attention

### Brand Colors:

**Blue** is seen as trustworthy, dependable and committed.

The color is widely associated with professionalism,  
expertise, knowledge & trust

**Orange** is the color of determination, creativity, enthusiasm & success.  
Fun and flamboyant Orange radiates warmth and energy!



*is now...*



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