

01 Logo in curved shape



04 Logo in simple rectangle shape



02 "M" in heavy orange color



05 Logo with reflection effect (used for online publishing)



03 "M" in light weight colors



06 Logo in grayscale (used for printing black and white)



design concepts

This logo plays with simple typographic and blocks of color liven up into something that ease to read and refreshing while remaining recognizably ME.NET and MERS characteristic. These blocks of color can be used to represent the different media projects that we deal with for different cultures, and the colors we used are associated to MERS, e-Trainer and Modern Multimedia.

We decided to merge the E and D into a shape that not only to create uniqueness and identification, but also gives a sense of linkage between education and digital that perfectly joined together to form a new module, while this shape here can also refer as the shape of a computer mouse.

Finally, the addition of reflection effect makes the logo looks more 3D and motif, which it may be used for online publishing or wherever possible. In response to other circumstances, this logo does work just as good without the reflection, or as in grayscale. And without text, it is simple enough to view as an outright symbol on its own.