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PROJECT SCOPE

Abstract Creative was happy to consult with Carmel Murphy as she prepared for her move into entrepreneurship. We were asked to consult with her on name creation and to develop a logomark that would help differentiate her in her field. The final chosen concept is based on the ancient tangram puzzles. This concept related to Carmel's methods of working relating to ergonomics. We wanted to portray how ergonomics is like a puzzle and is about fitting the person to their environment. We also wanted to show a sense of movement. The purple was chosen as a regal yet stable and approachable colour and this more vibrant shade expresses energy.