Logo for manage.energy

intro

"manage.energy" is our domain.
We planned to have a page up on http://manage.energy soon.
We are an early stage startup, in the energy business.
Building a new cloud based software suite for energy utilities to manage their customers and the corresponding billing process.
Basically an electricity billing tool for utilities, which is
- cloud based
- flexibility / customization / custom products utilities can create
- easy to use
- cost effective / pay only what you need
- future proof
- open interfaces, open documentation
…

brand personality map

We did a brand personality map to show what kind of message we would like to deliver with our brand.

(not in a particular order) (founder 1)	(in the order) (founder 2)
Active	Trustworthy
Efficient	Honest
Influencial	Technical
Sincere	Distinguishable
Timeless	European
Comfortable	
Distinguishable	Powerful
Elegant	Efficient
Trustworthy	Adventurous
Confident	Exciting
Determined	Serious
Graceful	Mature
Clever	Confident
Modern	
Creative	
Energetic	
Serious	
Bold	
Cutting edge	

Transparent Trendy Insipiring Sustainable Powerful Professionnal Safe Progressive	

compnay name vs. products

We are here looking for a company logo.
Our product will contain different modules, that can be enabled, disabled or additionally bought.
We did a first draft / view of those products as they are today, and it looks like this.
Please remember, no designer has been working on it yet, it might radically change in the future.

We use the hexagon to symbolise our 6 core modules:
a) Billing
b) CRM
c) Customer portal
d) Data
e) Finances
f) Data hub

That's why we have proposed something with 6 colours and white items inside that symbolise the 6 core modules.

It would be great if:
a) The logo itself OR
b) The logo 2 comes in the form of several parts (1 specific for each module). It would be fantastic if this thing could then somehow show that they are "part of something greater". Part of an ecosystem.

first logo design approaches, which we did not choose

We already did a first approach to design the logo.

=> NO WINDMILL, at least not stand alone, as we focus on other sources of electricity too

We prefer something else than a windmill, due to the fact, that we are managing all kinds of energy. And wind is just one out of many technologies to generate electricity.

=> NO FIRE in the logo please, as it's hard to match with (green) electricity

Fire was another proposal. It contains good ideas, it's just difficult to match with certified green electricity, which certainly is one rather important aspect of today's electricity billing. What we really liked on this approach, was the idea of the different colors, matching the different products / modules we would deploy. Depending on the module, the logo would slightly change.

potential slogans we discussed at some point

Swiss Made
        Manage.Energy
                quick, easy, flexible and reliable
                        what else?

revolutionizing the way Energy is Sold

coming soon

the future of Energy Management – swiss made
　　　Manage.Energy
　　　　　　quick, easy, flexible and reliable
　　　　　　　　what else?

revolutionizing the way you sell Power

the Tool that revolutionizes the way Energy is Sold

the first fully cloud based Energy Management Solution made in Switzerland

revolutionizing the way Energy is Sold

Manage. Energy.

The first plug & play decentralisation enabler.

Easy-to-deploy, ecosystem by design, Flexible billing and DYI Customer portaL

Principles logo "Manage.energy" (company name)

The "logo itself" (manage.energy). The important thing is to look serious and "genius". That's where the proposal with the mixing of the names comes from. Simple sober.

Our USPs are. And it would be great if they could "some how" come out in the logo.
1. No tech gadget demo. We build on proven cloud-technology
2. Cheaper than competition - reduce your cost-to-servce.
3. End-customer focussed by design
4. Flexible by design - no additional costs to adapt to new trends
5. Master open markets
6. Step-by-step transition