pycro **Logo**

Our logo is how we represent our company and ourselves to the public audience. Using a combination of shapes and colour, we managed to align our company's purpose with our logo.

Original

Alternate

After multiple sketches, we came to a conclusion that this logo will be our final one. The logo represents how our company disregards the laws of Science, and how we create new technologies.

pycro

Original

Alternate

The three circles with warm colours symbolize fire. The square behind the three ellipses represents ice. Also, as an added feature, we added three white lines at the bottom of the square to create a "cube" illusion. Combining warm and cool colours creates contrast between the two elements. Using edges to our advantage, fire is presented with curved sides, while in contrast, ice is presented with sharp edges

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