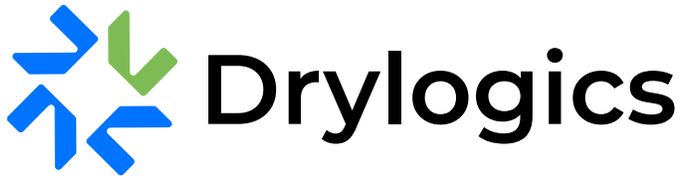
PUPPETS MEDIA

Rebranding

Drylogics

Current Logo

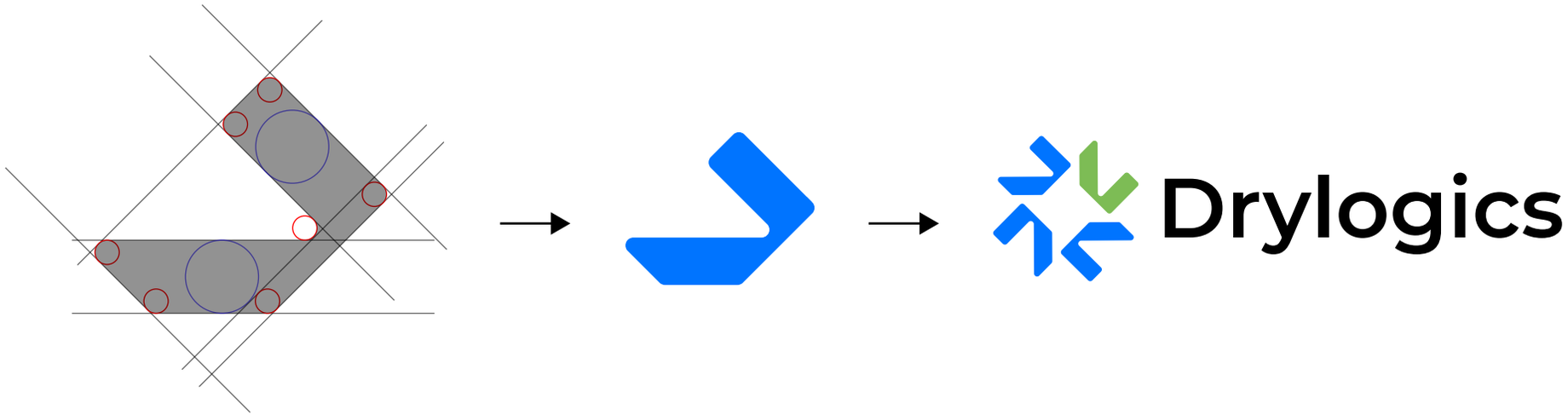
This logo lacks brand identity and memorability due to its abstract nature and absence of text or distinctive symbols. The overuse of arrows in a circular layout feels generic and overdone, while the color palette lacks **strong contrast** or emotional impact. The pixelated transitions, intended to suggest data or transformation, add visual clutter and don’t scale well at smaller sizes. Additionally, the design’s flow feels inconsistent, and without any typography, the logo struggles to establish recognition or convey meaning, especially for new or unfamiliar audiences.



New Logo

The new Drylogics logo is a modern and meaningful representation of the brand’s identity, where the abstract icon subtly forms the letter “D” using interlocking arrow shapes. This clever use of negative space and directional elements reflects Drylogics’ core focus on digital transformation, agile development, and data-driven solutions. The inward movement of the arrows symbolizes integration, problem-solving, and strategic thinking — key aspects of their full-stack and analytics expertise. The blue and green color palette reinforces trust, innovation, and forward momentum, aligning with Drylogics’ mission to drive businesses ahead with intelligent, scalable technology.

Drylogics



Golden Ratio

This logo is constructed using the principles of the **Golden Ratio**, a timeless mathematical proportion known for its harmony and visual balance. The composition features intersecting lines, circles, and geometric shapes that follow the golden spiral and ratio grids, ensuring each element aligns proportionally for maximum aesthetic appeal. The angled alignment and positioning of circles within the form add rhythm and flow, enhancing both structure and elegance. This thoughtful use of the Golden Ratio not only reinforces a sense of precision and sophistication but also subtly communicates the brand's commitment to quality, balance, and design excellence.

Other Logo Options

These Drylogics logo options use modern, tech-inspired forms of the letter “D” combined with elements like arrows, circuits, and motion to reflect agility, connectivity, and intelligent digital solutions. Clean typography and vibrant colors reinforce innovation and professionalism, aligning with the brand’s identity.

Drylogics

PM / BRANDING / 2025 / DRYLOGICS

Drylogics

Drylogics

Drylogics

Drylogics

PM / BRANDING / 2025 / DRYLOGICS

Drylogics

Drylogics

PM / BRANDING / 2025 / DRYLOGICS

GLOBAL
BUSINESS
SOLUTIONS
Drylogics
GLOBAL
BUSINESS
SOLUTIONS
Drylogics

Drylogics

Drylogics

Drylogics

www.puppetsmedia.com

Thank You