

Project 151AGRP
Date 10.5.07

To **Scott, Brett and Dave**
Analytics Group

Subject **Concept visuals**



Gday guys

Here are the concept sketches. Some will be dribble, some will be great, I include them all to display the thought process behind them.

View them from the perspective that they are an exploration of the following concepts:


- the letter 'A' for analytics as a focal point for many of them (as analytics is the common term between the business lines).
- a sense of boundary, of perimeter - the area that your business moves into, whereas other consultants stay outside, delivering only their report, and not getting 'into the team'.
- some have a sense of 'building', of structure. This is the practical aspect, the doing aspect.
- many try to show a sense of multiple business lines but still with with one overriding entity.
- most have been designed so that a part of the symbol can be coloured differently per business line, whilst keeping a common colour intact.

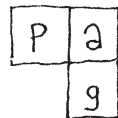
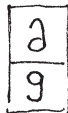
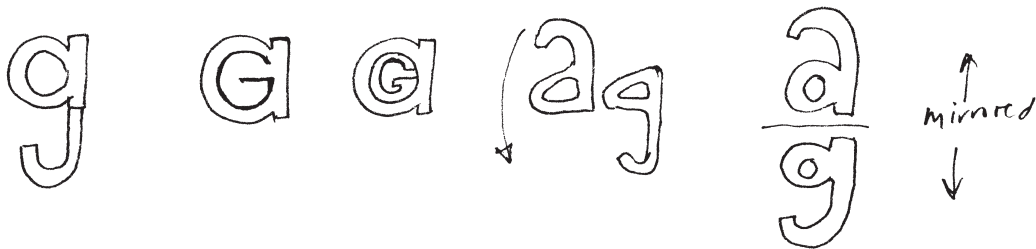
Ignore all 'ag' versions, they crept in even though not relevant...the right brain just playing a bit.

cheers

Darryl

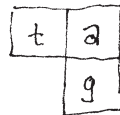
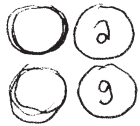
20.4.07

inspired by dave's  which looks like a lowercase a & capital G combined

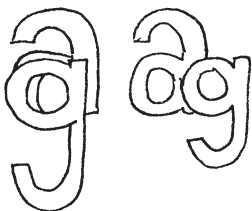
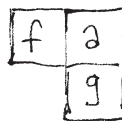


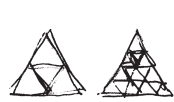
Procurement Analytics
a member of Analytics Group

↓
*problem with using some letter?
eg. project analytics



*potential problem of the three
letter & forming words: eg pag,
tag, sag, bag, fag





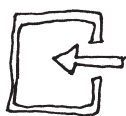
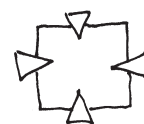
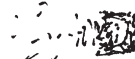
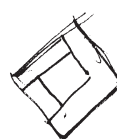
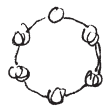
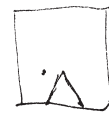
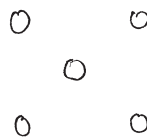
AG

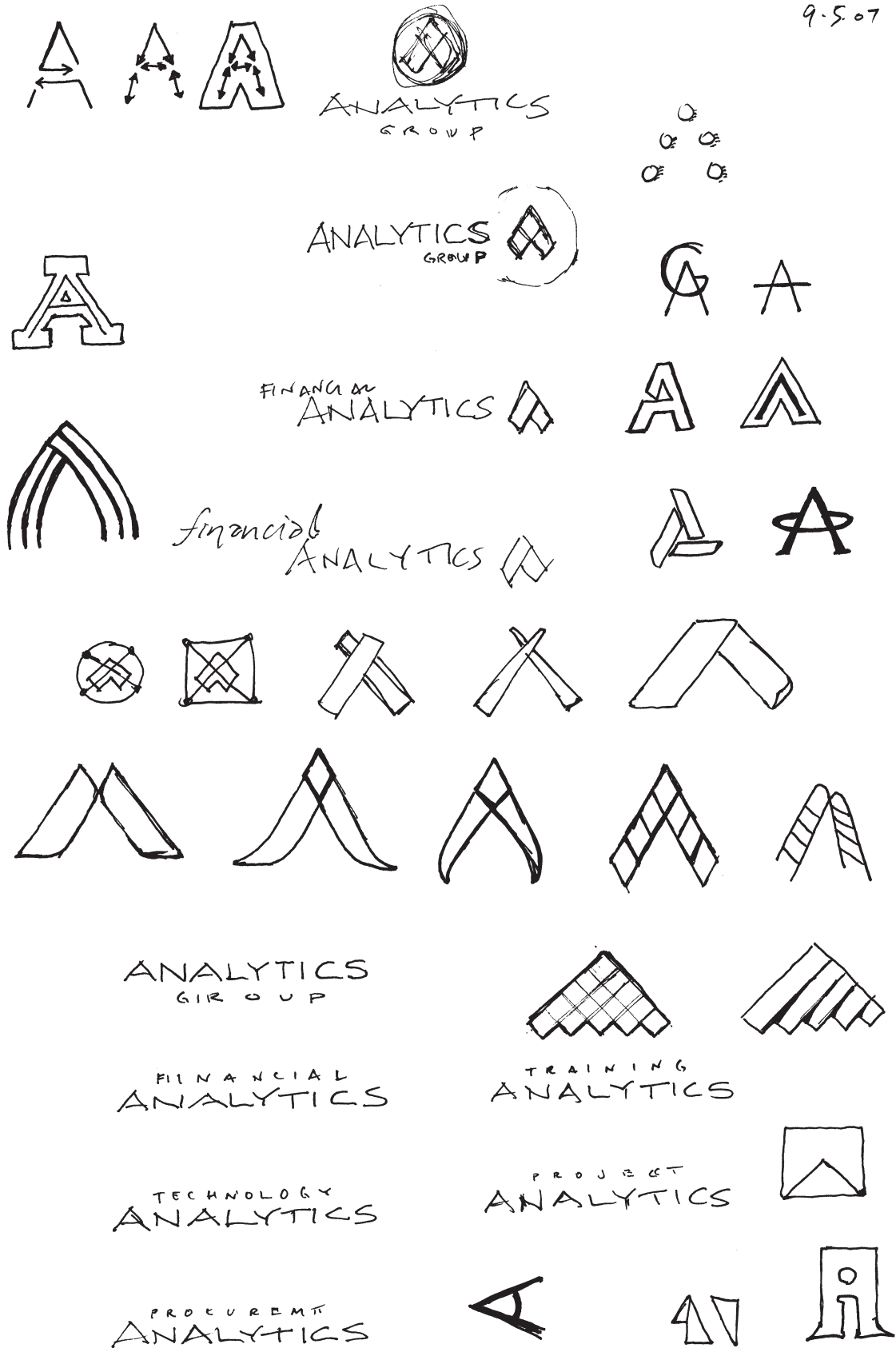


6.5.07
7.5.07
8.5.07

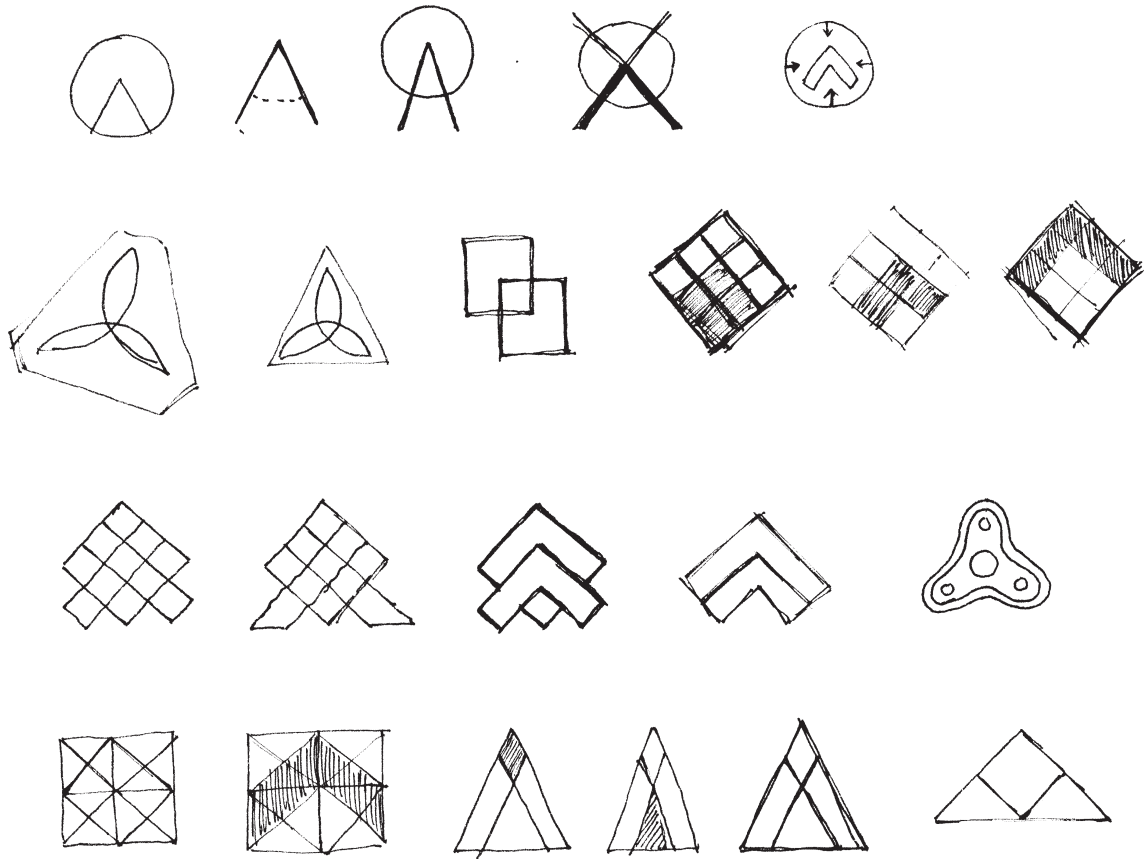


analytics
Analytics
ANALYTICS





10.5.07



.....