



## **PROPOSED UTIN LOGO DESIGNS & RATIONALE**

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### **Rationale**

▪ A deliberate attempt has been made to keep the logo designs simple and recognizable. The colour green has been used generously to reflect our national colour. Choice of type-styles is simple and bold in keeping with our overall look. To give more authority, the federal coat of arms has been infused into the designs in Group 1. We have also explored binary code numbers used in electronic numbering devices to give scientific credence.

#### **PSYCHOLOGY OF COLOURS**

▪ **THE COLOUR GREEN** is the colour of nature, fertility, life, regeneration or renewal. Grass green is the most restful colour. Green symbolizes self-respect and well being. Green is the colour of balance and order. It also means learning, growth and harmony. Green is favored by well balanced people. It symbolizes healing, and most often the life force. It also symbolizes money and wealth.

▪ **BLACK IS THE COLOUR** of stability and authority.

▪ **RED SYMBOLIZES** confidence, courage and vitality. It brings to focus the essence of life and living with emphasis on survival. It is also the colour of passion.



## UTIN LOGO GROUP 1

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REVISED OPTION A

Unique Taxpayer Identification Number



Initial Design (Option B)



REVISED OPTION B

Unique Taxpayer Identification Number



REVISED OPTION C

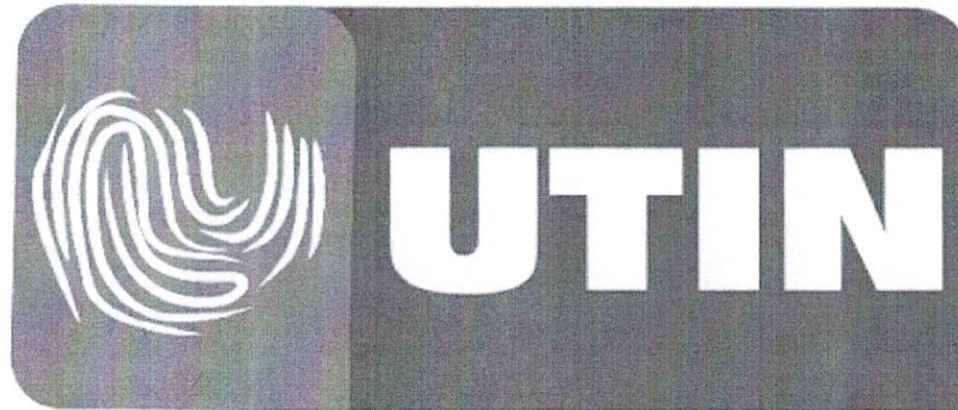
Unique Taxpayer  
Identification Number





## UTIN LOGO GROUP 3 (Option A)

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UNIQUE TAXPAYER IDENTIFICATION NUMBER