





In Sync Design were commissioned to design a new logo for JCT Consultancy, a company which creates software designed to operate traffic light signals.

With this in mind, In Sync Design created a number of alternative solutions, some of which can be seen on the next few pages. The main theme was to incorporate the colours of the lights and this idea ran through the promotional literature also produced by In Sync Design.



The variety of areas of specialisms of this company are listed next to the logo but the logo also works in isolation allowing the initials to remain the focus where required.

Hugely adaptable, with a spectrum of potential colours, this logo can be incorporated and used for a wide variety of uses in all media options at any size. Simple and effective, this will stand the test of time and last for many years without dating.



Initial Ideas



Initial Ideas



With Compliments

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