



Brand History
The Development of the Guideline Logo



Passion to Guide



The Development of the Guideline Logo

Guidance is the simple and strong tool for every human for “the change”. The extended service structure, the introduction of new concepts in the guidance and the increasing globalization is the influence for the company logo.

The logo was designed by the inspiration of Gestalt principle. This principle is used to emphasis to think of problems as a whole. The concept Gestalt psychology is an attempt to understand the laws behind the ability to acquire and maintain meaningful perceptions in an apparently chaotic world. The central principle of gestalt psychology is that the mind forms a global whole with self-organizing tendencies. The concept of gestalt was first introduced in philosophy and psychology in 1890 by Christian von Ehrenfels.

Max Wertheimer considered thinking to happen in two ways: productive and reproductive. Productive thinking is solving a problem with insight. Reproductive thinking is solving a problem with previous experiences and what is already known.

The Logo Meets the Quality Criteria :

- The logo has a square box and the 5 slash inside.
- The square is the sign of security, integrity and boundary to be protective.
- The 5 lines can be interpreted as a sign of growth, productivity and solution to go ahead.

