

STRATASYS Direct Manufacturing LOGO concept

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LOGO | memes

- The logo concept is based on the following memes
 - The power of *Three*
 - Three companies combined to form *One Holistic Entity*
 - The *Customer* is at the center of all we do
 - *People, Process and Technology* are three elements that power our company
 - An *Emblem* to be used for multiple purposes
 - Capture a *Machine* vibe
 - Embody *Motion* and *Energy*
 - Symbolize an “*Eye*” - looking to the future

Triangular form

Customer is the center of all we do.

Three Sides representing world class experience and innovation – surrounding the customer:

- People
- Process
- Technology



Three Sides representing:

- Solid Concepts
- Red Eye
- Harvest

Combined into one new entity



LOGO – “A”



LOGO – “B”



LOGO – “C”



LOGO – “D”



LOGO – “E”





LOGO – “G”





LOGO – “HAT”



LOGO – “POLO”



LOGO - "TSHIRT"



LOGO – “SIGNAGE”