



Creative Concepts

ECLP:017 - EclipseRT logo

Author: Mark Stephenson

Date: Wednesday, May 20, 2009

Client: ECLP

Project Manager: Max Brennan

File Name: ECL0017_EclipseRT_logo_v01.indd



ECLP:017 EclipseRT Icon

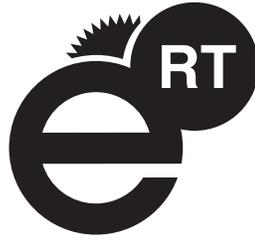
Title: Logo Version 1

Page: 2

Notes:

Gear with an 'e' in the centre for Eclipse. Gear represents an important integral moving part, a piece, the engine.





ECLP:017 EclipseRT Icon

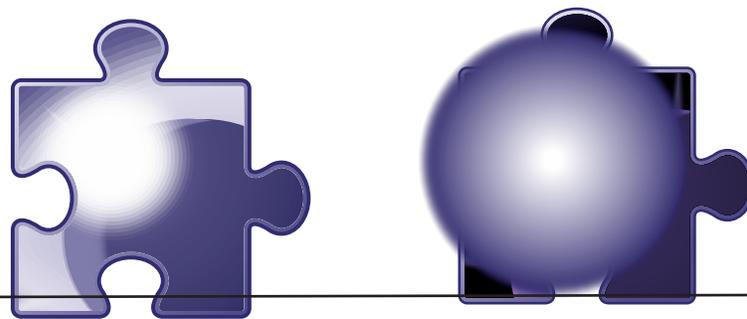
Title: Logo Version 2

Page: 3

Notes:

Two planets about to be eclipsed. The planet 'e' represents Eclipse, the smaller satellite planet takes on the RT, run time acronym. The orientation of the E and RT creates a similarity to e (Eclipse) to the power of RT.





ECLP:017 EclipseRT Icon

Title: Logo Version 3

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Notes:

EclipseRT is represented as a puzzle piece, reinforcing the that RT is a piece that enables a lot more. The eclipse logo (no text) is partially visible on this piece of the puzzle.

