

Ingenius



The Reason

This new garage door offers high quality for a good price. Therefore, it is the smart choice for any price sensitive buyer.

The Name

To make it more “universal”, I altered the spelling of *ingenious*. Thus, the proposal becomes a stronger brand name and gains a fortunate reference to *genius*.

The Logo

I used a handwritten typeface to emphasize the high quality of the product. Its elegance is balanced by the stylized door sections used to represent reliable technology.

