

Keysight EWASP

Logo Proposal



Goal: create a mark for Keysight's EWASP team that distinguishes itself as a unique entity while complimenting its parent brand.

tech-forward, design-forward

conservative



KEYSIGHT

EWASP

progressive

Internal Badge

















Concept 1



 KEYSIGHT

 EWASP





KEYSIGHT EWASP

 **KEYSIGHT EWASP**

 **KEYSIGHT** | **EWASP**

EWASP

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 **KEYSIGHT** | **EWASP**

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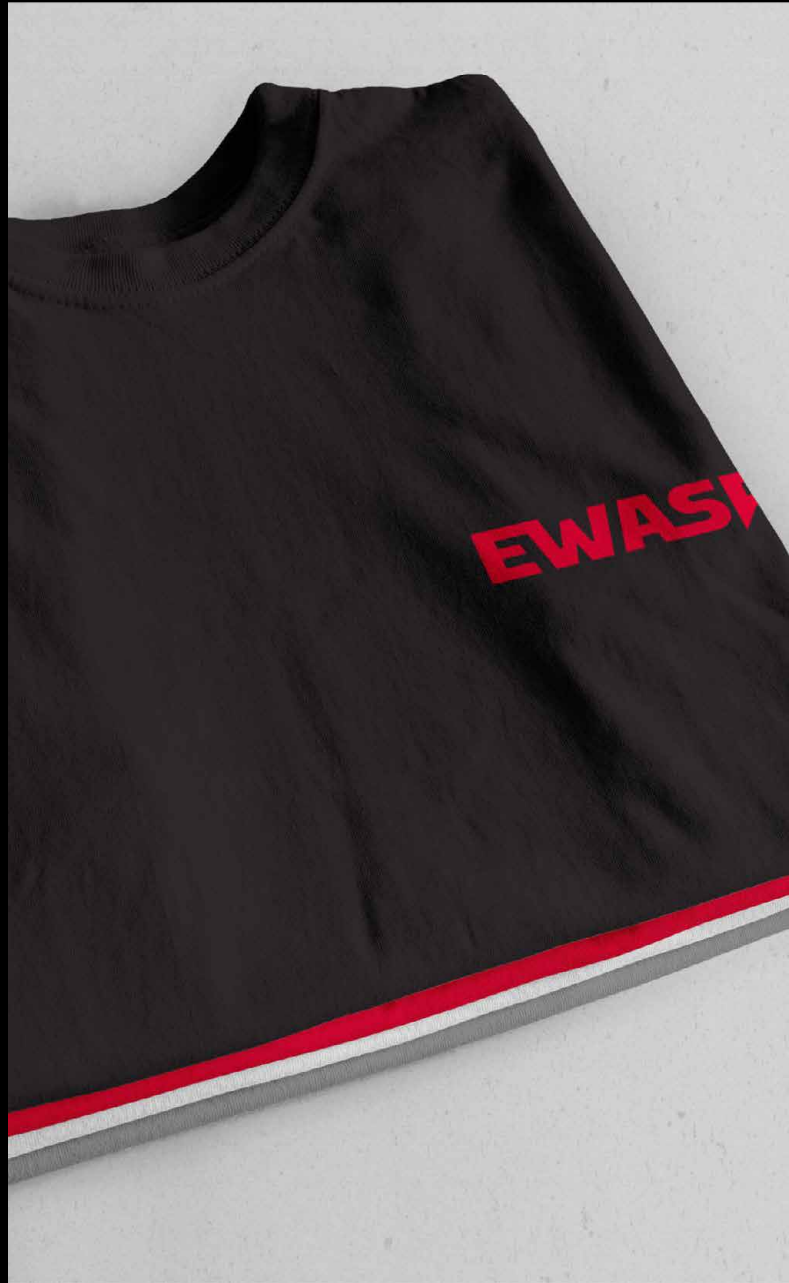
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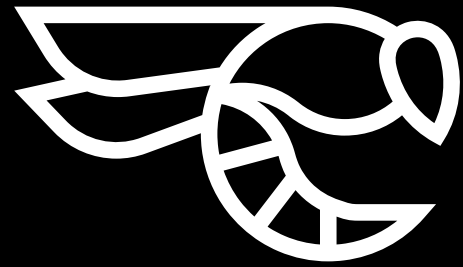
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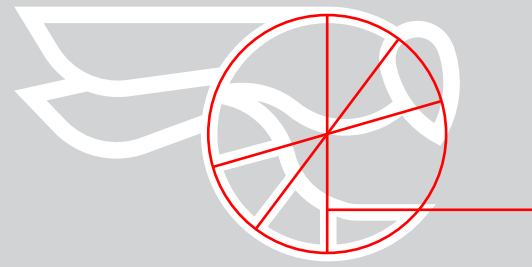
EWASP

EWASP



Concept 2





EWASP

EWASFP



EWASPA





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