

press_release

Taysols launches its new Corporate Logo

Sydney, 7 January 2008

Taysols today released its new corporate logo to the market. Departing from the Taysols "Pyramid" to the new "Aerofoil" is a symbolic reflection of the change in the company since it launched in 2002.

"Every so often a company needs to take a look at itself from a holistic perspective and scrutinise the image it portrays to the marketplace" says Mark Taylor, Director of Taysols. The new image, while still maintaining vestiges of our history, is reminiscent of the grace of flight, one of mankind's greatest achievements, embodied in a shape that captures our approach to working with our clients" he said. "As an observer has noted, 'it's not about where you have been, but where you are going' and at Taysols, while we embrace our history, our future and those of our clients' lie in front of us."

The format of the company name has also undergone a revamp and is now more modern and reflective of the company's modus operandi. "The use of uppercase in email and in many technologies is the equivalent of yelling or seeking special attention and that's simply not the Taysols way. The lower case symbolises our no fuss, get it done, do it with you not to you attitude." Taylor said.

The triangulated shape of the new logo remains true to the 'data pyramid' so often used to denote the various levels of information flows in a company, from source systems to executive and market awareness. The three sides of the triangle also convey the concept of efficient project delivery being control of time, resources and scope.

The colours of the new logo, whilst subtly different, remain true to the foundations of the company.

The use of the logo will be phased in to all external material over the course of the first quarter of the year.

Taysols is a specialist consulting firm offering a focussed set of services geared towards the development and delivery of Business Performance Management (BPM) practices and enabling technologies. Over the years Taysols has gained a reputation that makes Taysols one of the most sought after implementation partners for BPM solutions in the region. For more information visit our website www.taysols.com.au or contact us at info@taysols.com.au.