

Option 1







Concept



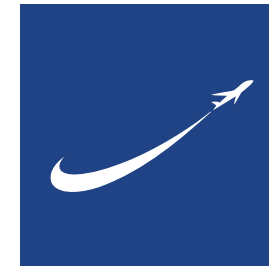
SO" as a Globe

The letters "SO" are creatively designed to resemble a globe, serving as the short form of our brand name and symbolizing global education and opportunities.



Notebook

Represents learning, knowledge, and guidance, emphasizing the consultancy's role in supporting students.



Flight

Symbolizes travel and new beginnings, reflecting students' journey to study abroad.



Clear & Meaningful Design

The logo visually communicates education, international reach, and student success in a simple yet powerful way.







Thank you



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