## Option 2











### Concept



#### Location Icon + "S"

The letter "S" is designed as a location icon, symbolizing the consultancy's role in guiding students to their ideal study destinations.



#### **Education Cap**

Placed on top of the design, the cap represents academic achievement and success in higher education.



#### **Clear & Professional Look**

The combination of elements ensures the logo is modern, meaningful, and easy to recognize, making it appealing to students and parents.







# Thank you

