
Your Way
to Precision
Manufacturing

Wayzao Logo Design
Concept & Brand Thinking

MARK



W + A + Y

Upward Motion = Business Growth

W → the foundation of the brand

A → representing structure and build

Y → symbolizing direction and path

Wayzao truly becomes
“The Right Way to Make.”

This makes the icon not just a symbol, but a compressed identity system — where WAY + motion + manufacturing philosophy all live inside a single mark.

Why a wave?

1. Represents flow
2. Represents direction
3. Represents process

Brand Personality

1. Precision
2. Represents direction
3. Represents process

Strategic Positioning Through Design

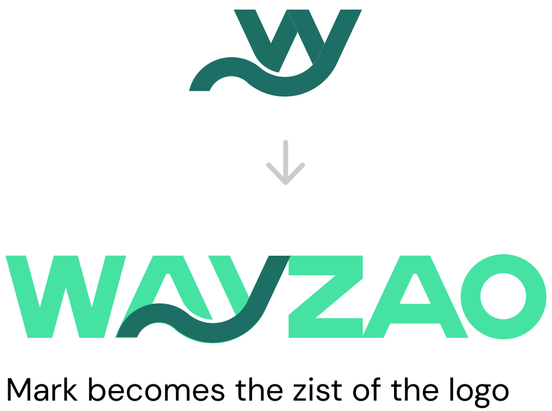
1. A solution provider, not just a manufacturer
2. A process-driven partner
3. A modern, global-ready brand

Final Thought

The Wayzao identity is not just a visual mark — it’s a visual narrative

A continuous path from idea to production

A system that flows, scales, and delivers



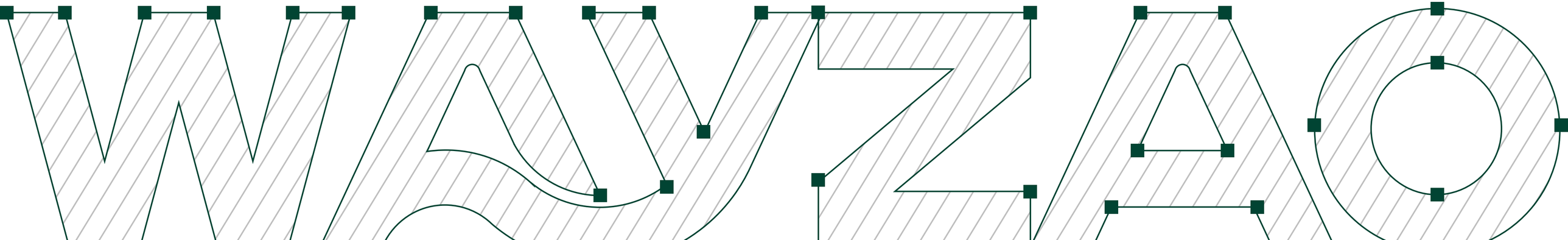
Mark becomes the zist of the logo

Formation of the LOGO



The LOGO

Visual Identity Guidelines

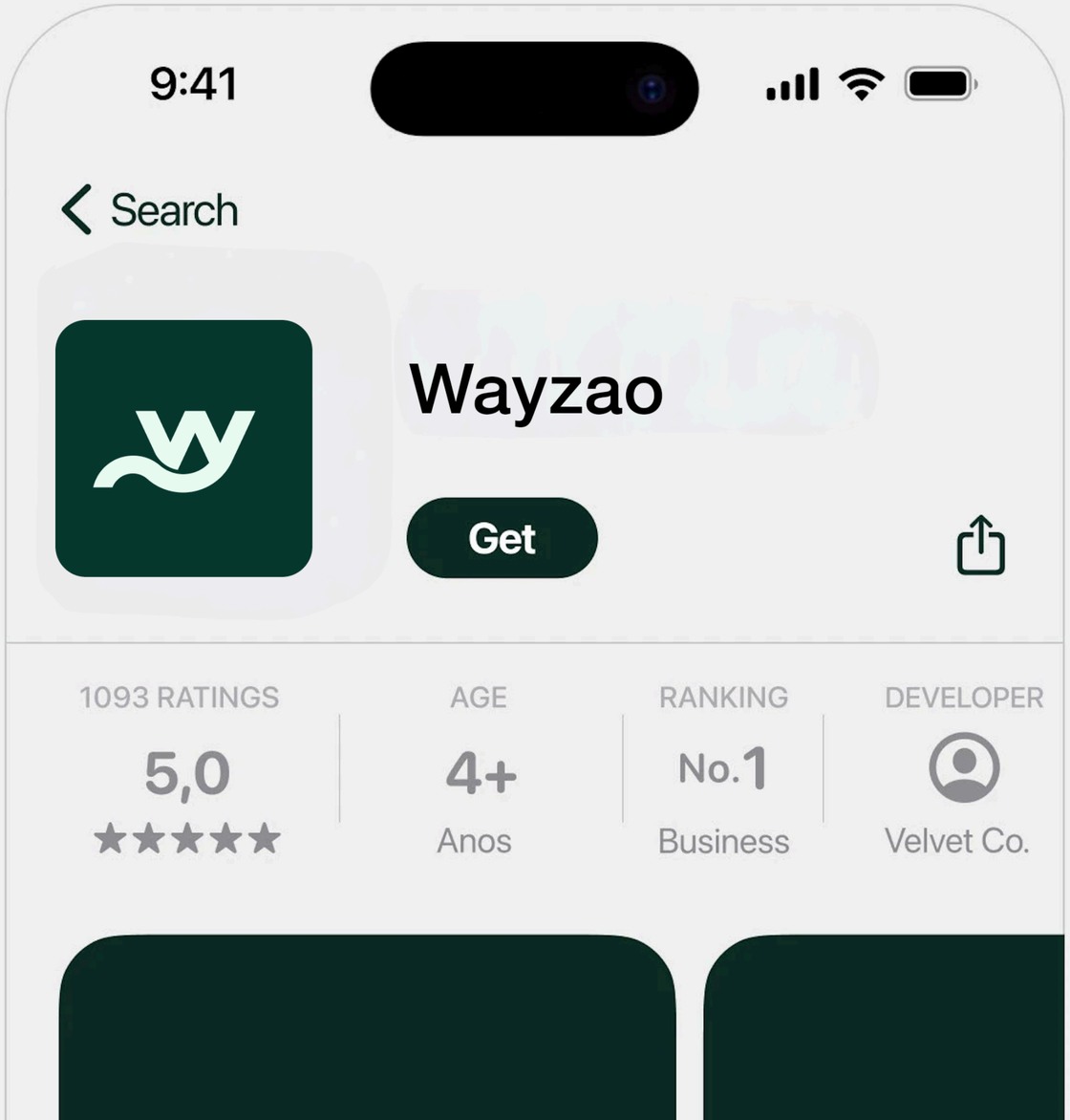



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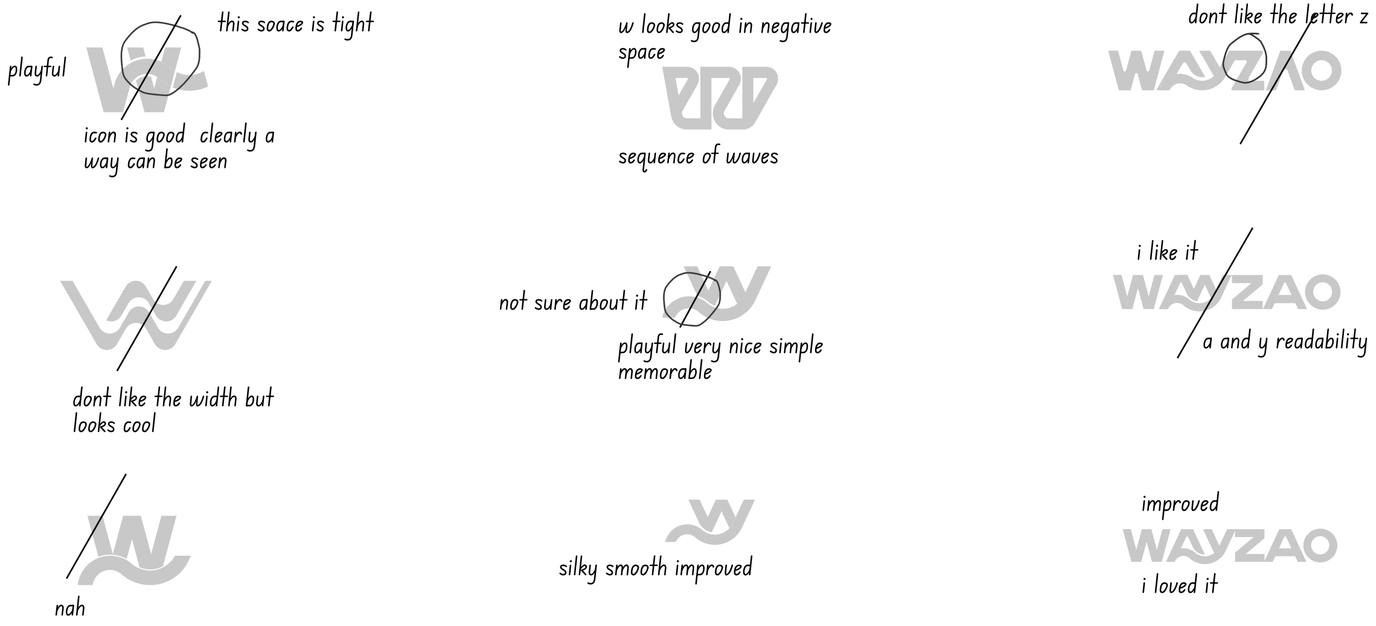

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Name Surname
Designation
WAYZAO




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THANK YOU



leaving the mark and logo