

**Rationale:**

The clean, hard and angular lines of the letter "T" creates a strong and solid impression for the brand and its products. The three lines on the left represents a simplified cross section of a piece of wood as well as the three main services the brand has to offer. Combined together into a the box/rectangle, it visualizes the simplified complexity and detailed process in creating the perfect product, conveying a sense of lasting strength and stability. The logo exudes a splendidly simple yet meaningful, lasting impression.





Rationale:

To create a realistic cross section of a tree trunk, three different motifs are enclosed in a circle. Each motif signifies a service: straight lines – lamination, angled lines – edging, curved lines – solid wood supplier. Uniting all three elements together, the logo is pleasant to the eye and speaks to the heart.





Trêo Merino

Rationale:

Adding a simple twist to the letter "T", this straightforward design visualizes the brand's individuality perfectly. The shaft/body symbolizes a tree/solid wood with the top flat base representing a layer of lamination while the curved lines illustrate a furniture's edges. Albeit simple, the logo is clear yet loud in the most impressive way possible.



Trêo Merino