



CSM – Thinking ahead

The stream of time flows ever on and change is the only constant. We at CSM exemplify this ethos of growth, and have been developing our processes and services from the time of our conception. We have decided that it is time to represent this internal evolution with a new public image.

The central concept of our new image is inspired by the pivotal moment of the creation of an 'IDEA' or 'THOUGHT', here represented by a thought bubble. The simplified and modern rendition of the classic THOUGHT-BUBBLE in yellow also suggests the embryo of an egg or the seed of new ideas that are the core criteria for creating pioneering solutions.

The golden yellow colour indicates a positive and creative nucleus, from which the letter 'm' joyfully springs into a plethora of new and revolutionary ideas.

The bold typeface of Helvetica and the colour blue of the 'CS' act as an anchor to this flight of ideas. This symbolises that an 'idea' in CSM is supported by its in depth engineering skills and industrious attitude. Further, the type has been used in italics to symbolise the forward dynamics of the company.

As a whole, the elements of the logo portray a company that is always thinking ahead, while it remains firmly rooted in a detailed methodology.