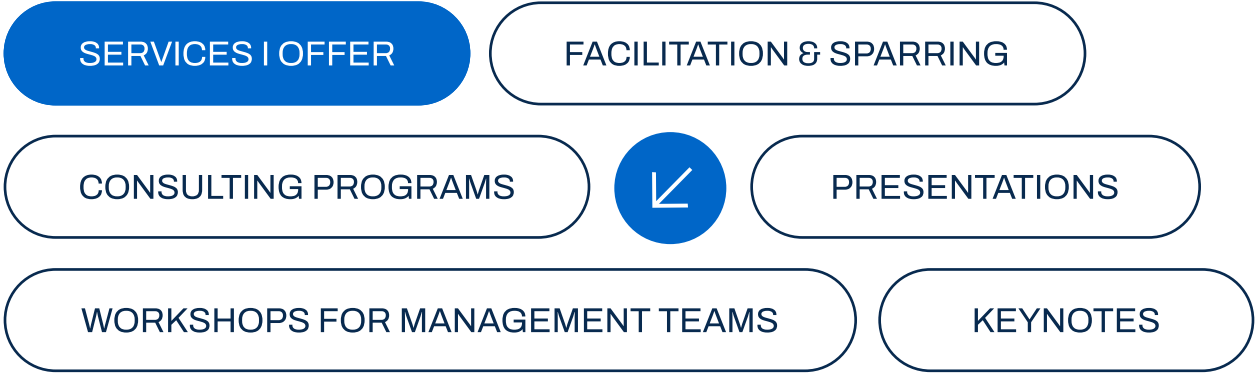
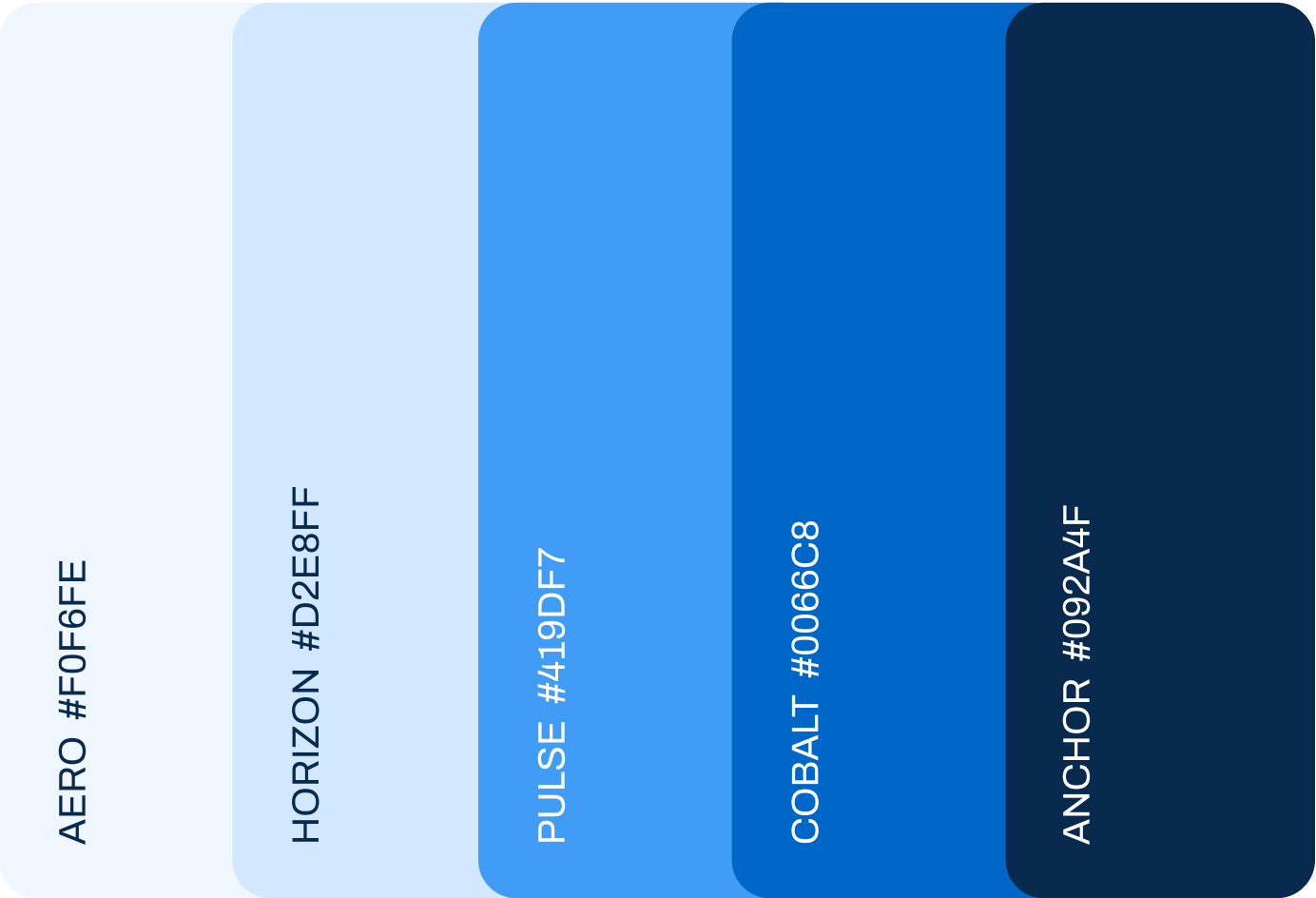




Logo concept & brand meaning



Brand application

This logo is designed to be:

Flexible – works across digital and print formats.

Memorable – simple yet meaningful.

Aligned with Values – every element reflects growth, resilience, clarity, and culture.

It becomes more than just a visual mark — it's a symbol of Stolstrup Consulting's mission to strengthen leaders, teams, and organizations.

Core values behind the design

The Stolstrup Consulting logo is inspired by the company's foundation:

Growth – supporting leaders and teams to evolve.

Resilience – building strength that lasts.

Clarity – cutting through complexity.

Culture – creating unity and collaboration.

The client's preference for a geometric logo icon reflects these values through strong, simple, and timeless forms.

Design directions



Interlocking Shapes

- Symbolizes teamwork, connection, and culture.
- Interlocking geometry conveys unity and strength.
- Forms a subtle, modern “S” (for Stolstrup) within the design.

Geometric Pathway / Compass

- The compass is created by the empty space in the middle of the icon.
- Suggests guidance, direction, and clarity.
- Inspired by Sebastian's military leadership background, where navigation and focus are key.
- Modernized with clean geometric lines for simplicity and timelessness.