

Turing Inc.



New Business Proposal

Company name : Turing International Corporation (Turing Inc.)

Product or service : Clean energy provider (Solar farm, wind energy, tidal energy, nuclear power plant)

Main colours : Blue, White

Reason for choosing this name, logo and colour :

In the early nineteen century, the name of Alan Turing came across the work of Albert Einstein. Turing was believed to be founding father of computer sciences. His work, the first multitasking machine, helps England win world war II against Germany giving Allies the upper hand and shortening the war by an estimated two years saving over 14 million lives. That's the reason why we chose the name of Turing to be our company's name. His transcendent soul and ascetic dedication to make this world a better place spark our fascination with technology, science and clean energy. The name Turing not only spring to our mind that we must live a simple but also a sufficiently and efficiently life.

Blue background represent truth worthy, nearest and professional. Because blue creates depth among other colours. It stands out against a white label, shines in the light but harmonies to the dark. It matches to our company's DNA that can get along with nature but be responsible to our client at the same time.

Wind turbine represent sufficiently management and environment concern. Although we provides various type of clean energy but we chose wind turbine to be our signature, to represent the letter "T" of Turing, to capture natural complexion, to show our passion, our courage and our energy.

The white colour of wind turbine. Because in the beginning there was white. Where all of the things are in a purity and faultlessness. White is the colour of absolute transparency and transcendence like his soul, like the corvettes of his first love, like his innovation that he endlessly invented.

Finally, blue and white together represent simplicity, efficiently and stability. Because they are in perfect accord. Because like Turing himself, we only focus on content and what is really important now. "We can only see a short distance ahead, but we can see plenty there that needs to be done" Alan added. And because it's a signature of Allan Turing.

The meanings of our name and logo are in our DNA. It's our company's philosophy. We are not focusing on perfecting the nature like most companies in twenty first century do but we believe in the power of now. We do our best in the most efficiently way, we get along with nature. We, like Allan Turing life, will try to left this world a better place than when we found it, to continue the aspiration of the innovator, the visionary, the lover, Allan Turing.