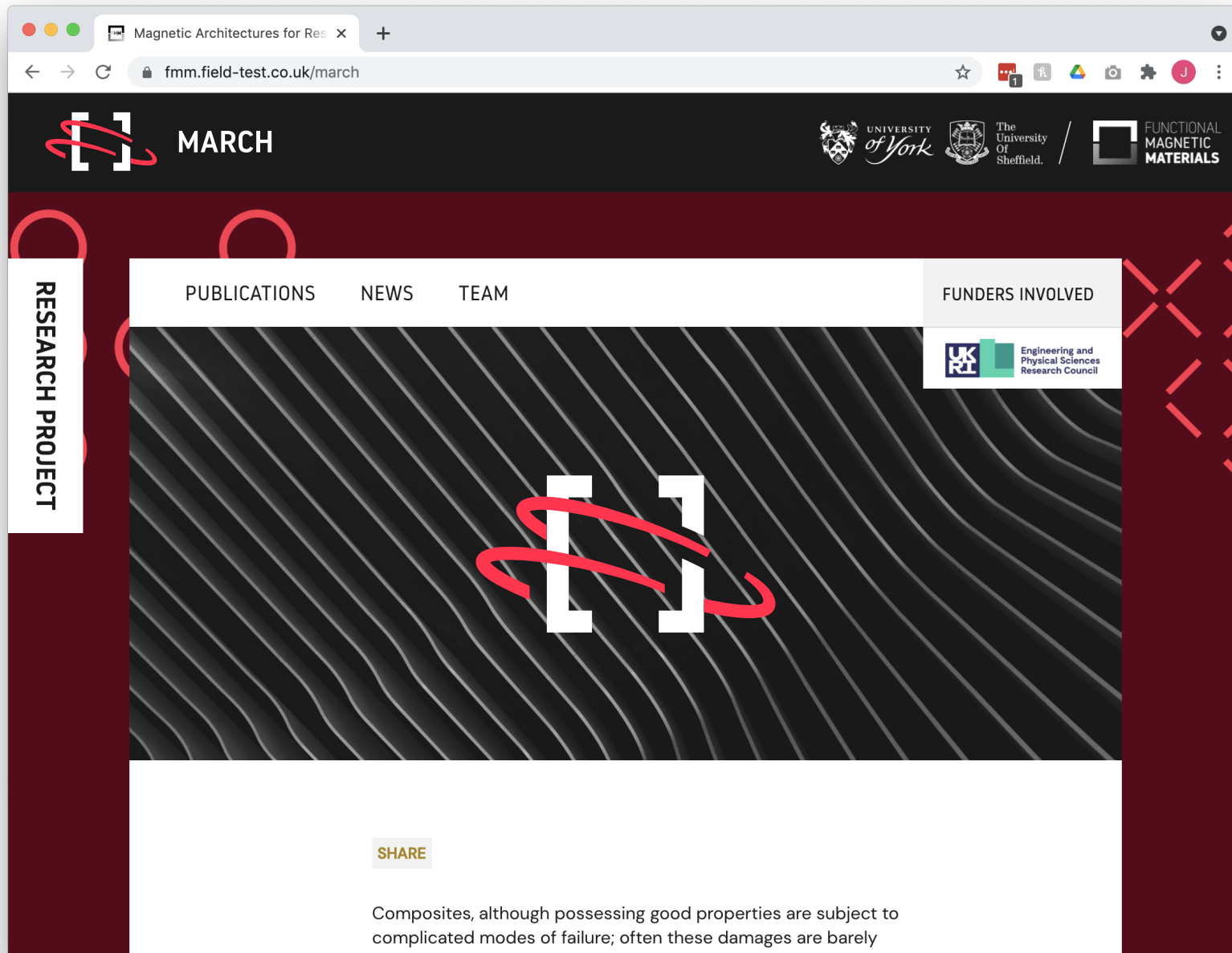
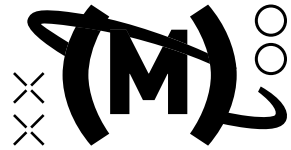




MARCH





Option 1 sums up all the complex processes that make up MARCH's research – representing the ideas of input and output, with magnetics and coding working together at it's heart.



Option 2 subtly nods to the FMM identity but more heavily suggests the influence of code. The movement lines add an energy and dynamism to the identity, balancing the specialisms of the two partners within one marque.