

Visual Identity Process

CCD Rebranding

We worked on a new identity and naming for the interoperability project of the Collaborative Cash Delivery Network.

CCD Rebranding

The challenge: the project currently doesn't have a distinct brand or name, and is referred to as "the CCD platform," "Data Stewardship," "The Stack," "Collaborative ownership," etc.

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After some internal discussions, we explored describing CCD as a **collaborative and communal stewardship initiative**. Starting with some explorations to the name, we approached it in three different ways:

- A Latin based name
- An English-based word/metaphor for a communal space
- A name in English unrelated thematically, but phonetically and visually catchy.

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Some of the naming ideas we have floated around initially:

- Fondfire
- Onefire
- Firelodge
- Atrivo
- Coral Bay
- Dawnfire
- Lodgeful
- Knownhall
- Costead
- Covenn
- Havenn
- Cosa
- Taberna
- Domus
- Vennvia
- Venndigo
- Venntus

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Some of the patterns we played around with was 'Venn' diagrams as well, as they describe overlapping shapes, quite fitting to the project's intent to compare, combine, and manage overlaps between organisations.

We found some of the other options also quite interesting, such as **covenn** or **fondfire** though feared it could present negative connotations beyond our intentions.

Nonetheless we experimented with a range of few visual directions from here to explore naming, logo shapes and colors in combination with each other to put things into context.

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We noticed a few interesting patterns emerging, specifically with **Havenn** and **Atrivo** paired with some of the logo proposals. We are happy to recommend these as directions going forward for the new identity of CDD.

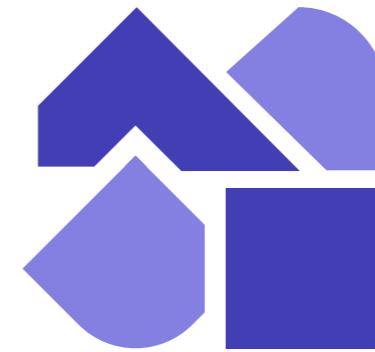
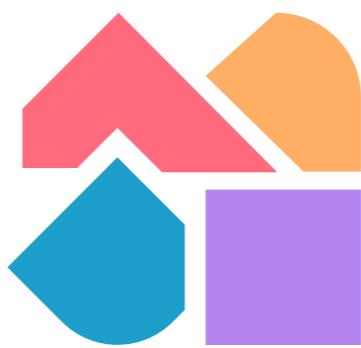


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This logo represents the fact that the project helps organisations navigate a complex path, and the path itself is a pattern of stewardship. The path's pattern evokes a classical pillar design (Ionic-Doric), to represent how finding the right path brings solidity and structure to the stewardship.

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The overlapping symbols of different shapes combine into a pattern that evokes a "house" symbol, without overtly presenting as a house, to avoid sectoral misunderstandings (aka "this is not just for shelter").

The overlaps also evoke the venn diagram: the overlap of symbols itself is part of the iconography.

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We also propose a co-branded logo lockup for appending the new brand to existing portal instance names. This allows instances to white-label their platforms accordingly while still referring to the original project.

WVI Portal
by  atrivo

WVI Portal
by  Havenn

WVI Portal
by **atrivo**

WVI Portal
by **Havenn**

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As part of that we explored improving and refreshing the current UI with some brand applications as well as low-hanging fruits UX improvements.

The screenshot shows the atrivo platform interface. On the left is a sidebar with navigation links for Dashboard, Deduplication, Referrals, and Admin. The 'Manage Templates' link under Deduplication is highlighted with a light gray background. The main content area is titled 'Manage Templates' and contains a sub-header: 'On this page you can create and edit Templates which allow you to upload your data to the platform easily.' Below this is a search bar labeled 'Search...'. A table lists three templates: 'Acted UA' (Created by Elio Qoshi_1 on 12 November 2023, updated on 14 November 2023), 'Felix Kohler' (Created by Elio Qoshi_1 3 days ago, updated 2 days ago), and 'Test BD' (Created by Elio Qoshi_1 Yesterday, updated Yesterday). Each template row has 'Edit' and 'Delete' icons in the 'Actions' column. At the top right of the main content area is a button labeled 'Create Template' with a plus sign icon.

Template Name	Created By	Created On	Updated On	Actions
Acted UA	Elio Qoshi_1	12 November 2023	14 November 2023	
Felix Kohler	Elio Qoshi_1	3 days ago	2 days ago	
Test BD	Elio Qoshi_1	Yesterday	Yesterday	

**Thank you for
your review!**