

sostatic

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ORDOETCHAO

branding & ui concept

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//usage of the icon



Our concept in one sentence

A clean solution with a responsive structure

How our concept addresses the business goals

Fast and responsive web elements and apps are a must now. With that in mind we propose a minimalist concept, that will be easily implemented into various elements and structures. By delivering a light visual experience to the viewer, the business also delivers it’s core message and mission.

What do we bring to the table

Custom crafted design systems in which every element helps deliver the overall message, combined with attention to details help us deliver the most suited product for this project.

input design breakdown= “minimalist”



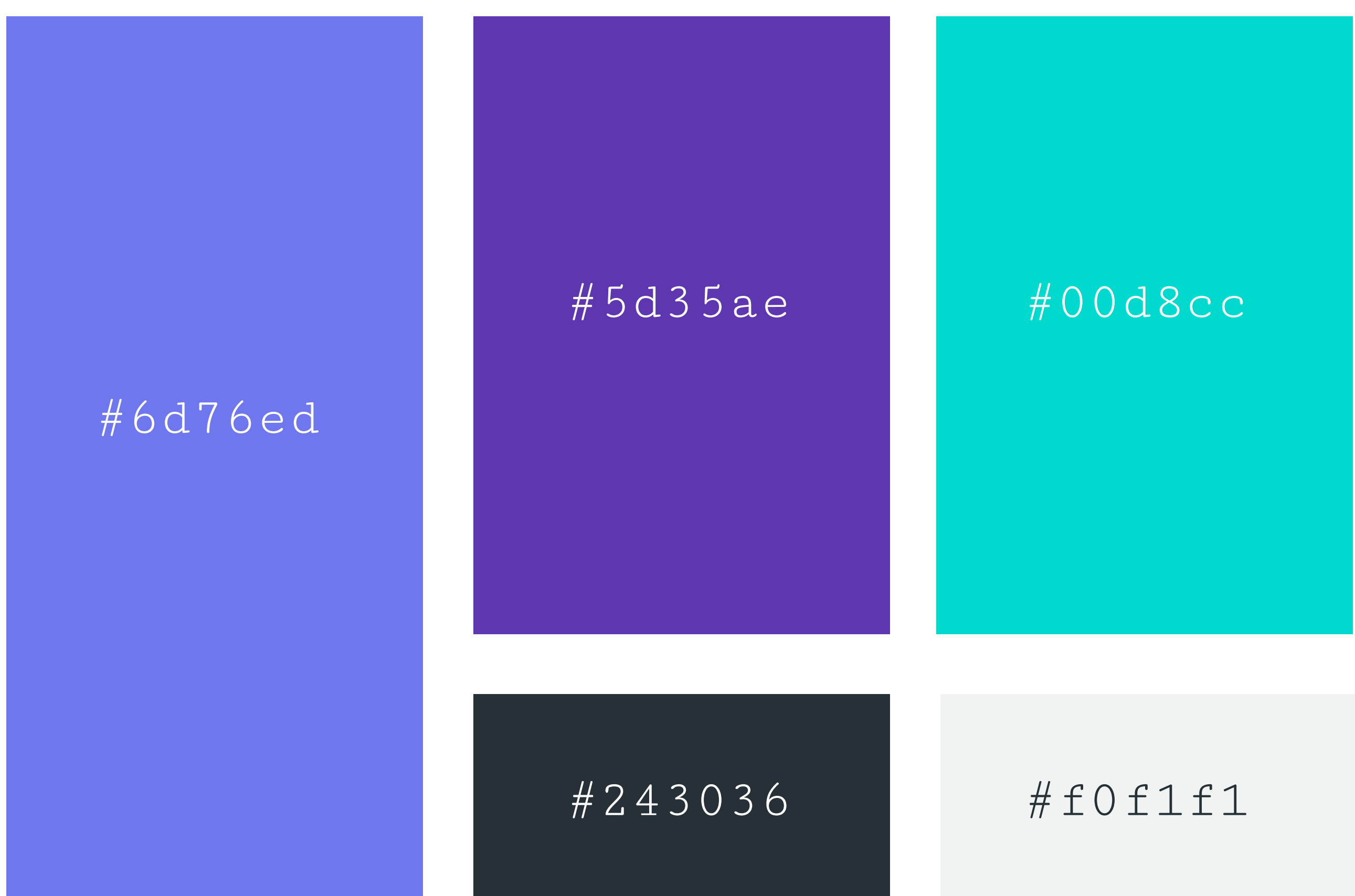
The general idea was to help the business represent itself through visual elements that will later become statements about it’s products and services. With that in mind we started from the most basic things, a computer and a programming symbol. For this project we thought that the key was minimalism and light design, to match the business product. The viewer’s first interaction with the company will be on the web-site, so the aesthetic must deliver that sense of lightness and professionalism that they seek to integrate into their own websites and apps.

input design system= “clean”

//graphics



input color=“energetic”



input type=“professional”

Big Title PROMPT

Using SoStatic removes the need for developing, hosting and maintaining your own servers just for the simple task of receiving form submissions

Information CUTIVE MONO

Using SoStatic removes the need for developing, hosting and maintaining your own servers just for the simple task of receiving form submissions