

INTRO

We're looking at one approach to brand our data visualization tool - one that brings a fresh perspective to data storytelling.

You know what they say—data doesn't lie. But let's be honest, it's often ...messy. This tool makes insights crystal clear and impossible to ignore.

We're creating the clarity that leads to the decisions that change everything.

We're pitching a concept that balances logic and creativity.

visionade



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CONCEPT

Visionade = Vision / Vista + Lemonade

"Visionade" brings freshness and creativity to the world of data. It's the antidote to boring dashboards, offering clarity with a twist of energy.

The name suggests transformation—turning complexity into something sharp, bright, and energizing.

Think Visionade as a data lemonade—refreshing, sharp, and exactly what you need when everything else is dry.



COLORS

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LOGO DESIGN



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MESSAGING



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Messaging

"See the Whole Picture. Act on the Details."

"When life gives you data, make Visionade."

"Fresh Insights. Clear Actions."

"Visionade: Data, served fresh."

"Fresh takes on familiar data"

Pitch

"Visionade reshapes your data story, turning raw insights into clear action."

"Your data deserves better. Visionade gives it fresh context, clarity, and shape."

The background is dark gray with several bright yellow abstract shapes in the corners, resembling stylized triangles or rounded corners.

Why It Works

Memorable without being gimmicky

Creates a unique and fresh identity in the
Atlassian marketplace

"Fresh" positioning aligns with innovative
AI features

Appeals to broader user base



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Project Owner: Francis
Developer: Sofi Rosinska
Design Concept: Dafina

DISCLAIMER

No AI was used in the creation of the brand concepts, both for visual and copy.