KLOX™

Brand Development Guide

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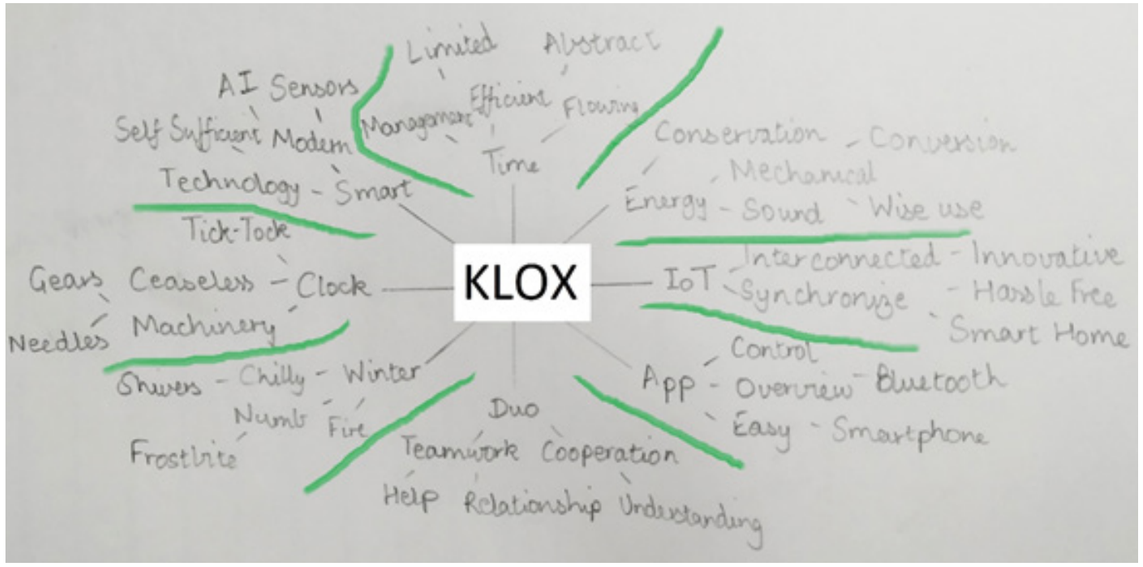
Company

My startup sells smart clocks for the home that tick only when someone is around.

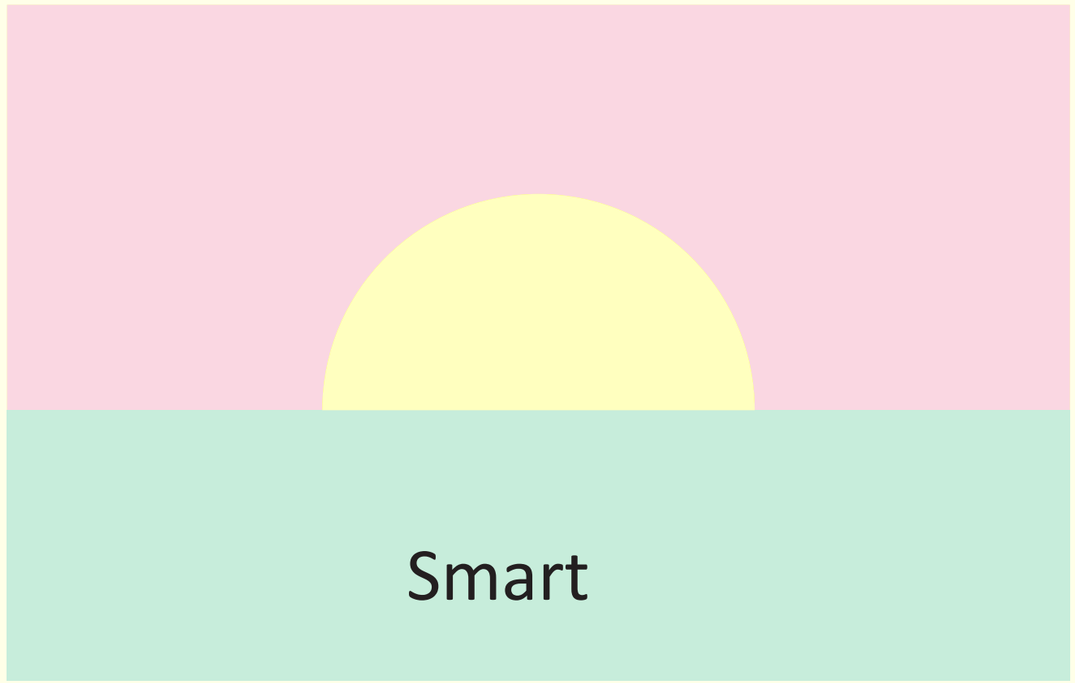
History

On a bitterly cold January night of 2020, the old and bent watchmaker, Mr. Tock, tried his best to fix the bedroom wall clock with his numb fingers. As he shivered and grumbled about it being the 10th time the clock had stopped in a year, his daughter, Tick came in with the dining room clock in her hands, also waiting for repair. Mr. Tock lamented having to fix clocks which one hardly looked at, while they worked. “What a waste of energy!” sighed Tick, thinking of all the clocks that kept ticking away merrily while no one saw them. “Anyway, how was your class on Internet of Things (IoT), Tick?” Mr. Tock asked. A brilliant idea struck Tick, and after sharing it with Mr. Tock, the father daughter duo worked through the night, combining their skills to invent a set of smart clocks, one for each room, that ticked only when someone was present in the room, and used IoT technology to always stay connected to a smart phone through an app, from where they sourced the real time! Thus, Klox was born.

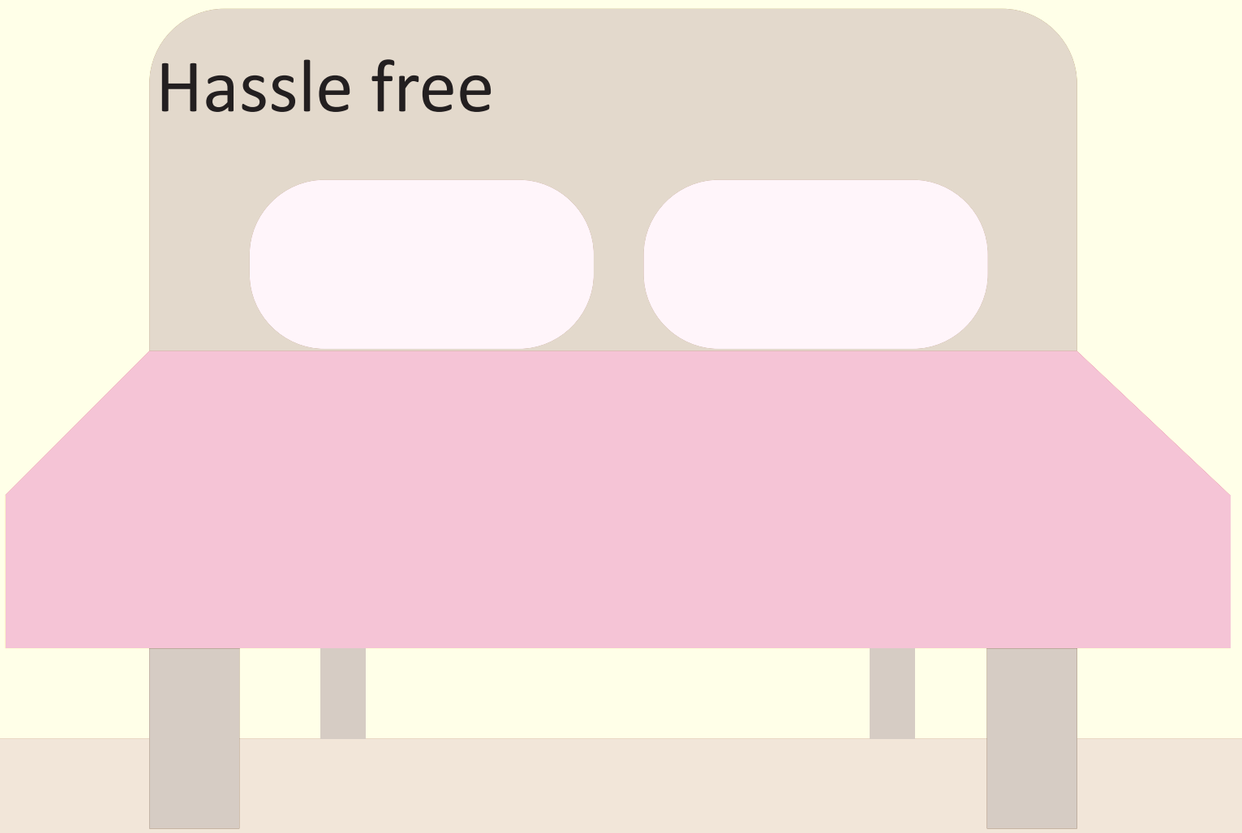
Mindmap



Key Qualities

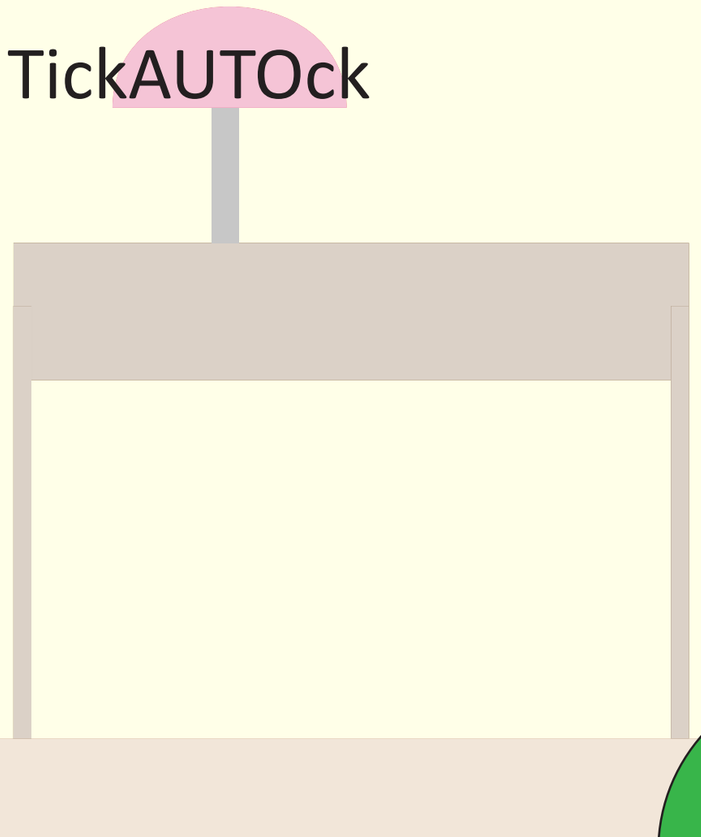


Energy Saving

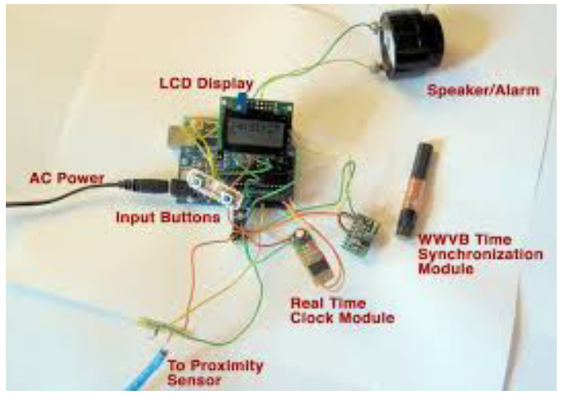


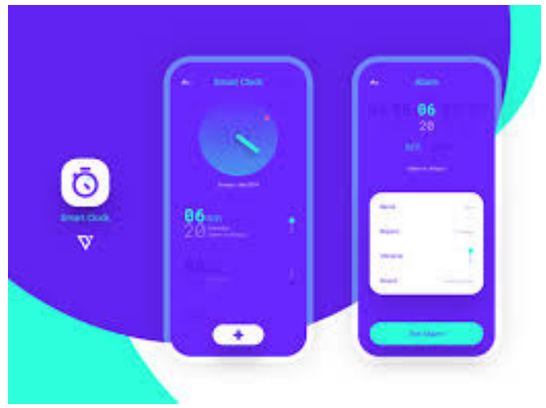
Name Options

IntelliTick

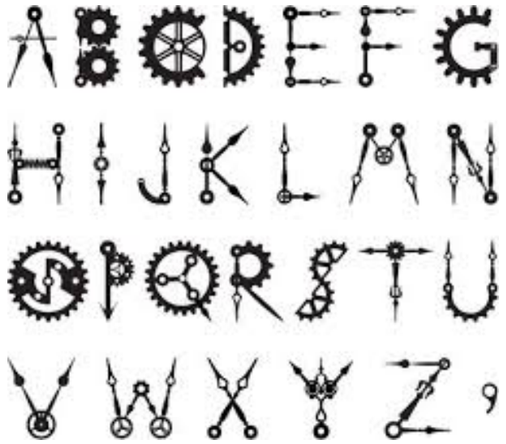


Contemporary Moodboard





Historical Moodboard



Typeface Exploration

FRENCH SCRIPT

KLOX

* AGENCY FB

KLOX

MINION PRO

KLOX

BRITANNIC BOLD

KLOX

CORBEL LIGHT

KLOX

Type Skeletons

KLOX

KLOX

KLOX

KLOX

KLOX

Logotype Development

KLOX

KLOX

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Final Logotype

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Colour Palette

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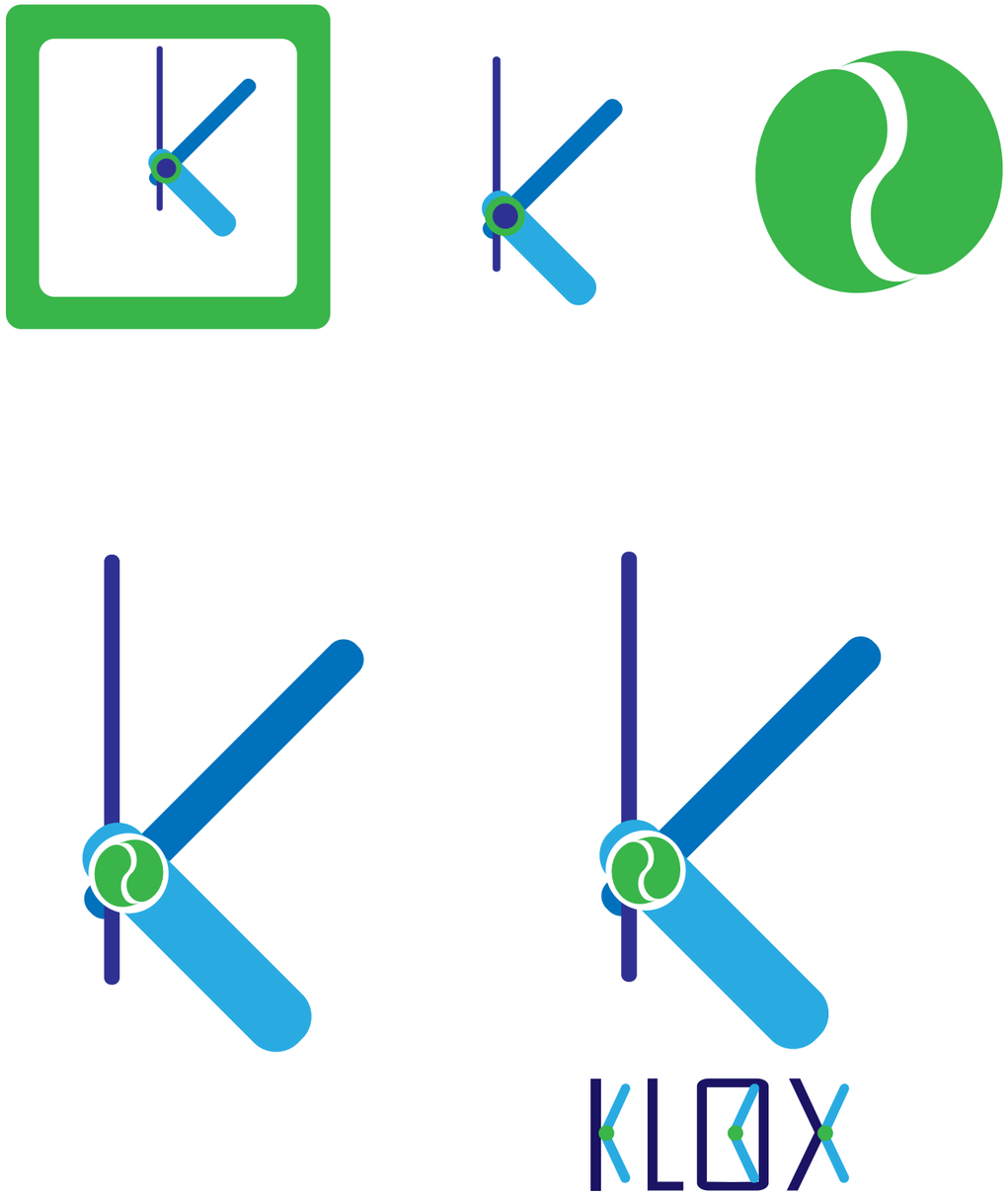
KLOX

Icon



Secondary Typeface

KLOX

*Energy Efficient Smart Clocks

Energy Efficient Smart Clocks

Energy Efficient Smart Clocks

OCR A Extended- for sub-headings / captions

Tired of replacing clock battteries over and over again? Sick of having to keep record of how slow or fast every clock in the house is? Presenting Klox™, the ecofriendly solution to all your problems! These Smart clocks only tick when someone is present in the room, hence conserving precious energy. Through a user friendly app, all Klox™ in the house stay connected and synchronized to always show the correct time. Install Klox™ in your home, and begin a hassle free life today!

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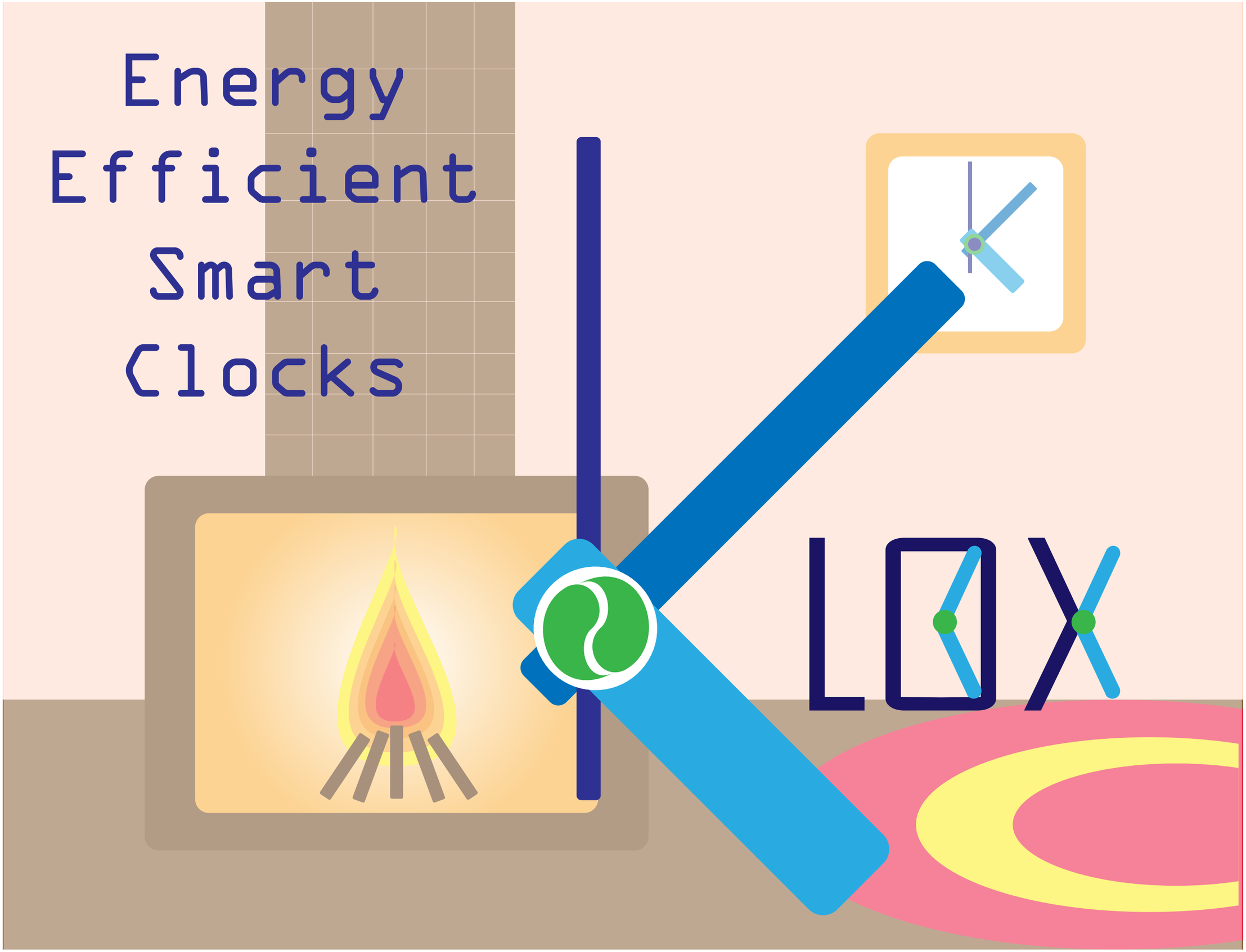
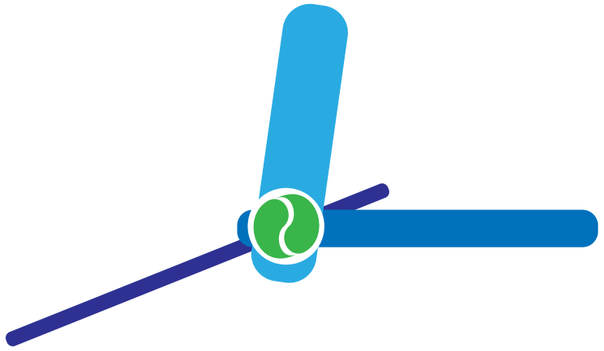
Energy Efficient Smart Clocks





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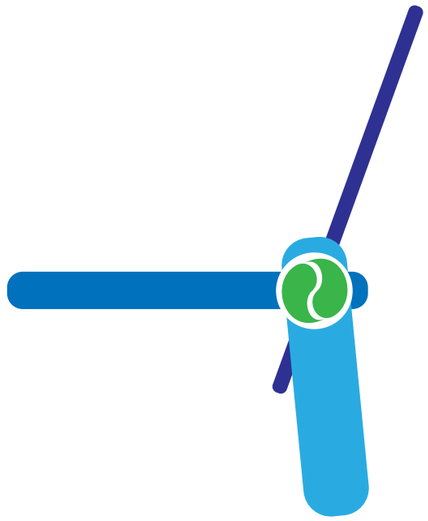


05:45:05

The Klox™ icon, which is basically the needles of a clock, can easily be adapted to show any time, and animated to look like a ticking manual clock. Hence, on starting the Klox™ app, the icon will transform into the needles of a live clock showing the real time. A widget of the app too will show the real time through Klox™ adaptable icon.

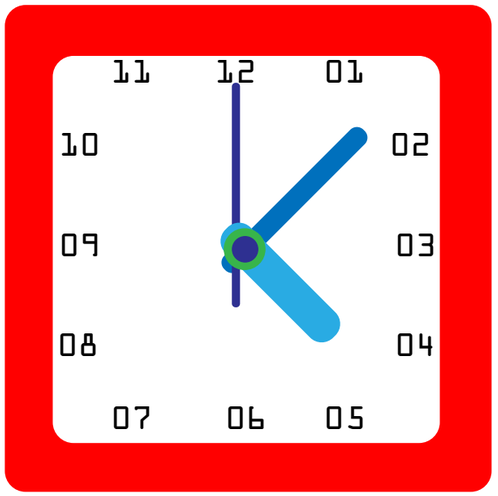
Clocks

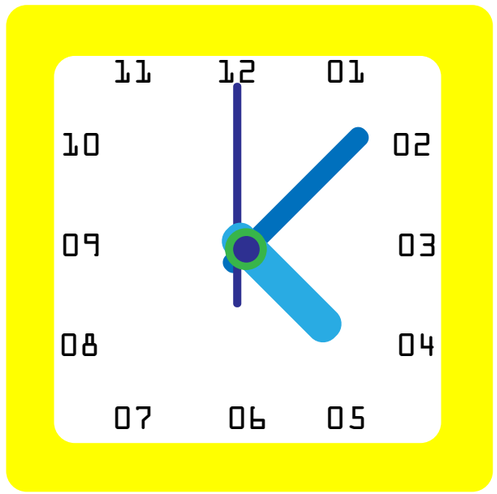
Business Card and Letterhead
(Stationery)

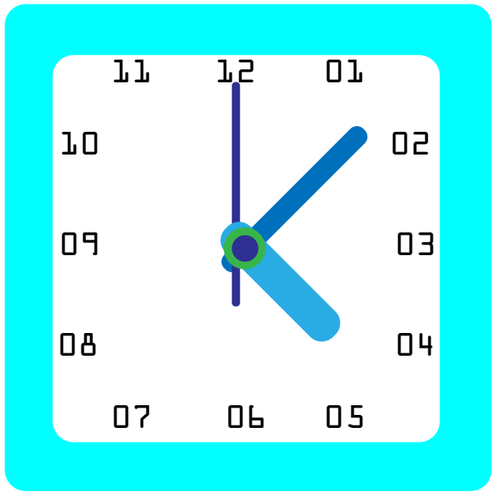
Smartphone App

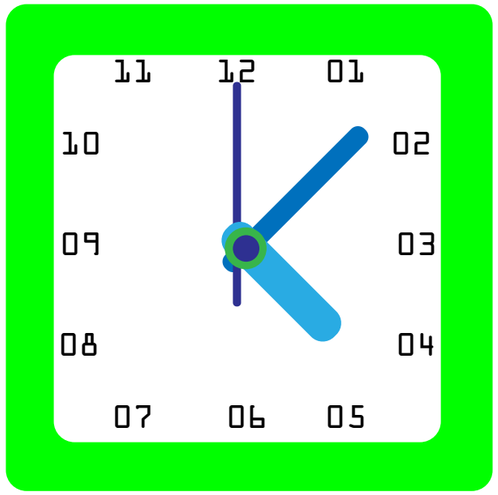
Poster

Clocks

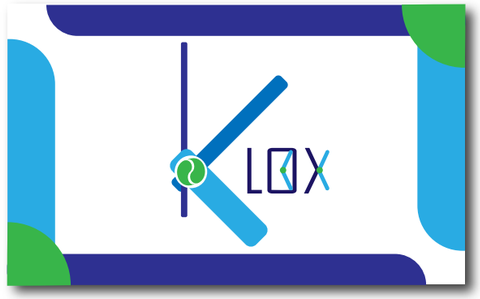


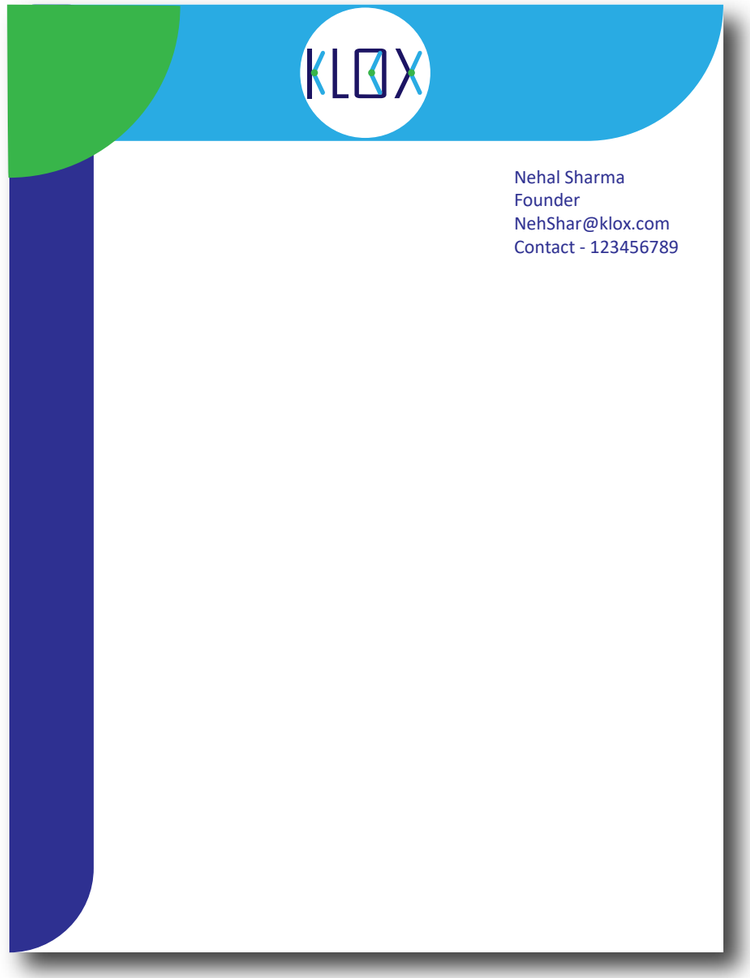






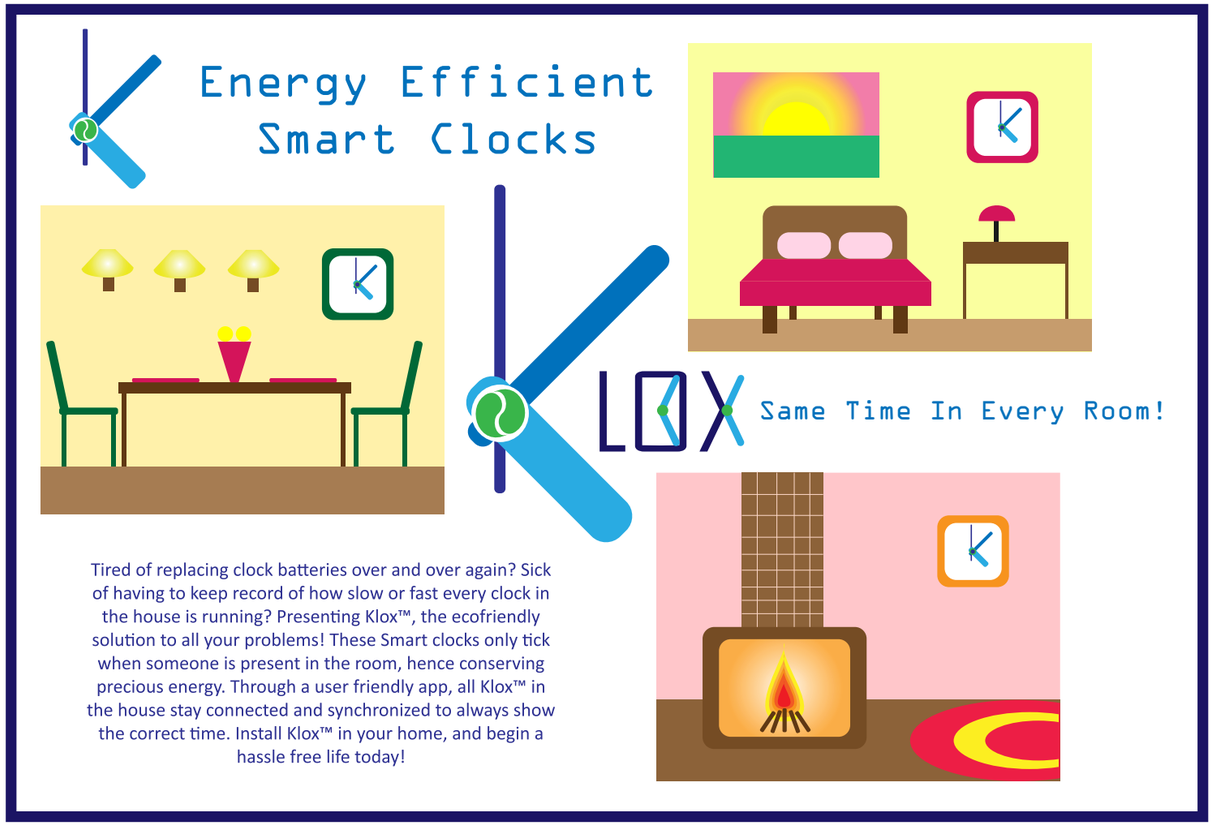
Stationery

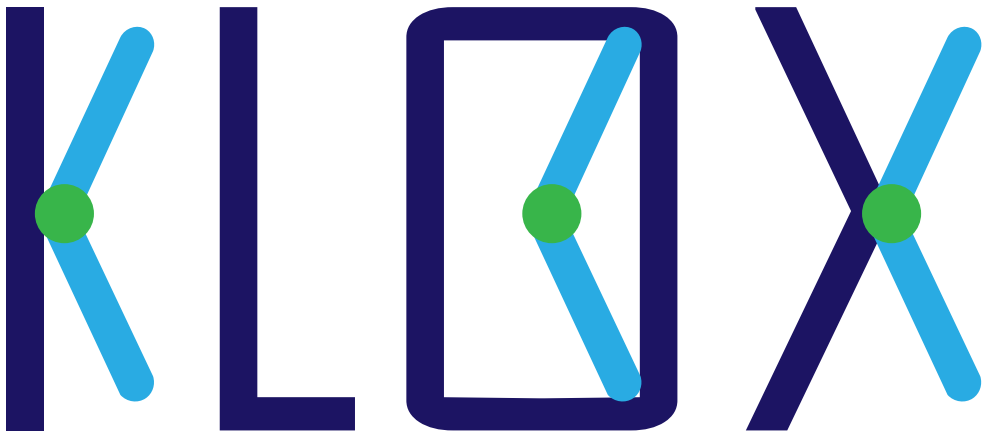




Smartphone App

Poster





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