

# Brand & Identity Design

Case Study  
**Max & Cashberry**

Design  
Center of Excellence

DISRUPTING AND TRANSFORMING  
BUSINESS AT SCALE



# **Value Proposition**

*Building **human** centered brands  
with **unique**, **strong** and **desirable**  
**brand positioning** for products and  
services that give **meaning** to  
**consumption** for the customer of  
an experience economy*

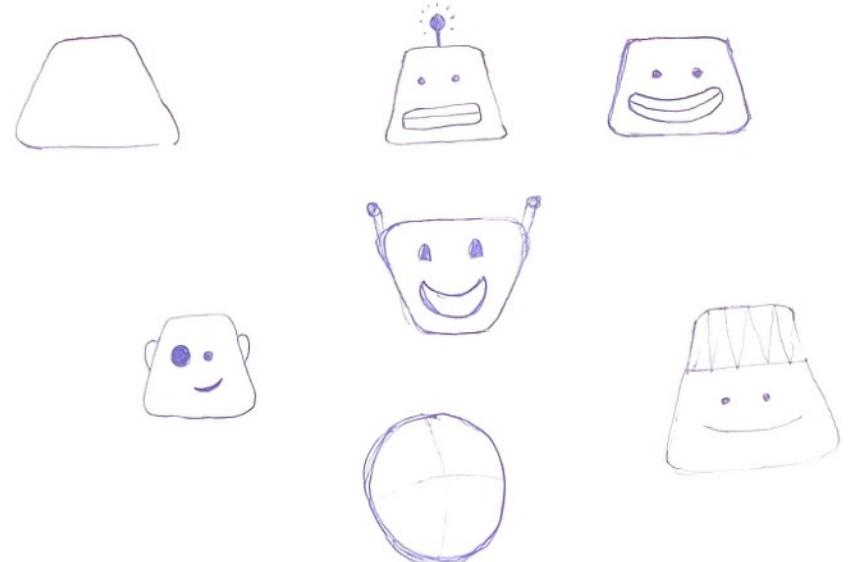


# MAX

Conversational user interface that helps user accomplish task at hand.

## Concept 1 Bot Personified

- Initial Sketches

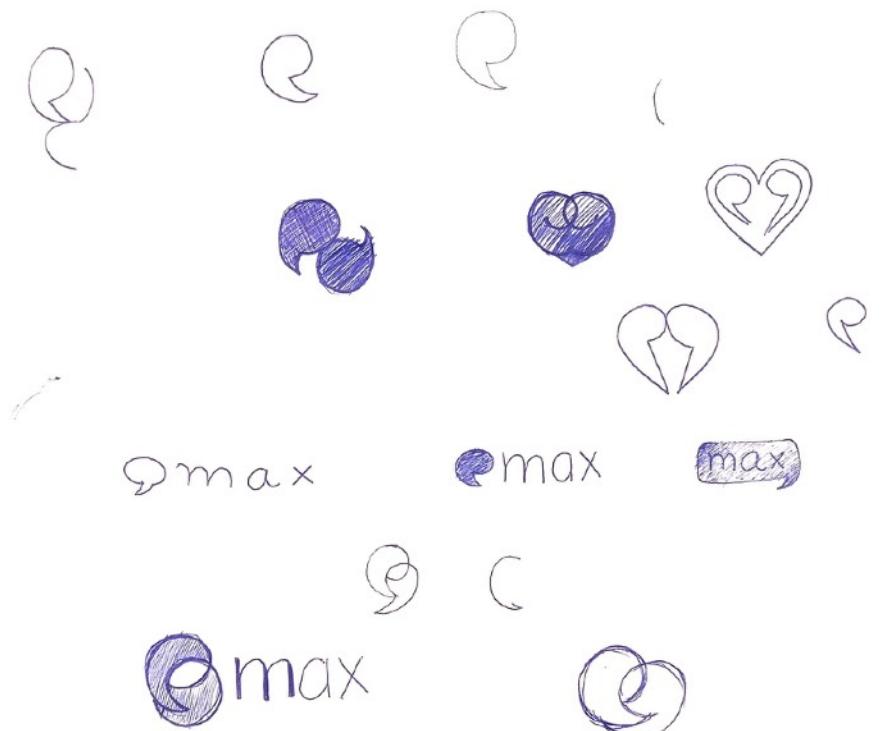


- Refined Iterations



## Concept 2 Communication

- Initial Sketches

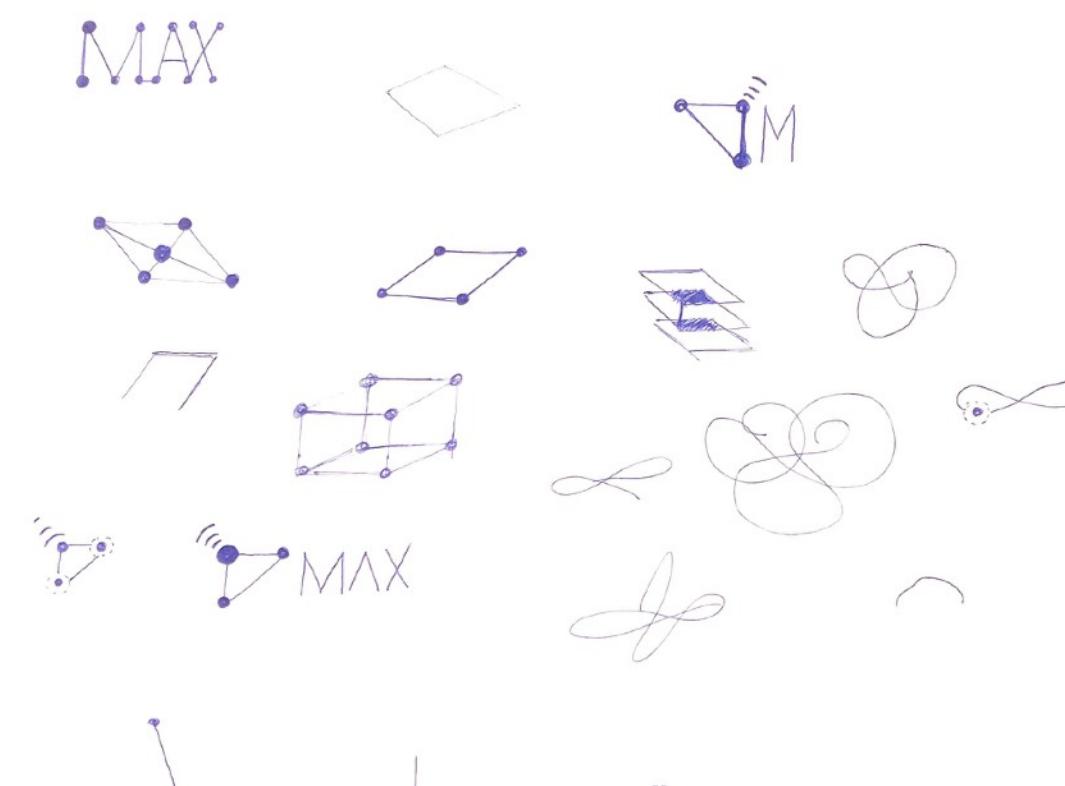


- Refined Iterations

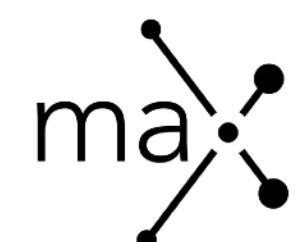


## Concept 3 Central node of information

- Initial Sketches



- Refined Iterations



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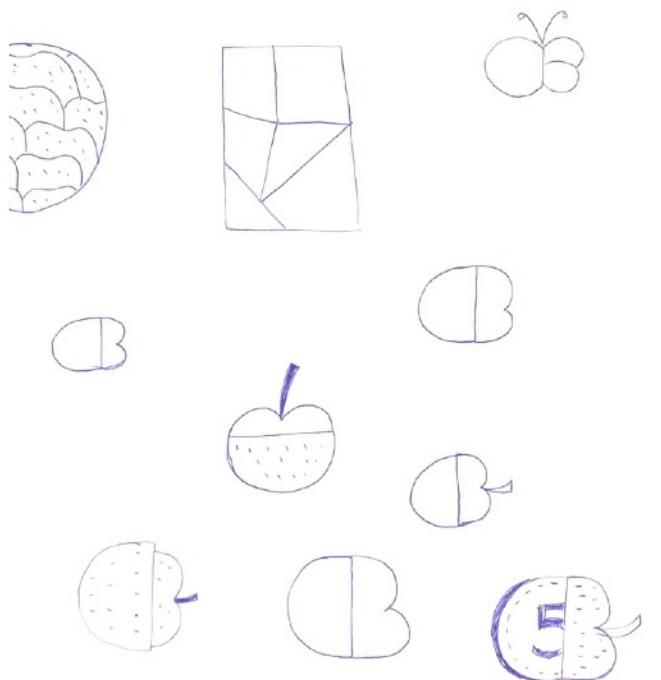
The logo depicts interaction between different fragmented systems where Max acts as a central node for all relevant information.

# CASHBERRY

Mobile app for merchant to merchant cash and e-money transaction

## Concept 1 Shapes

- Initial Sketches



- Refined Iterations



## Concept 2 Berries

- Initial Sketches



- Refined Iterations



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The logo uses the initials of the logo i.e, C and B to create a form that resembles a berry combined with clean geometric font for the Logotype.

**Thank You**