

Brand Identity

Huppe challenged us to build a brand identity that's smart, sleek and modern for the world's first smartest basketball hoop for people all-age from newbies to the biggies.

Scope of work

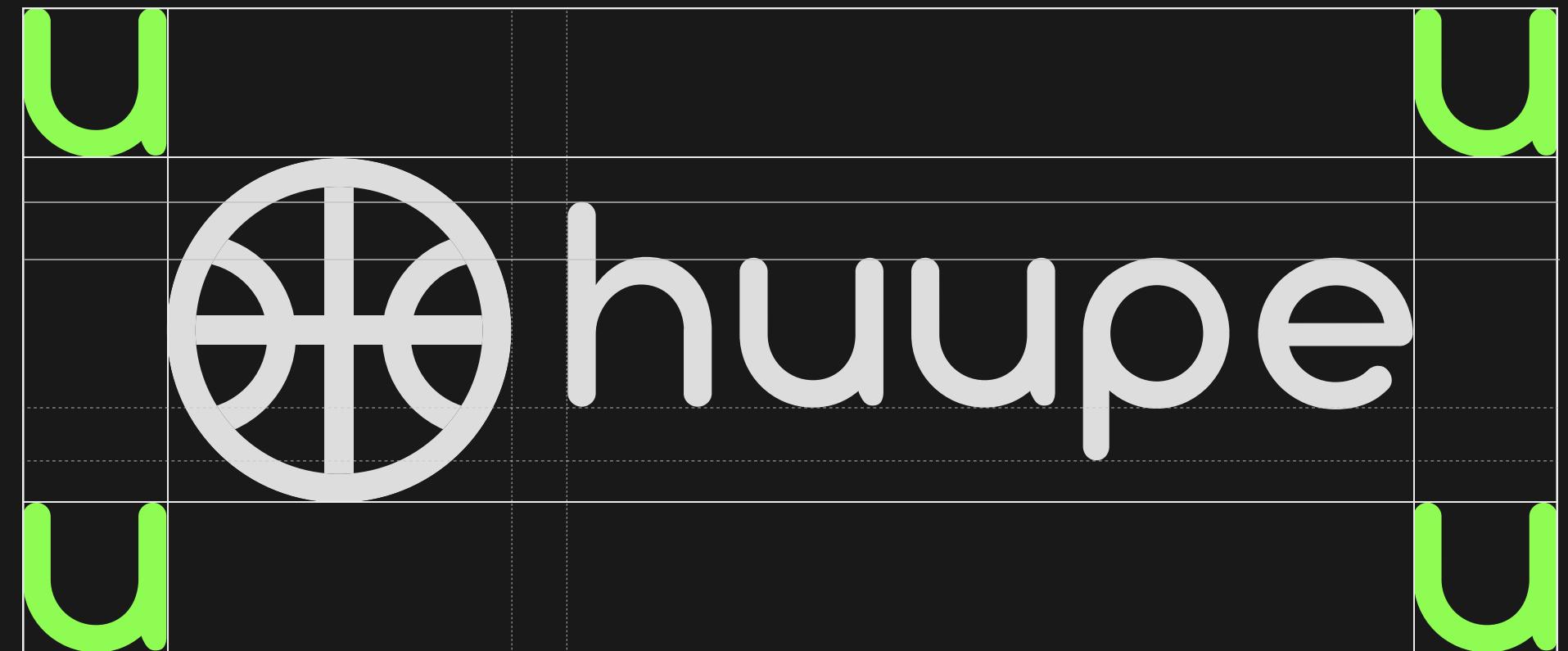
+ UI Design

+ Branding

Launch Case Study

Industry: Sports & Fitness





Built for the court

The concept was built around the spirit of the game, A youthful spirit that's highly relevant, syncs perfectly with the wordmark, also technically respects the golden ratio principles that adapts well with the brand values and is functional across all consumer touchpoints.



Logo Design / Secondary Logos



huupe



huupe



huupe



huupe

Logo Design / Logo Applications

99x™ studio

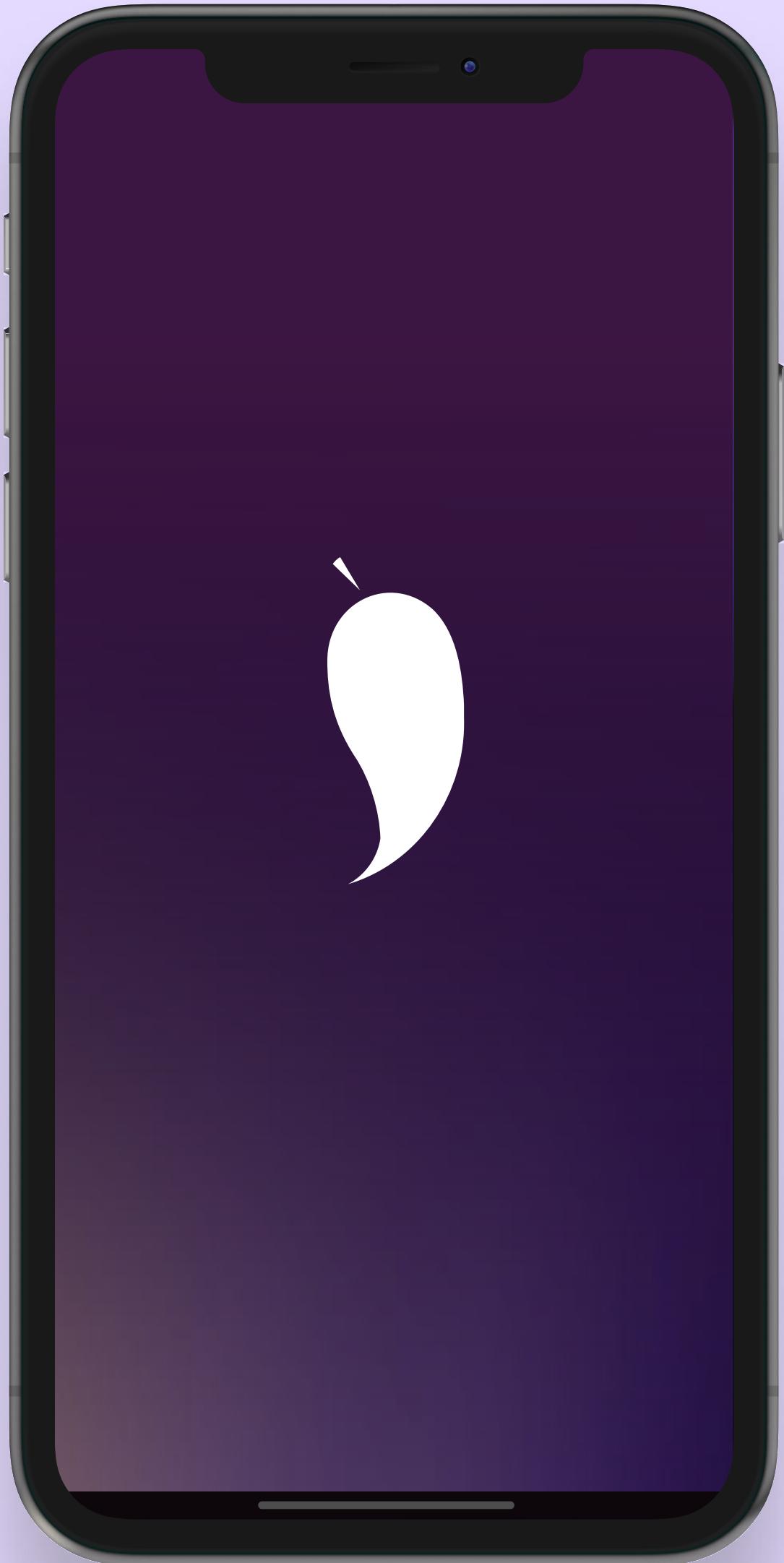


Logo Design / Logo Applications

99x™ studio



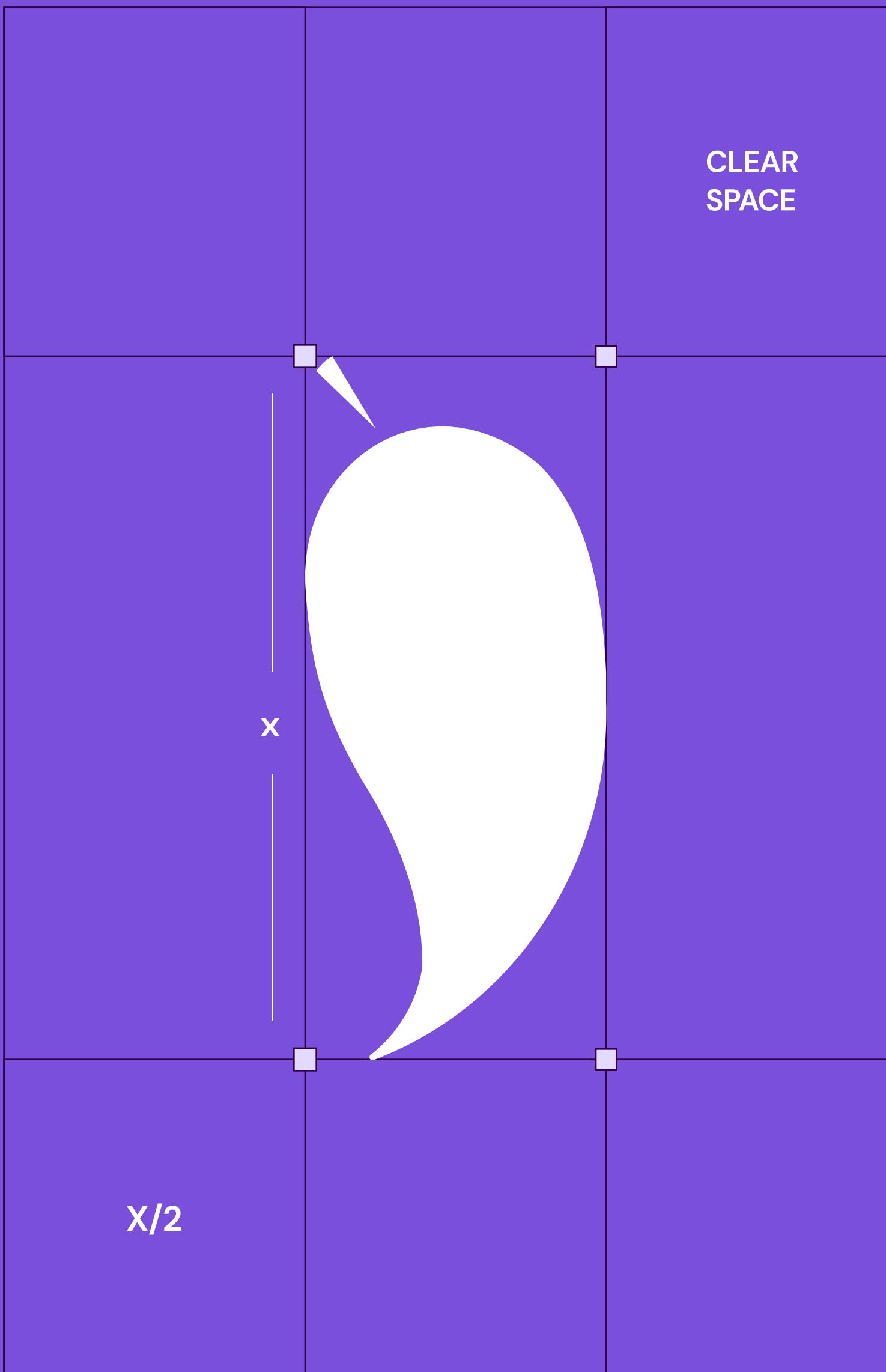
Splash Screen



Home Screen



The logo is the most visible element of our identity – a universal signature across all peperstreet's communications. It's a symbol that's designed to unite people, brand, people, services, and all it's material



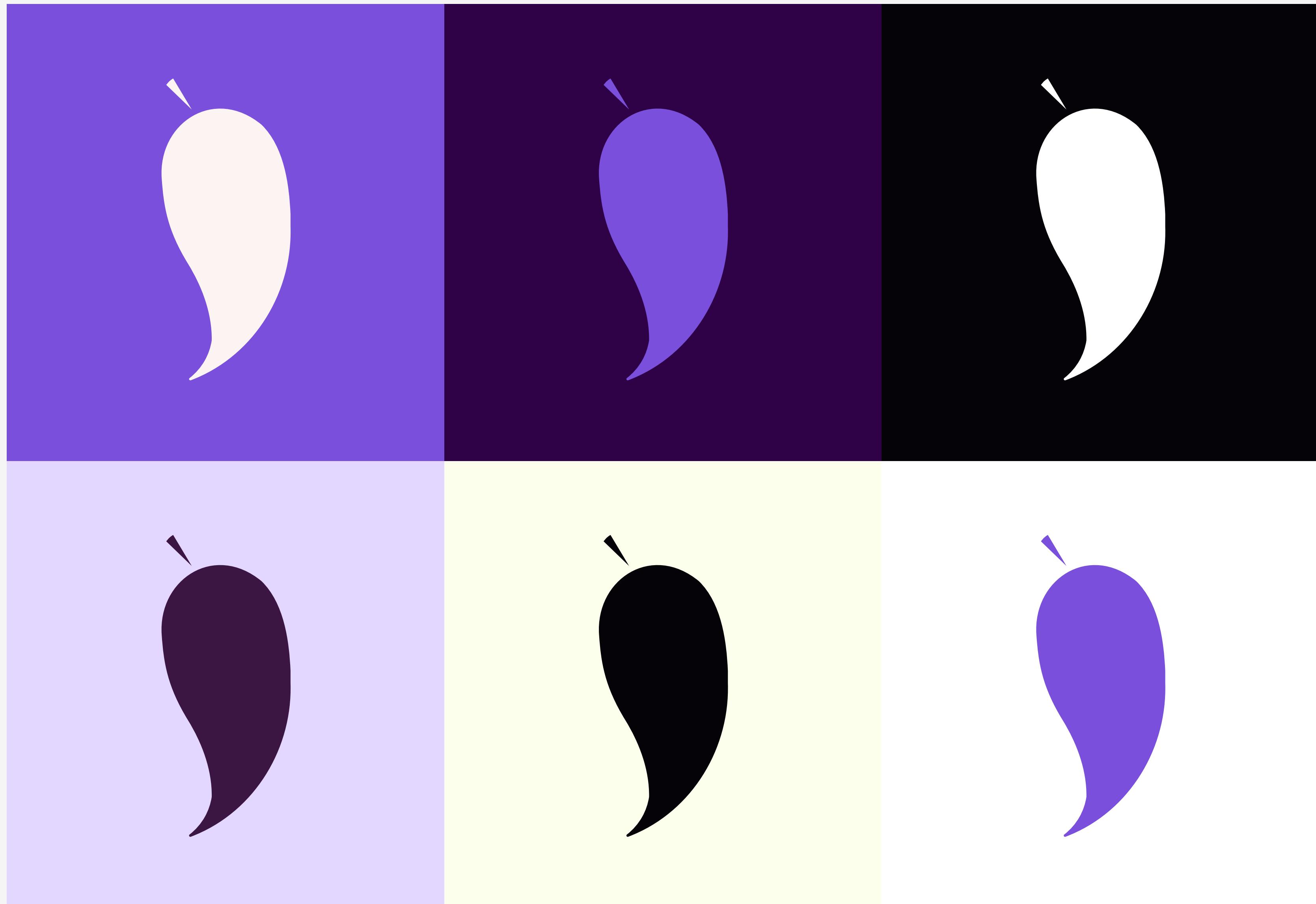
CLEARSPACE

To maintain the clarity and integrity of the logomark, it has an exclusion zone that is half the height and width of the logomark, it must always be legible on a clear background

Logo Application

The logo colour is flexible within the Peperstreet colour palette, but clarity is always maintained by the use of opposing colors.

The following examples showcase some ways the colours can be used





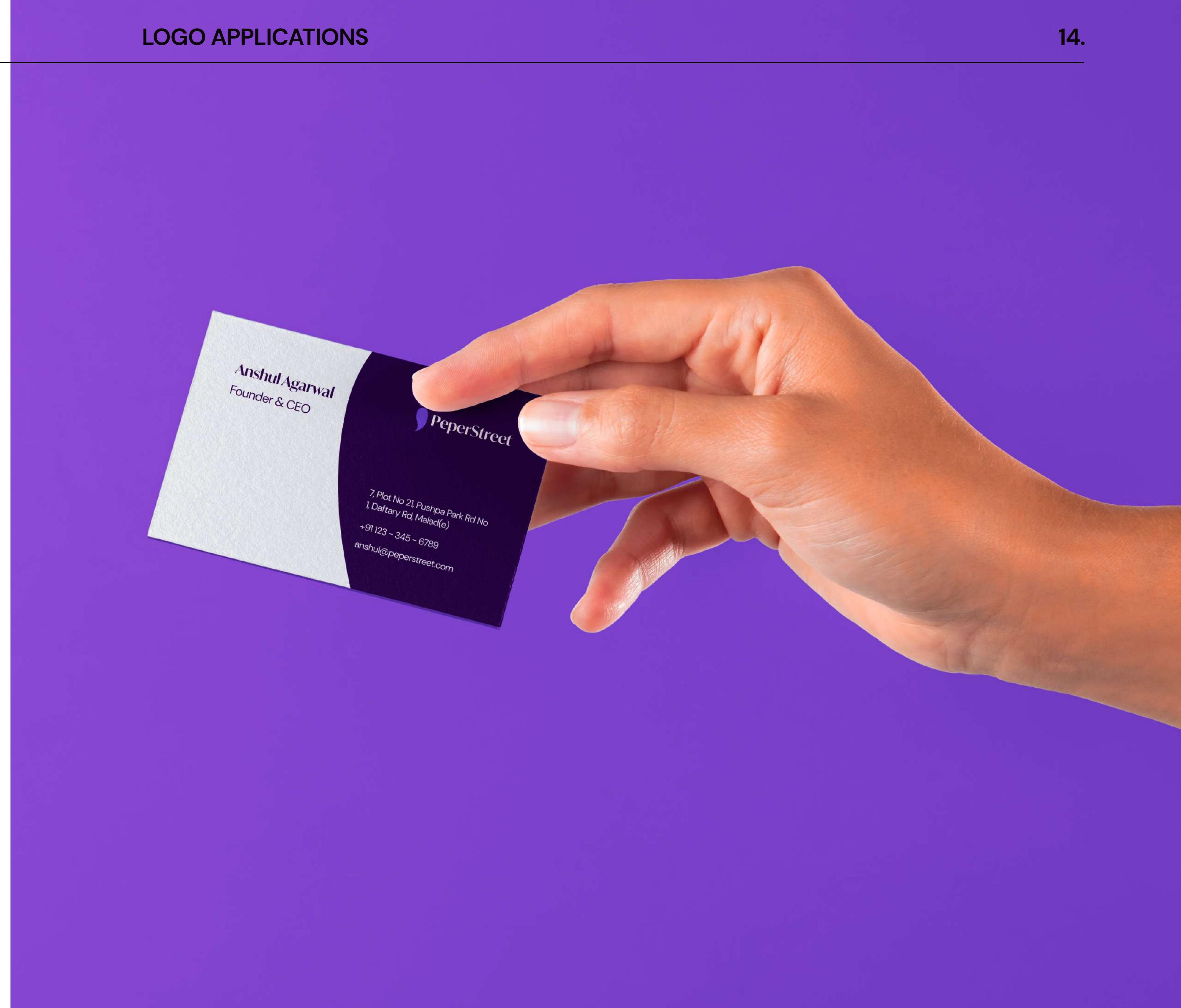
Logo

The icon represents the notion – the path / journey to find love, with a lot of spice and fun in the form of pepper. Designed around the principles of golden ratio, and kerned for optimal legibility across all formats, screens and types.

CLEARSPACE

Built with the principles of golden ratio, designed and kerned for optimal legibility. A margin of clear space equivalent to “size of PS when put together” is drawn around the logo to create an invisible boundary that should be used at all times when placing the logo.





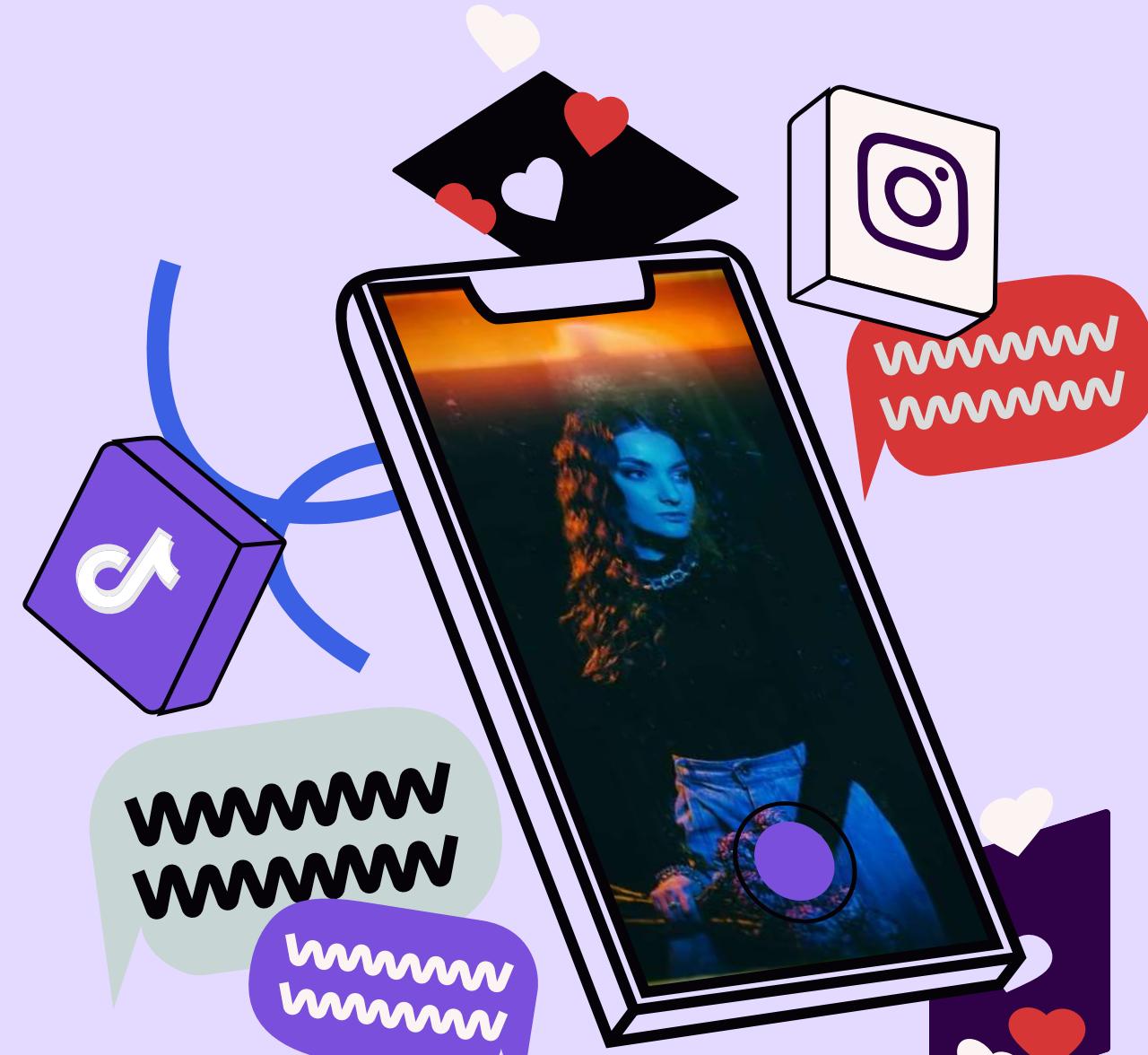


Eternal Sunshine of Keeping it reel.

Starring you and your [next date](#)



Dating is not easy, but that doesn't mean it has to be boring - A fully swipe-less dating app!



Match with real
people, not dusty
photos and stale
selfies



Logotype

Brand Identity

Moneyfactory



Logotype Structure

The **Wordmark is custom created** to coexist in harmony having been designed taking reference from the original structure of the HK Grotesk typeface and the golden ration principles have been adapted to preserve weight that is pleasant to the eye, whether in print or digital media

Symbol

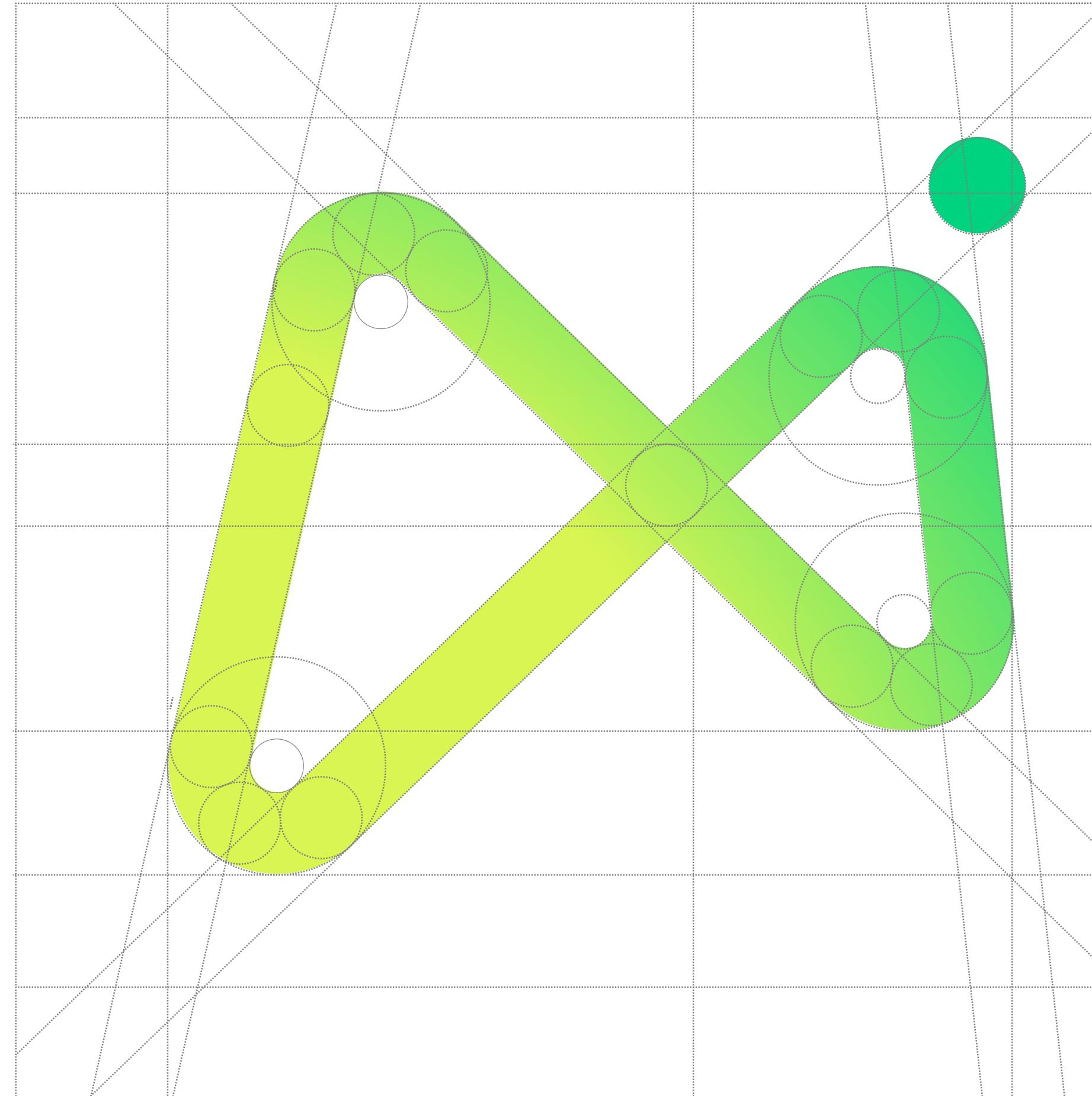
Moneyfactory

$$M + \infty + AI = \infty^i$$

Capital Letter (M) Infinity Artifical Intelligence

Brand Identity

Symbol



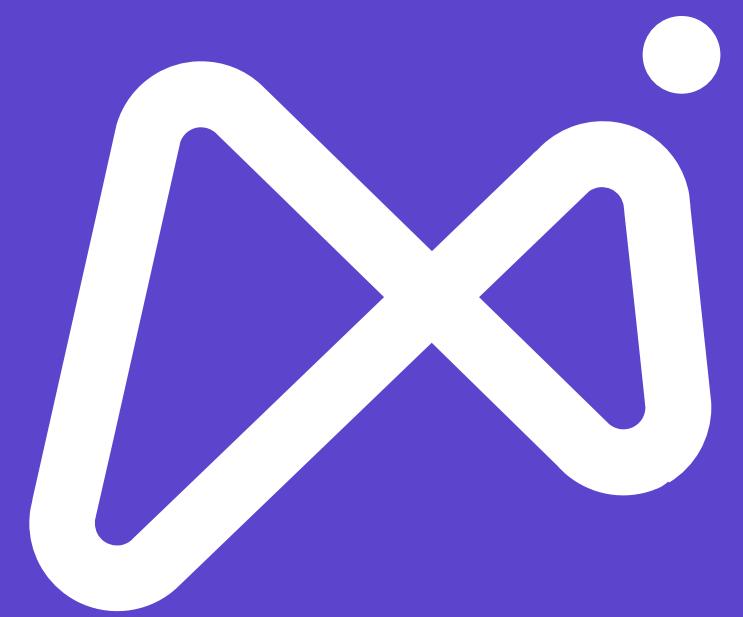
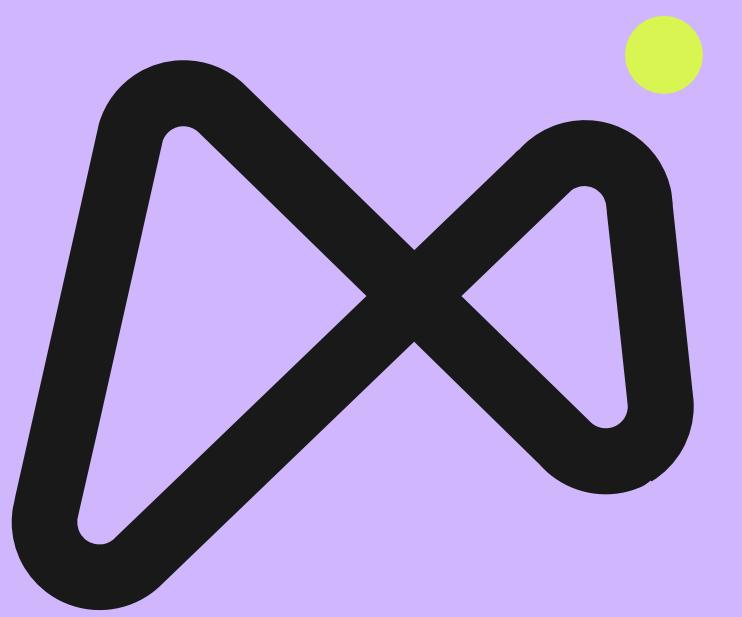
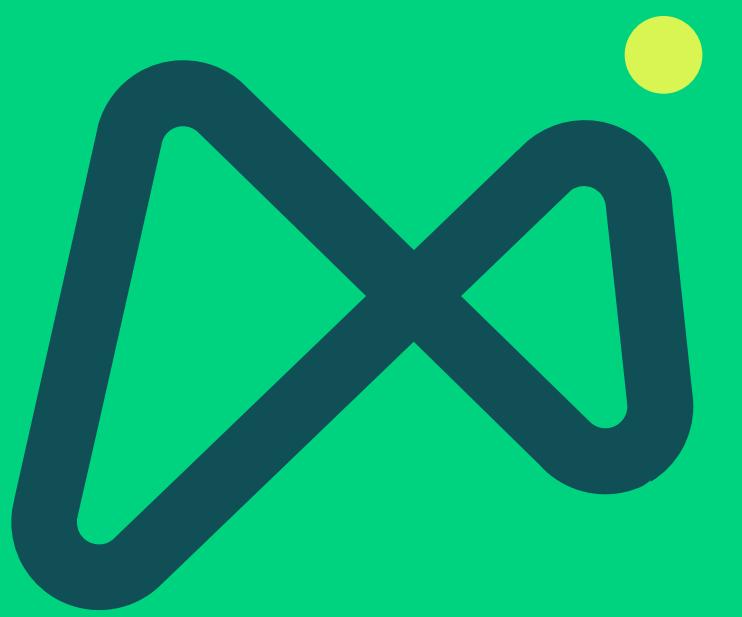
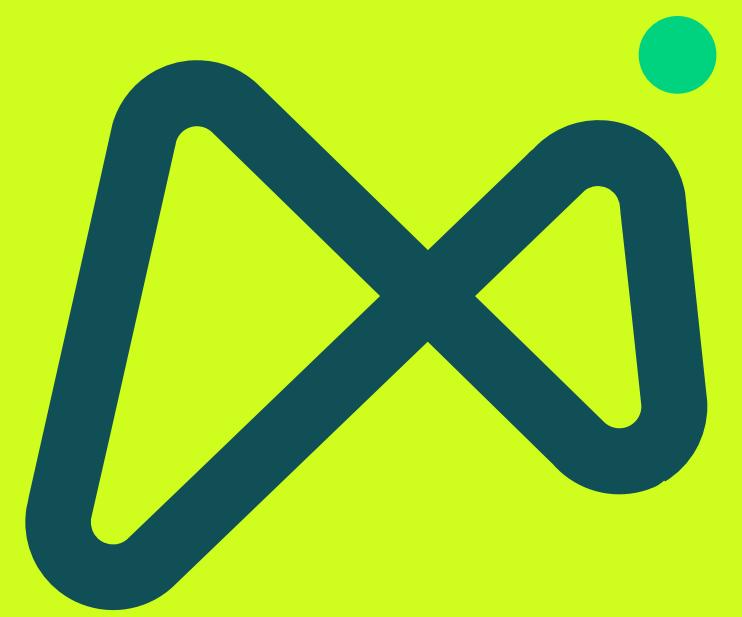
Brand Identity

Moneyfactory

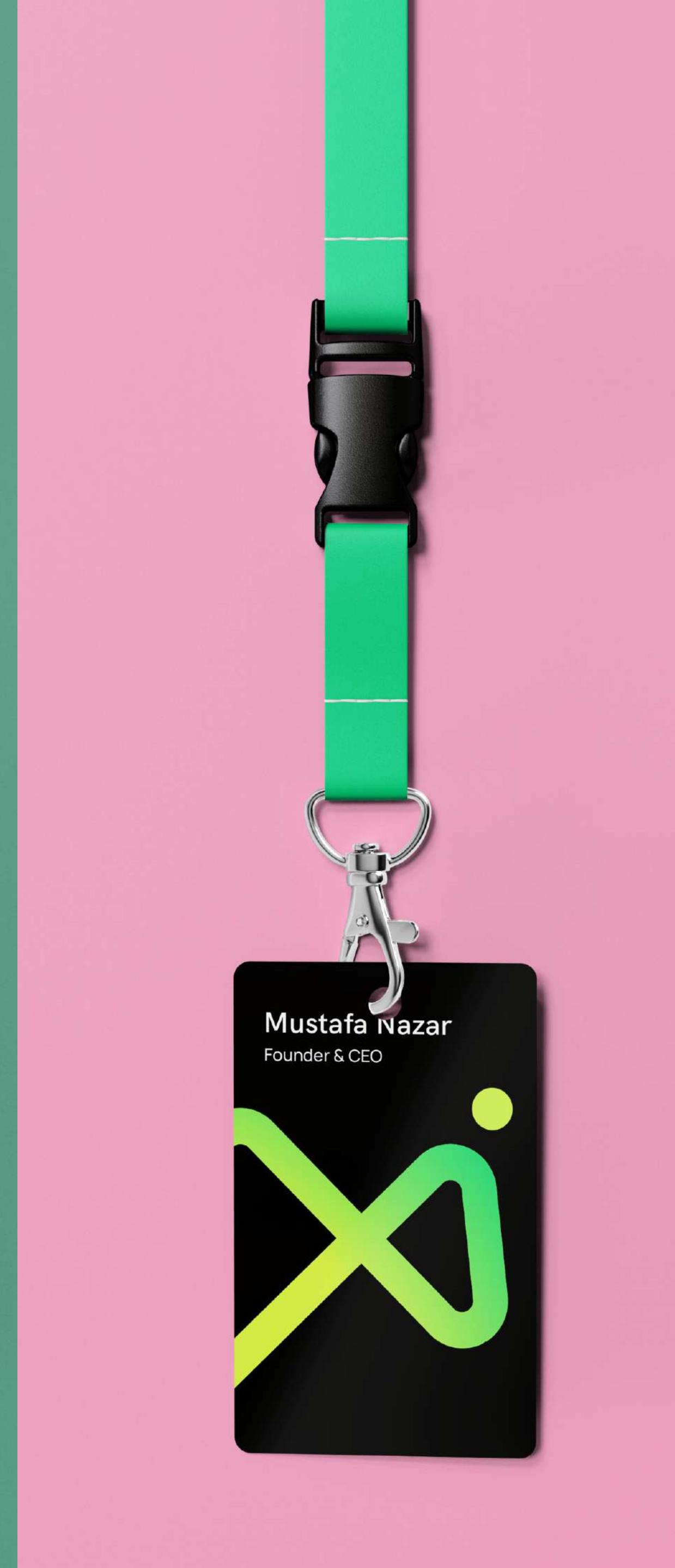
Logomark

The geometric combines a basic abstraction of 'infinity' and 'a new dawn' with the capital letter of our brand (M) represents the dynamic and versatile personality - Intelligent, Creative and a Sleek Outlaw with a Casual and Fun vibe.

The Icon represents the amalgamation of the the two worlds - Investing and Artificial Intelligence bringing a new dawn into the hands of investors that adds growth and infinite new possibilities for people to achieve their dreams.







humble inc

Humble base brand marks

humble

humble

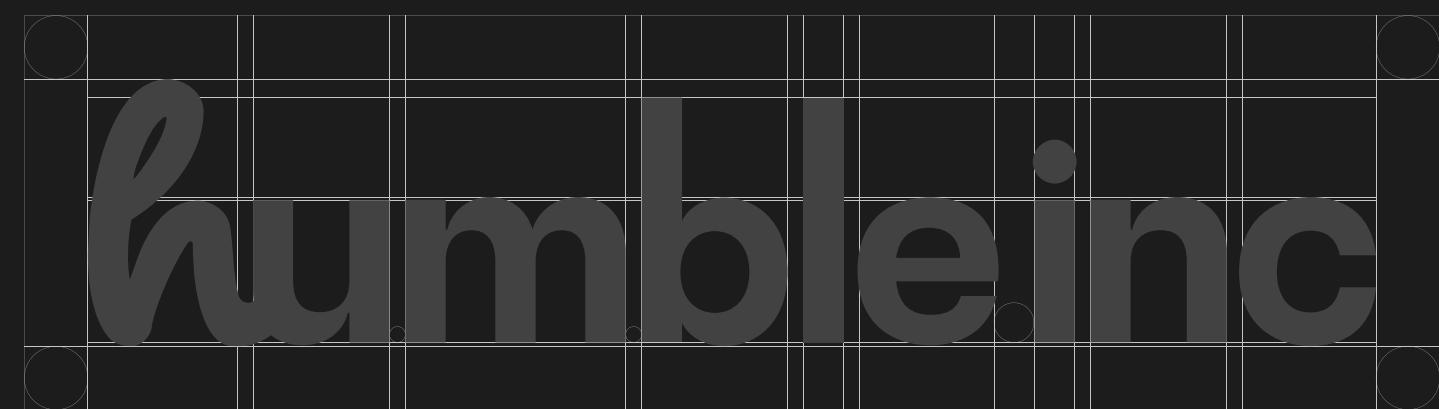
humble

humble

Humble brand mark



Humble brand mark Construction Grid & Clear Space



Brand Applications



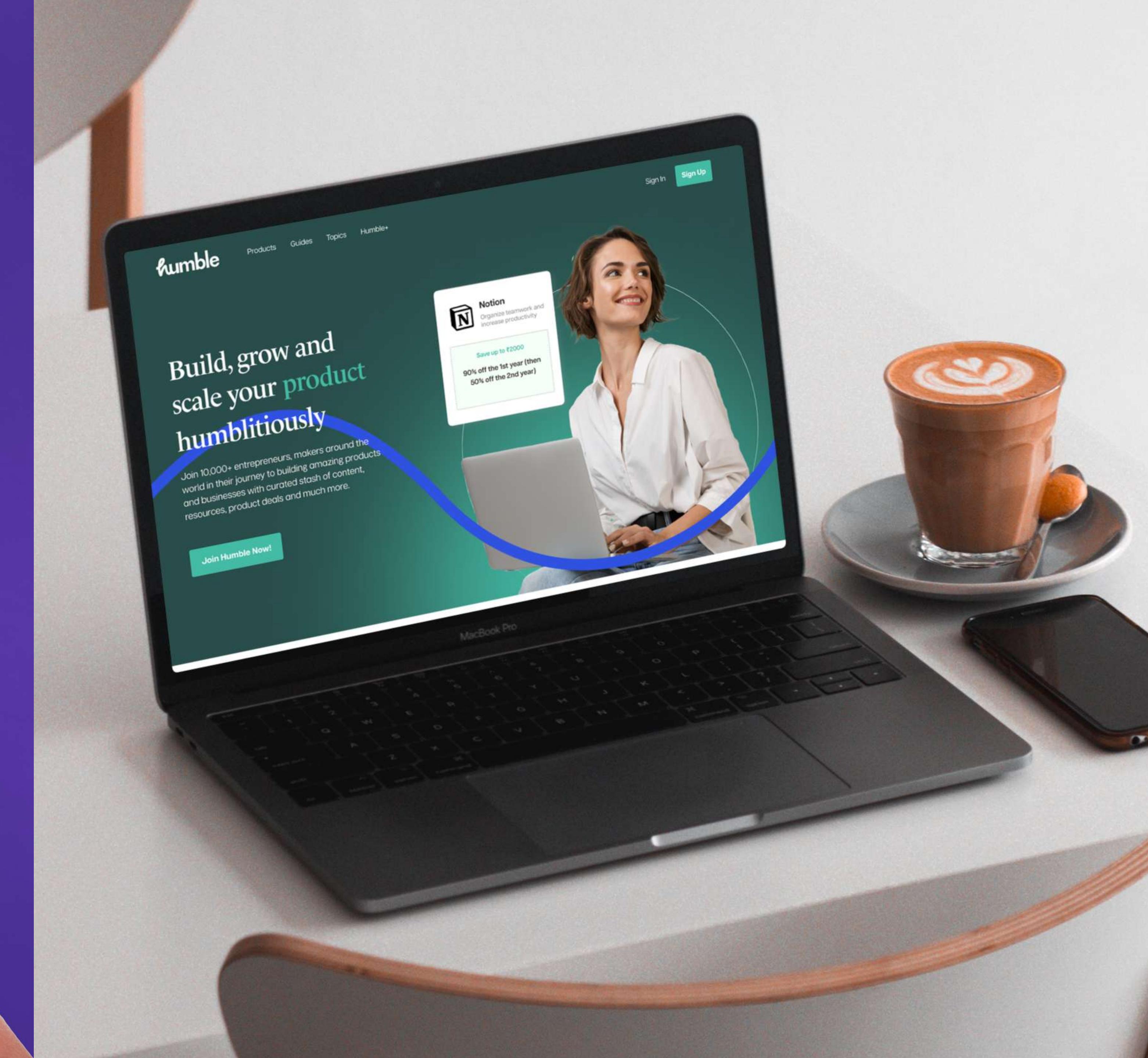
Brand Applications



humble⁺
A complete
product and content
ecosystem for the
makers



Brand Applications







inconn

INTELLIGENT. CONNECTED.

inconn

INTELLIGENT. CONNECTED.

inconn

inconn

INTELLIGENT. CONNECTED.



App Icon

inconn
INTELLIGENT. CONNECTED.

Standard

inconn

Website