



Designer's Panel

Concept Overview

The logo blends intelligence + action.

The letter “Q” is transformed into a bidding paddle, symbolizing active participation.

The brain inside represents smart, strategic thinking

Symbol Breakdown

Paddle-shaped Q: Represents confidence and engagement.

Brain icon: Emphasizes intelligence and decision-making.

Dynamic angle: Adds energy and motion.

Clean typography: Reflects clarity and professionalism.





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The logo is an abstract representation of IQ Bid, clean, modern, and intelligent.

Instead of using a literal paddle, the “I” seamlessly forms the line of the “Q”, symbolizing both connection and insight.

Symbol Meaning

The “I” inside the “Q” represents intelligence integrating with quick action, the essence of smart bidding.

The merged form demonstrates unity between thought (IQ) and motion (Bid) precision, as well as speed, working together.

It's abstract yet meaningful, creating curiosity while staying minimal.

Color Story

Teal Blue: intelligence, trust, and innovation.

Copper Orange: energy, competition, and engagement.

Together, they balance logic with emotion, the perfect duality for a smart bidding platform.

4. Design Strengths

Abstract but readable: the logo remains clear even in small formats.

Balanced composition: the “I-Q” merge creates harmony and a strong visual rhythm.

Scalable and timeless: designed to adapt across app icons, interfaces, and marketing materials.

