Paint 3D Branding

The paint3D branding pursues the objective of achieving a distinctive and recognisable identity. The new style allowed the product to stand out within the crowded drawings products landscape.

The visual takes inspiration from the spectrum and the old MSPaint icon. The intent is to feel harmonious but not a subset of the Windows style.

Paint 3D Product development

The challenge

Microsoft understood earlier than any other competitor that the road to augmented and immersive technologies is still long and curvy. Therefore, the objective of the whole 3D program, was to persuade everyday consumers to start exploring the possibilities of 3D and democratise its use.

The solution

The greatest barrier to 3D adoption is complexity and Paint3D represents the antithesis of it. Using this principle as a driving force for its design ensured we kept that accessibility at the core of the work we built. Our solution influenced and set the foundation for the new windows style language: the Fluent design.