

BRANDING EXERCISE

Discovering brand attributes to create BubbleIQ's archetype and identity

CULTURE

Fun
Humble
Adventurous
Optimistic
Transparency

CUSTOMER

Innovated
Empathetic
Dependable
Patient

VOICE

Lively
Personable
Knowledgeable
Trustworthy
Authentic

FEELING

Effortless
Delighted
Valued
Confidence
Insight

X-FACTOR

Accelerated
Humble
Clarity
Transparency
Painless

BRAND ARCHETYPE - Creative Explorer

Finds fulfillment through discovery and new experiences
Create something with meaning and enduring value

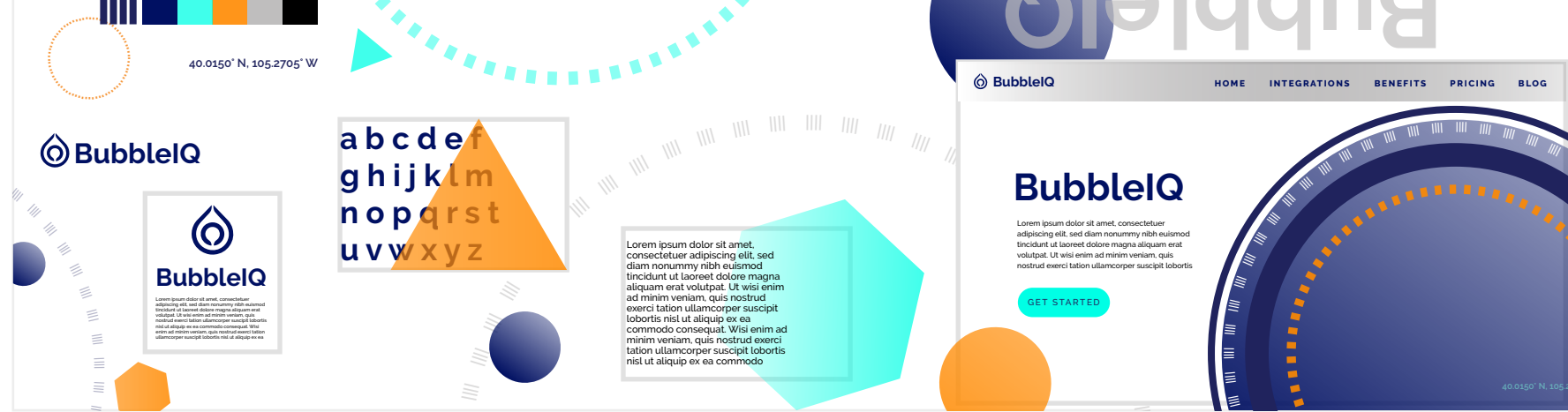
BubbleIQ = TRUSTWORTHY INNOVATION

STYLE SCAPES

Visual representations of the brand's voice



The team found different aspects of each style scape that they felt represented the brand's voice. I then used those aspects to create the final style scape.



FINAL STYLE SCAPE

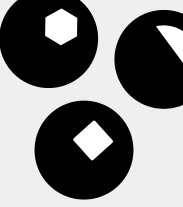


LOGO



APPLICATION ICON
REPRESENTING:
STRUCTURE OF
INFORMATION
&
ABILITY TO MOVE

LOGO LOCKUPS



LOGO SYSTEM
REPRESENTING:
THREE CO-FOUNDERS
&
DIFFERENT BRANCHES
OF THE COMPANY



RALEWAY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

WEBSITE MOCKUP



Welcome

- HOME
- TEAM
- PRODUCT
- BLOG
- HELP

INTELLIGENTLY
NAVIGATING
CUSTOMER SUPPORT

BubbleIQ provides intuitive software designed to make work easier by creating instantaneous connections amongst customer support specialists using real-time chat tools. Your bubble awaits.

GET FREE DEMO

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OUR TEAM



FLETCHER

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TRISTAN

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KOMRAN

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MORE ABOUT US

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PRODUCT

BubbleIQ builds intelligent software which ensures tickets are solved quickly by connecting the systems your team already works with, providing:

- Intelligent Delegation: Send a ticket into your team chat tool to get the right person to respond to the ticket quickly. No need for that person to login to another system, they can answer the ticket in chat and their response will be instantly synced with the ticket.
- Genuine Accountability: Track issues reported in team chat tools. If employees or customers are reporting issues in chat, you can automatically turn those messages into tickets and sync them with your system of record to ensure questions are answered and safely stored.
- Cross-Department Transparency: Remove data silos. Stop having data stuck in your CRM and messages lost in the noise of team chat. Allow data to move seamlessly between systems to ensure the customer's problems are solved quickly.

INTEGRATION

PRICING

- HOME
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BUBBLIQIANS'
TESTIMONIALS

"We are a Slack company through and through here at TrendKite and we needed a way to integrate Zendesk so that we could keep the communication up in Slack as well as track tickets in Zendesk. With a few clicks, we were able to set up BubbleIQ and get folks creating Zendesk tickets in Slack in under an hour. It lets our people communicate with us on the platform they love while creating tickets in the platform we love. Highly recommend to anyone using Slack and Zendesk, it's made my life a million times easier."

- Kris Monier, IT Manager, TrendKite



READY TO ENHANCE
YOUR TEAM?

We are too! Reach out to us with questions, get a free demo, or try out the product today.