easyup

naming / logo

Created in 20

Development of naming, logo, i
for the application for searching

Naming

It was necessary to create a memorable image of the company, in which the name of the booking service should help first of all. Modern, stylish, convenient brand. Association with a platform where places for rest are collected, which can be booked quickly.

EasyApp   *AppMap*

~~ToGo~~   ~~Locate~~

~~Simple~~   ~~Easily~~

~~Lyfe~~   ~~Maptap~~

easyup

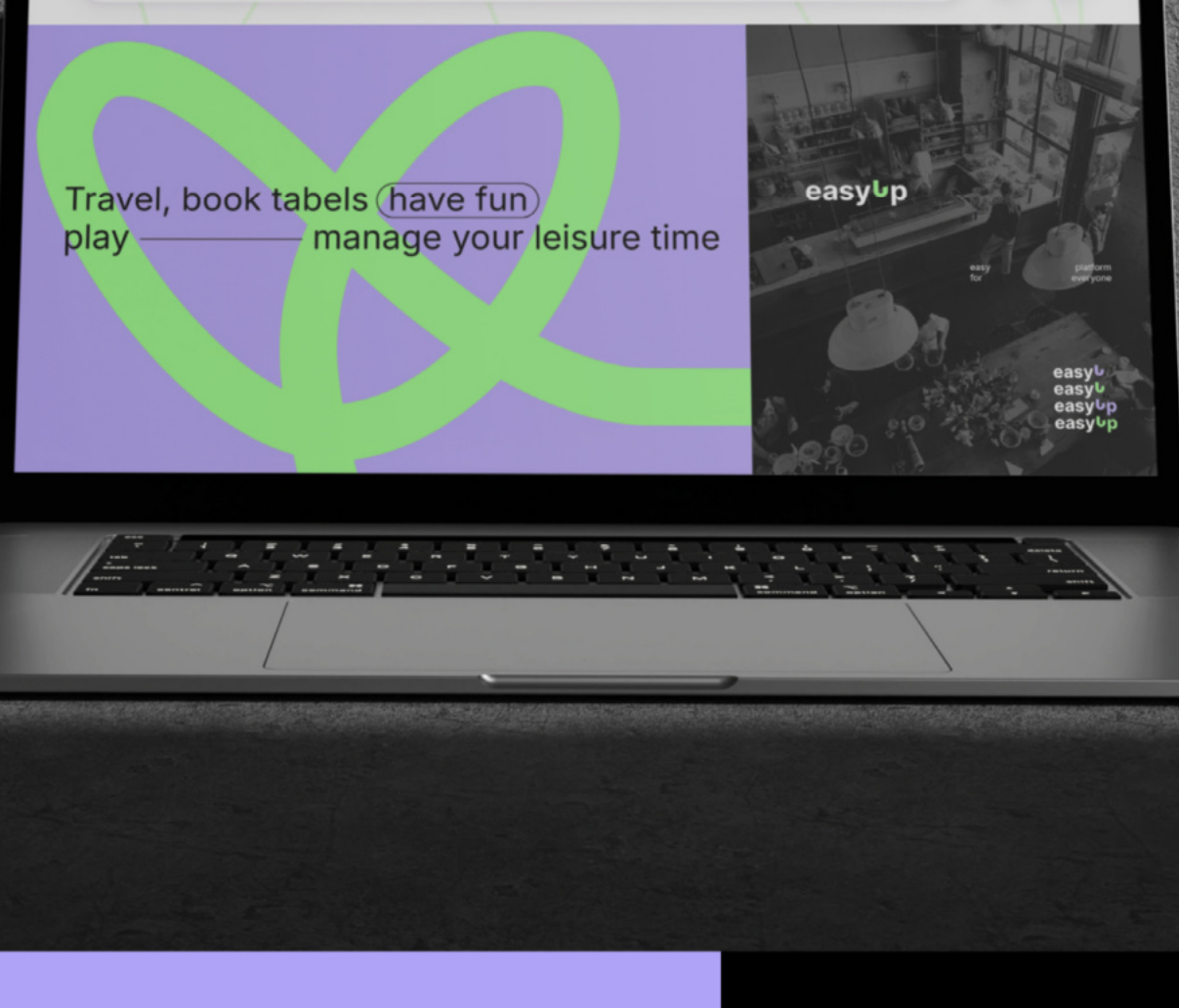All quests
press up if you have quests
up

Logo

The idea of the logo is to combine several parts. Thus, the logo becomes a combinational element, is filled with meaning and opens up a lot of space for branding and non-standard visual solutions.

easyup

One of the standout features of the branding is the "snake lines". Symbolizing the path that a client takes in search of a place to relax, and at the same time indicating the thread that unites the establishments and the branding, connecting the lines for the branding with new meanings.

When choosing the letters, it was formed by a combination of the two, so that the visual style was as clear as possible and memorable. The green color symbolizes nick lines and mood servish.

Online table reservations

Travel, book tables have fun
play   manage your leisure time

easyup

The nature ①
(of typography)

This is a relevant option for the implementation of the world of modernity, caring for someone, futuristic. Used in relevant customization. This is typography companies in the world

Style ②
— of typography Inter

This is a mosaic with friendly firms, it is an example of current fonts and has a large number of styles in some enumerating some

easyup

easyup easyup ea
easyapp easyup ea
easyup easyup ea
easyapp easyup ea

easyup

easy
up es
easy   asyu
up en   p es
easy   up es
up en   asyup
easyup easy

Travel, book tables have fun
play   manage your

easyup

easyup

U + r ♥ = U
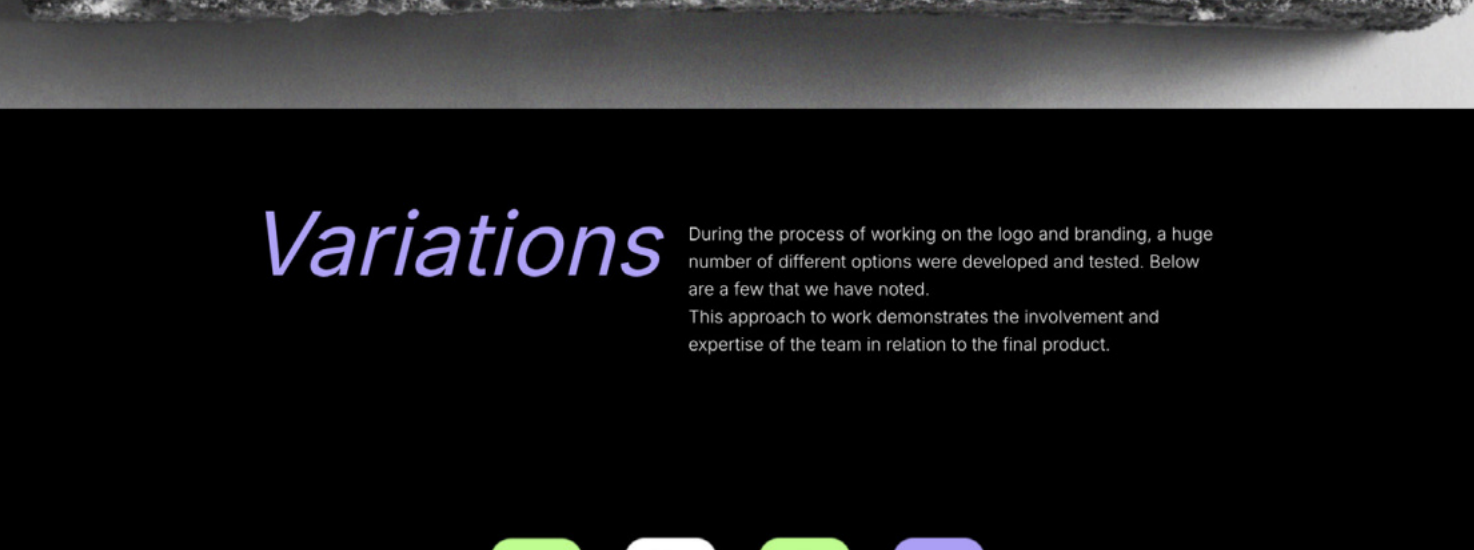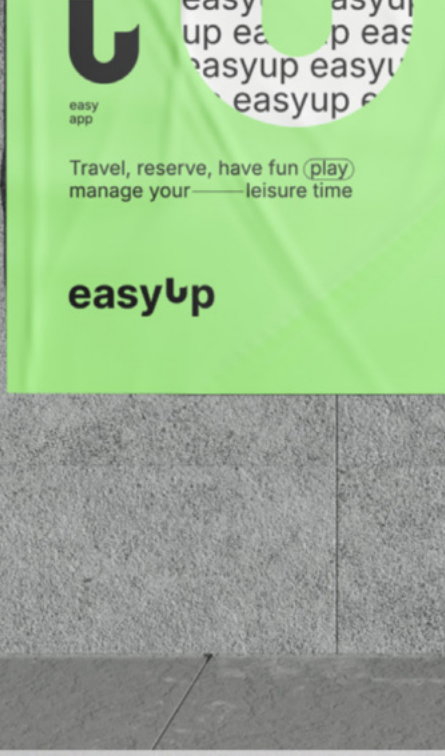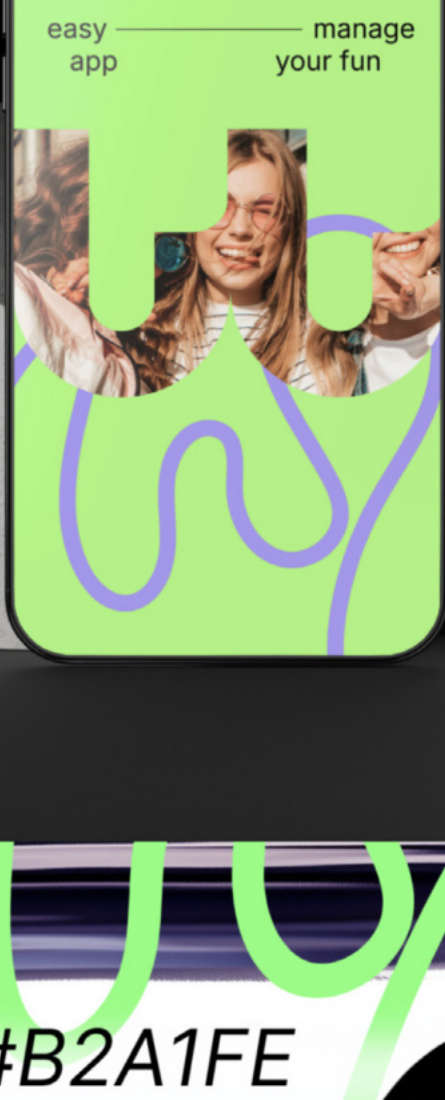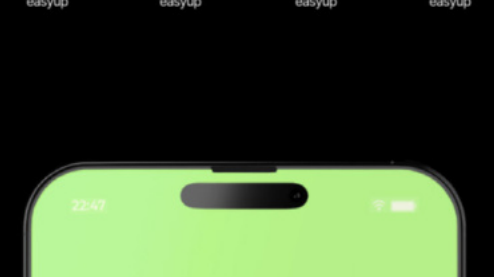
Variations

During the process of working on the logo and branding, a huge number of different options were developed and tested. Below are a few that we have noted.
This approach or work demonstrates the convenient and expertise of the team in relation to the final product.

easy
app   manage
        your fun

#B2A1FE
#B0FF80

Color palette

The main range is monochrome. An additional color can be the sustainable green - associations with something new, light, spring.
The additional color was chosen thereby purple.

easyup

All quests
If you like quests

Created in 2024
Project development period: 1 month
Project team:
Personal Account Manager of the project, Art Director, Marketer, Brand Designer, Animation
Designer, Digital Designer, Copywriter
Technology:
Methodology, Design thinking, Contemporary, Comtettrics, visual research
Project support:
Project case map creation, Vial specs, creating a work chat, doing files, organizing online conferences with meeting booster