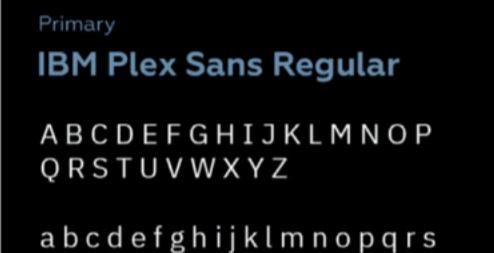


sphere

Year: 2022
Service: logo design

In this project we designed a logobook for an it-company Sphere. Sphere produces translation project management software. At the time of its emergence, it was designed to be a one-component solution. But the company plans to expand beyond the initial business plan and cover a wide range of software solutions for translation management in the future.



The logo reflects the main values of the brand: convenience, openness, accessibility, and user-oriented approach.

Primary
IBM Plex Sans Regular
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
1 2 3 4 5 6 7 8 9 0

Secondary
IBM Plex Sans Light
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
1 2 3 4 5 6 7 8 9 0

Primary
IBM Plex Sans SemiBold
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
1 2 3 4 5 6 7 8 9 0

Secondary
IBM Plex Sans Italic
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
1 2 3 4 5 6 7 8 9 0

Sphere corporate colors are associated with reliability, responsibility and safety. They reflect an orderly structure within the software and instill confidence for the brand.

