

The Power of a Logo

Before

The logo doesn't reflect the brand. The typography is futuristic and almost sci-fi-esque while the company creates data management software. The brand's slogan "Simple. Smart. Streamlined." isn't conveyed by the logo.



Font Family

Manjari

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Header Style

Bold 72 pt.

Subheader Style

Thin 36 pt.

Body Style

Thin 24pt.

Typography

When selecting typography, I looked for a sans-serif font to convey the simplicity. I also wanted a friendly look, because most of this company's clients aren't tech-savvy. Manjari has a rounded, friendly look and is also a sans-serif font with Bold, Regular, and Thin styles.

Colors

I decided to preserve the colors to not interfere with the brand image too much. This way current users won't get confused by the change in branding.

Primary



Secondary



First Draft

With the new font face, I created a new version of the arrow using simple shapes in order to preserve the stroke size.

Revision

Looking at the previous logo, I wanted to preserve the same inferred straight line between the t and the arrow logo.



Final

