

# NOW Optimal Network - App Icon Design Brief

## Company Overview

**Company Name:** The NOW Optimal Network

**"NOW" = Navigating Optimal Wellness**

**AI Assistant Name:** JARVIS

**Platforms:** Apple App Store + Google Play Store

## Brand Color Palette

Color	Hex Code	Usage
Bright Cyan	#00D4FF	Primary brand color
Gold	#FFD700	Accent / highlight
Purple	#7C3AED	Secondary accent
Deep Navy	#0A0E1A	Background

## Design Direction

### ***Core Concept: Compass + Wellness Navigation***

- **Compass rose** representing "Navigating" optimal wellness
- Center point could be a **glowing pulse** or **wellness indicator**
- Compass needle points toward optimal health
- **Cyan glow** emanating from center
- Subtle **tech/AI elements** hinting at JARVIS intelligence

### ***Alternative Concepts to Explore***

- Letter **"N"** (for NOW) stylized as a compass
- Futuristic compass with **circuit-like needle** (AI theme)
- Compass with **gold accent** on the needle

## Technical Requirements

Platform	Size	Format
iOS App Store	1024 x 1024 px	PNG
Android Play Store	512 x 512 px	PNG

### ***Design Rules***

- Simple, recognizable at small sizes (29px)
- Works on light AND dark backgrounds
- No text or words in the icon
- No rounded corners (stores add these)
- No transparency

## Style Direction

**Keywords:** Modern, Premium, Trustworthy, Innovative, Wellness, Navigation

**Feel:** Premium health tech company - guidance and direction through the compass, technological but approachable

**Avoid:** Generic medical symbols, overly clinical look, cartoonish designs, busy/complex imagery

## Deliverables

- **3-5 Concept Options** (rough sketches or digital drafts)
- **1 Final Icon** in these formats:
  - 1024x1024 PNG (iOS)
  - 512x512 PNG (Android)
  - SVG (for future use)

## Timeline

- **Concept Review:** 3 business days
- **Final Delivery:** 7 business days
- **Revisions:** Up to 2 rounds

**Summary:** A compass representing "Navigating toward Optimal Wellness" with subtle tech/AI elements, in signature cyan + gold on deep navy palette.