

grow

visual identity

Task

Our task was to create the identity for a new cutting edge data and performance digital media agency.

Problem

Extensive analysis... CTR.. CPM...Millions of numbers... all that complex stuff is difficult for clients to understand.

Solution

So we came up with simple brand naming that explains the final effect that all clients want... to GROW

Visual idea

In order to put emphasis on the growth effect and to set us apart... we multiplied the letter O.

grow

grow

grow

grow

To create logo we have changed the letter G and O in the corporate font to support visually the idea of multiplication and growth.



Colour scale

Primary colour is dark purple that is accompanied with lighter hue. The whole scale is accented with intense toxic green.

Dotted grid as a visual pattern

This graphic element corresponds with data network that we work with. It symbolizes different data entry points and our tidy work with them.

Ab

Headline
Quadon Bold

Ab

Copytext
Museo 300

Headline

In sem ipsum, faucibus quis, varius tristique, porta eget, lorem. Curabitur hendrerit diam et mauris. Etiam porta nunc euismod dui. Maecenas a lectus. In hac habitasse platea dictumst. Suspendisse id massa. Nullam porta velit sed lacus. Duis eleifend, felis eu euismod lacinia, felis erat feugiat nisl, vitae congue leo velit a massa. Quisque nec justo a turpis posuere tristique.

Maecenas condimentum tincidunt lorem. Vestibulum vel tellus. Sed vulputate. Morbi massa nunc, convallis a, commodo gravida, tincidunt sed, turpis. Aenean ornare viverra est. Maecenas lorem. Aenean euismod iaculis dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla quam. Aenean

button

Multiplication as basis of identity

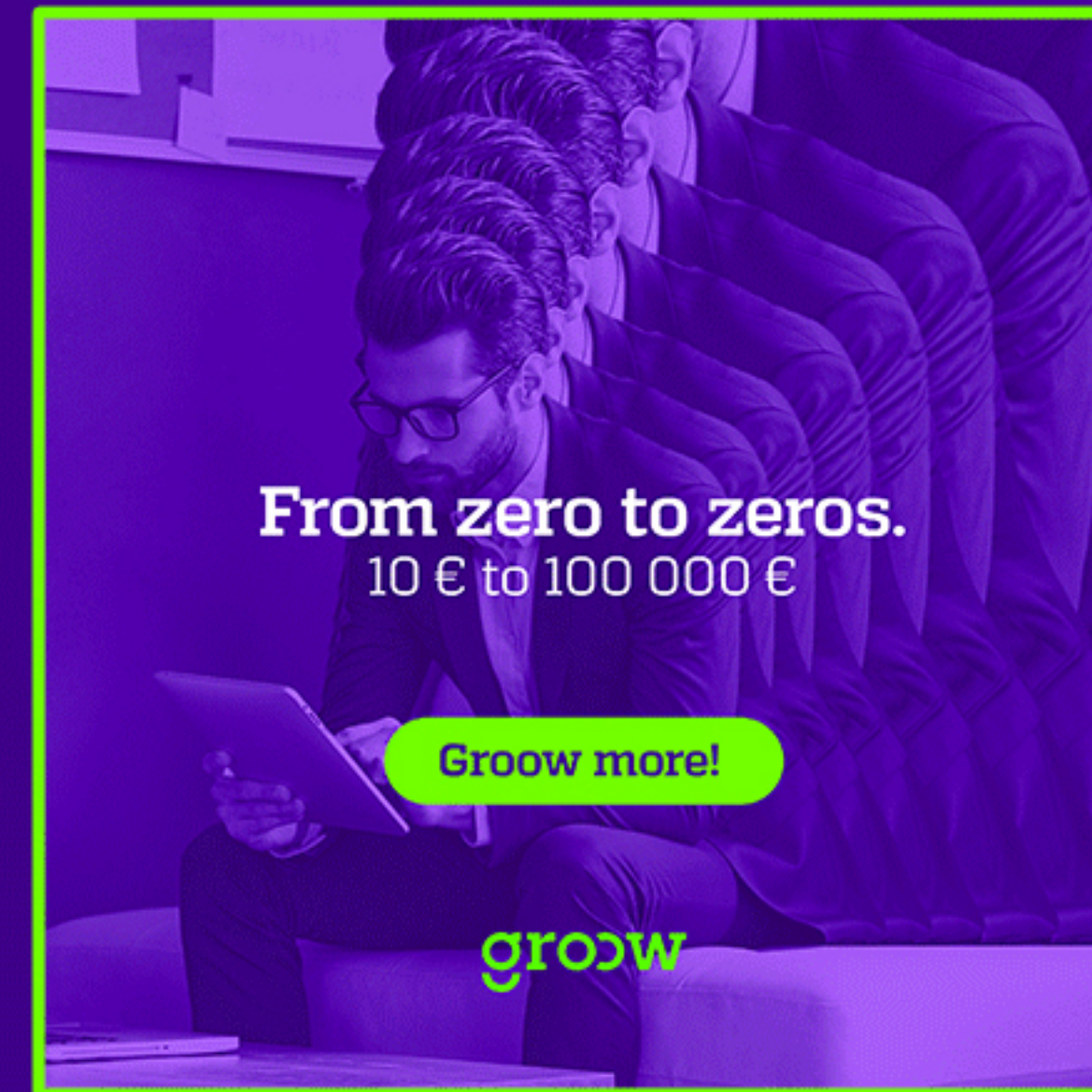
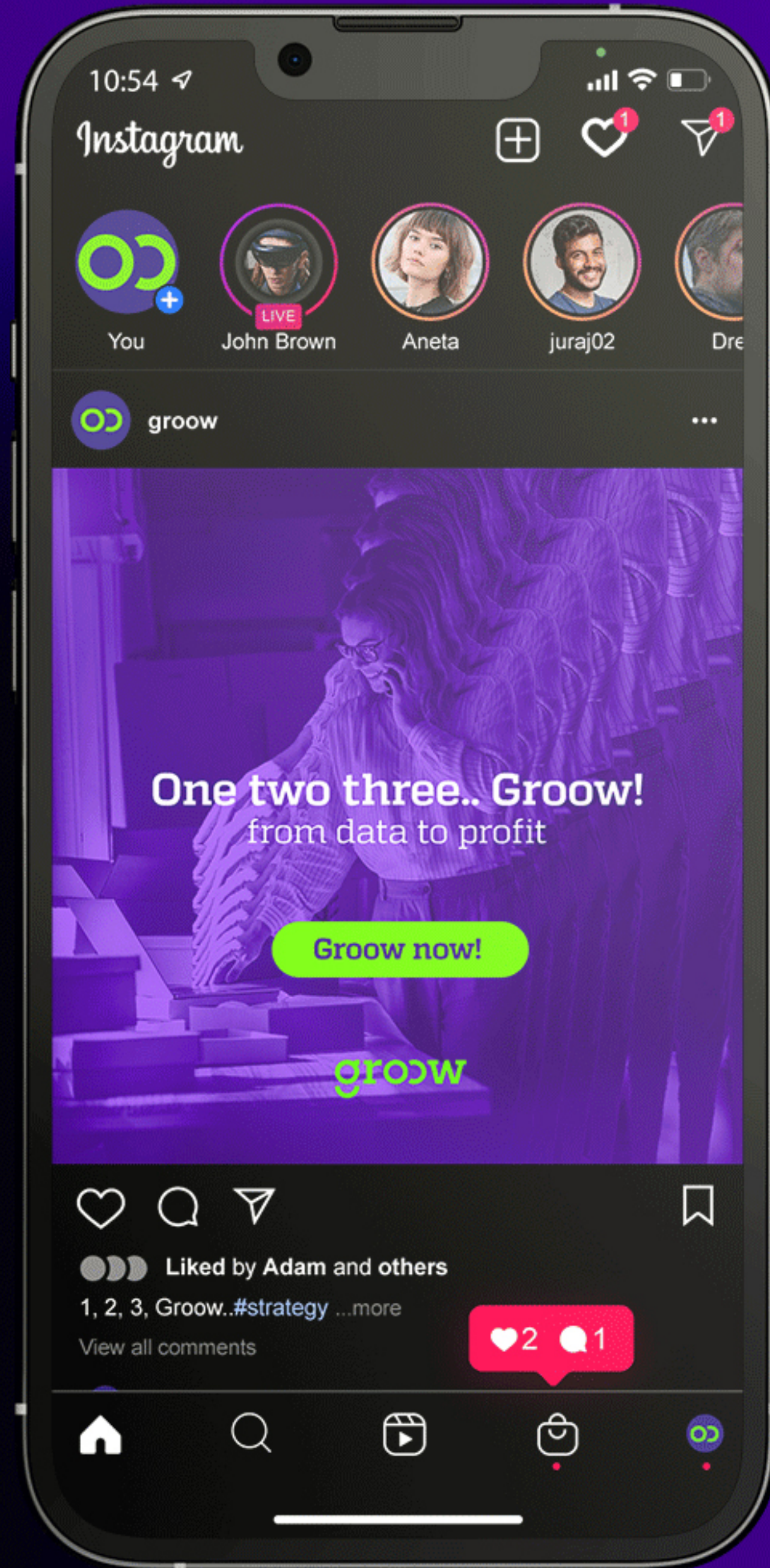
The multiplication became
the basic point of our visuality

One two three.. Groow!
from data to profit

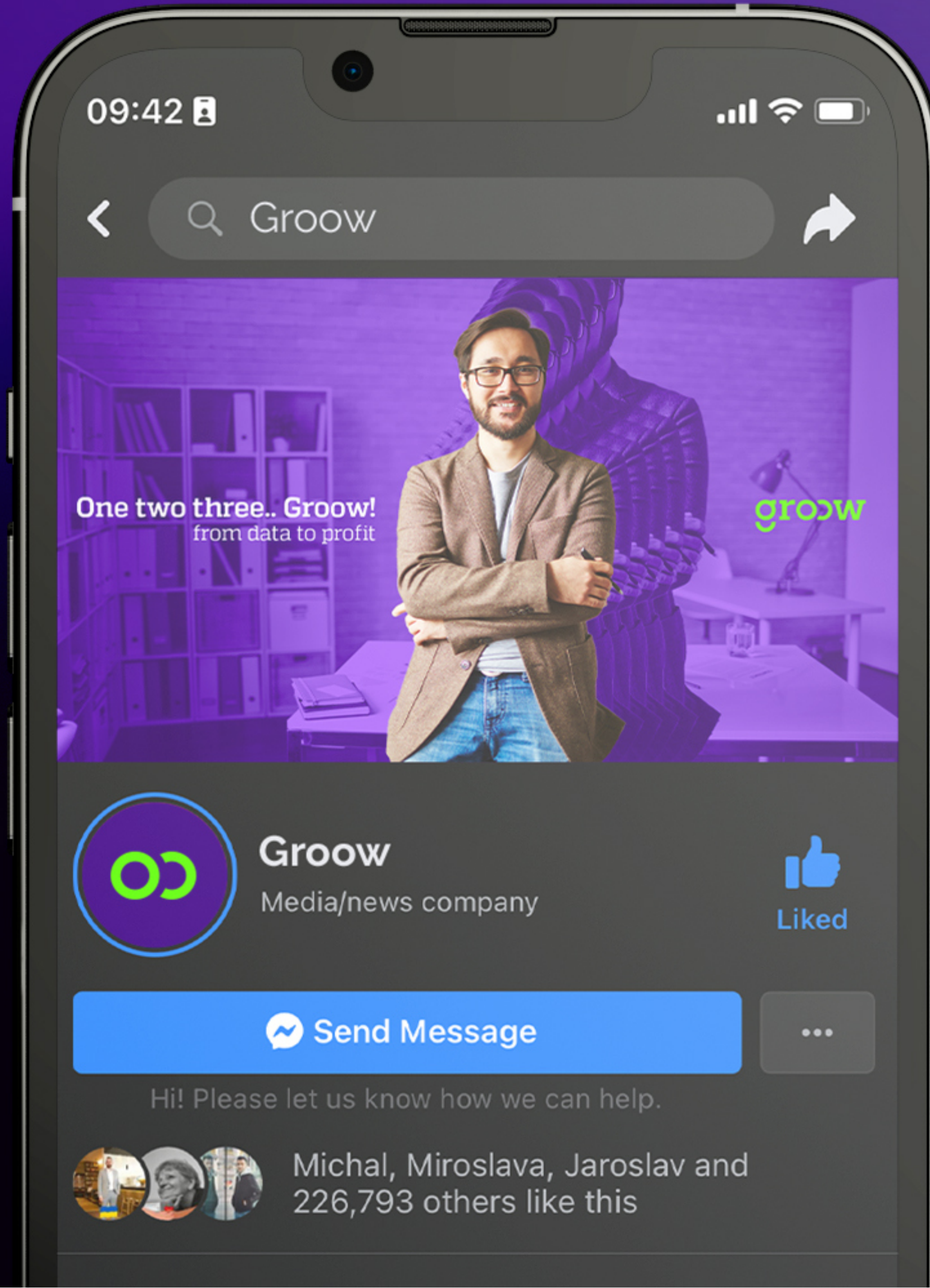
groow



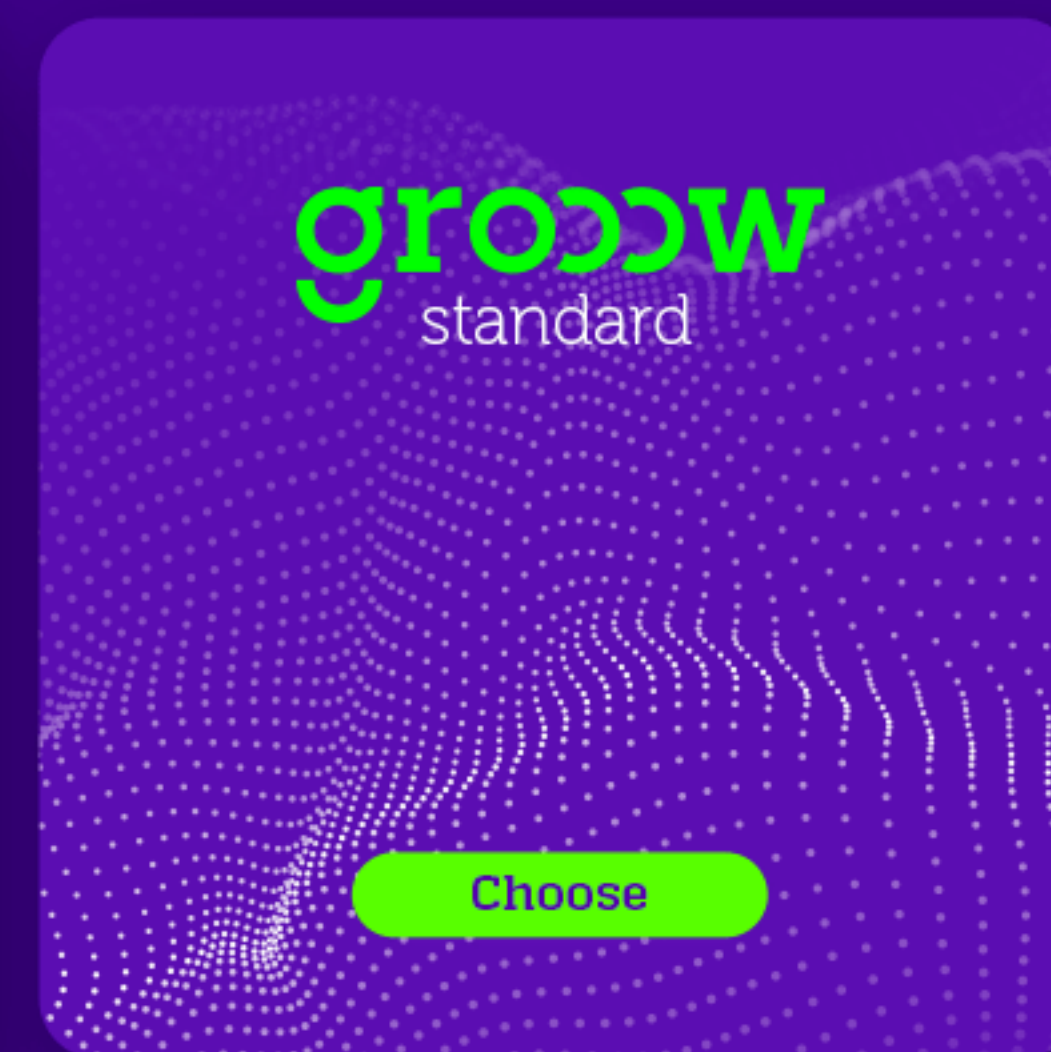
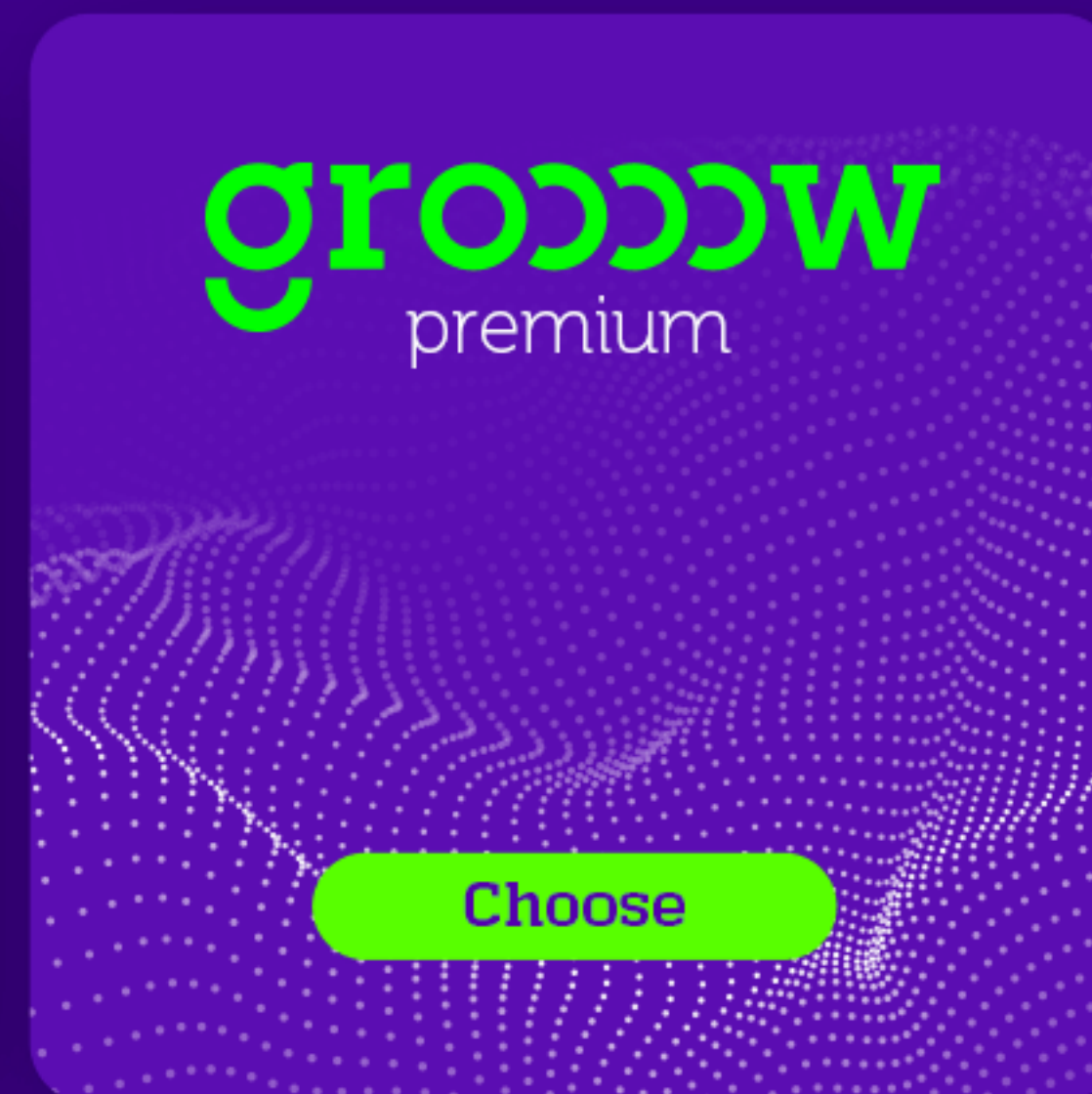
Social media



Social media



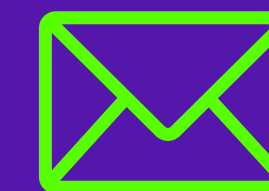
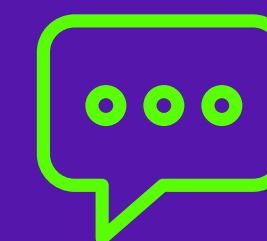
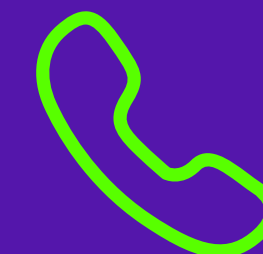
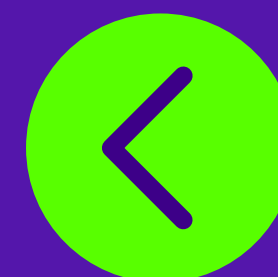
Product naming



Animated icons

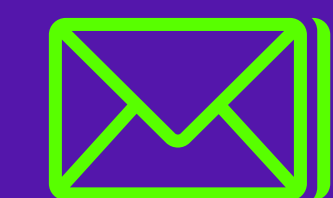
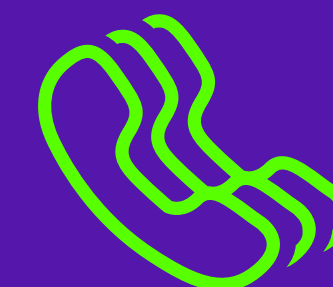
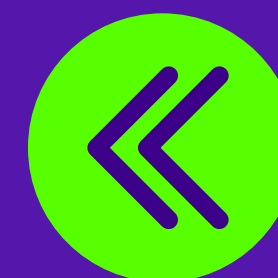
Default

Button



Hover

Button



Claim

Then we accompanied the name with a fitting claim:

grow

from data
to profit

Claim as base of all wordings

This "from - to" formula works perfectly
in all wordings

grow

from data
to profit

from slovakia
to the world

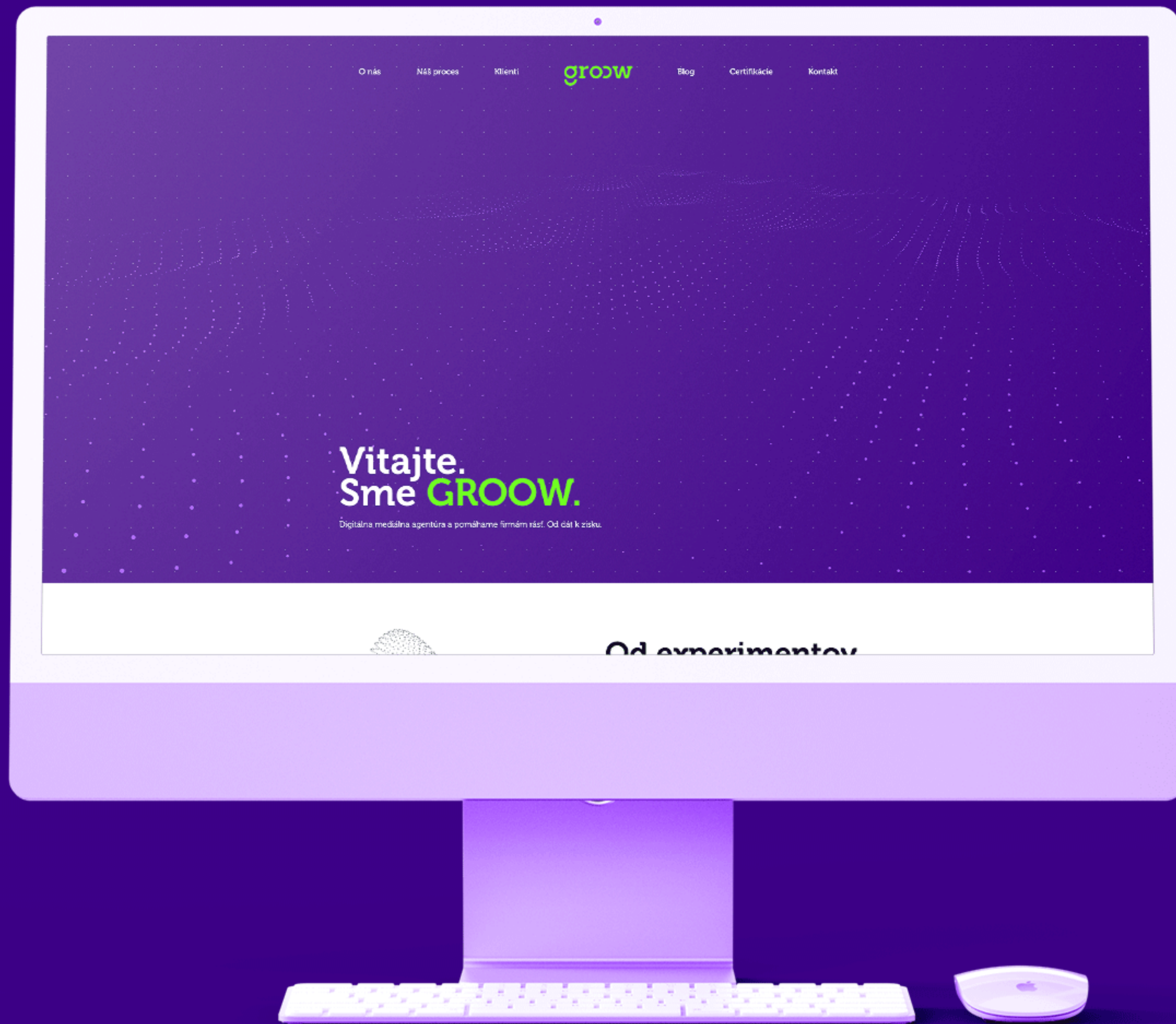
from zero
to zeros

from unknown
to well known

Even in gifts



Web





Business card

grow

thank you