

Brand Identity

Powered by a data engine, Dhi helps you generate intricate KPIs that enable analysis not just aggregations.

Client Name

Dhi

Project Duration

2 Months

Project TYPE

Brand Identity

Design Brief

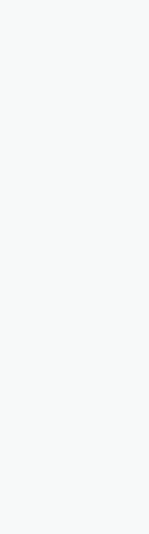
To design a logo which can represent technology, automation and transformation in the area of Artificial Intelligence.

The Word Dhi

Understanding, reflection, mind, design, intelligence, opinion, meditation, imagination, notion, intellect

Explorations

Fluid lines in the shape of a hemisphere of the brain, pixel like lines making up the other half, denoting conversion from organic data to digital / AI solutions



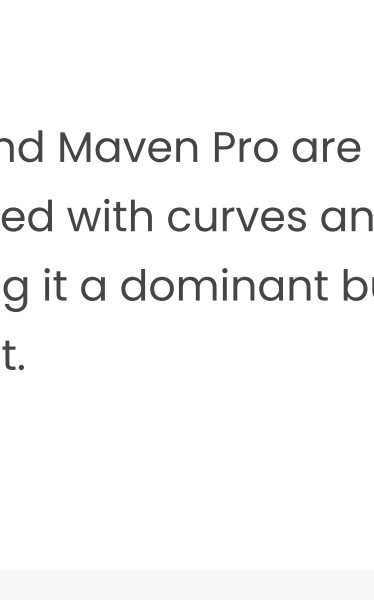
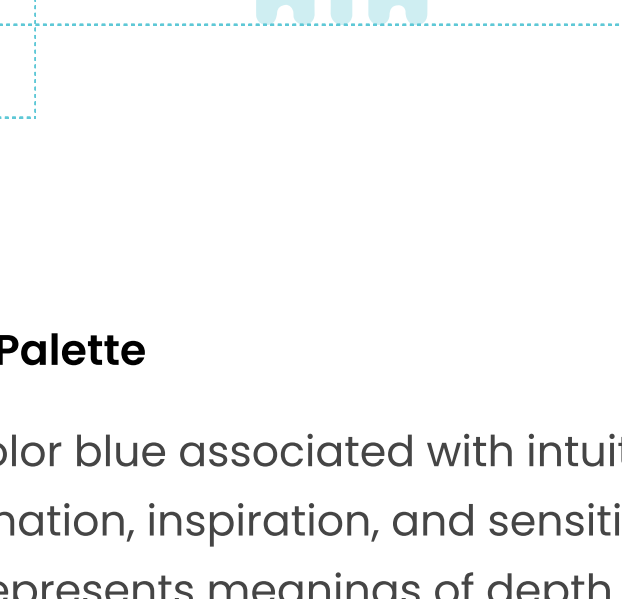
BRAIN



MINIMISED

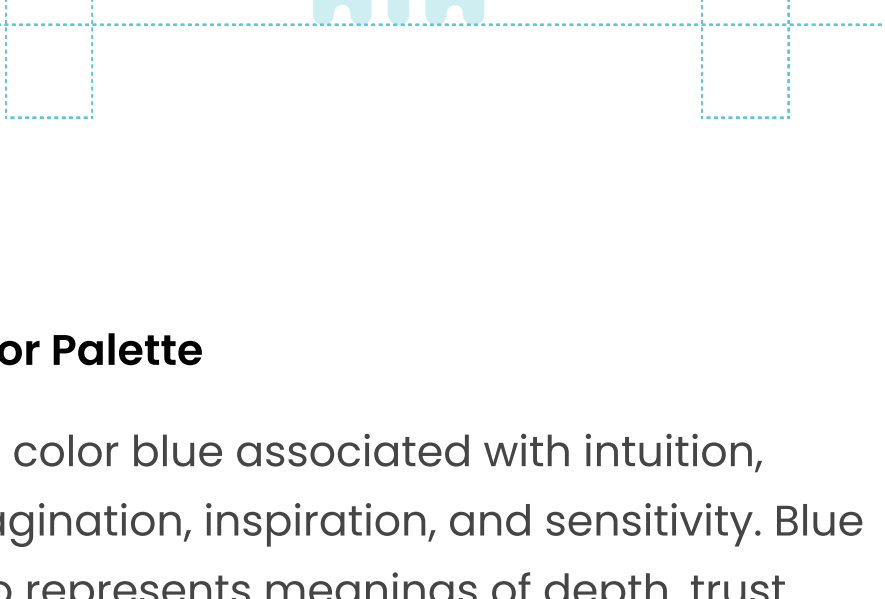


DIGITAL



1.68 Golden Ratio

2 Equal Halves



Color Palette

The color blue associated with intuition, imagination, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty.

#5EC8D6

#1C7BBF

#152E55

Typography

Open Sans and Maven Pro are bold, strong fonts combined with curves and varied body widths making it a dominant but also humanist font.

Open Sans

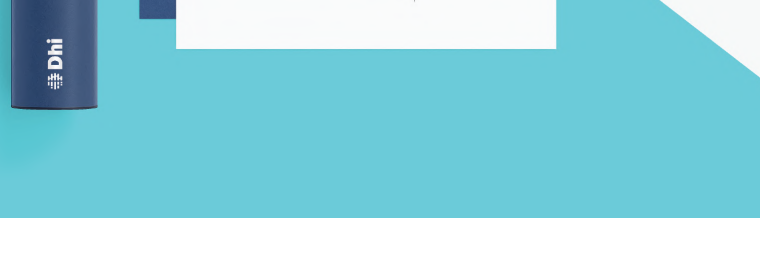
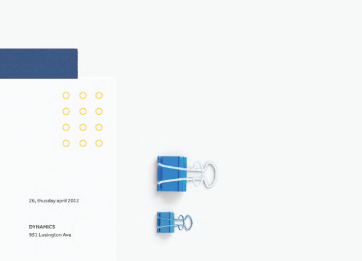
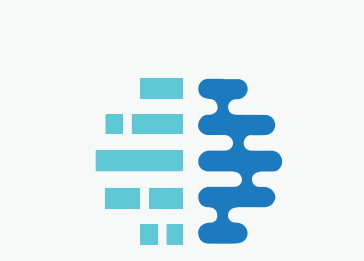
Aa

AaBbCc
012345678

Maven Pro

Aa

AaBbCc
012345678



20+ Logo Iterations

2 Extraordinary Designers