

Ferrit AI - Logo Design Brief

We are a new company building integrations between Slack and other popular business applications such as ServiceNow, Hubspot, Workday, and others. By extending the power of Slack through these best-in-class integrations, we strive to help organizations and their employees work smarter, better, and faster.

We don't have any specific preferences on color scheme, but we do prefer bolder and more striking colors over muted tones.

We also prefer clean lines in the design rather than something with a lot of ornate elements or is cluttered.

We do not focus on any specific industry, but are a B2B company.

Our name is Ferrit. It is a play on the word Ferret (as in the small domesticated species belonging to the family Mustelidae).

The name was selected for a number of reasons:

- Ferrets are known to navigate through tunnels and tubes which is reminiscent of the 'tubes' analogy for integration
- The spelling suggests a portmanteau of Ferry and It (Ferr+It) suggesting the ferrying of data between systems.
- The inclusion of 'AI' in the name is because the integrations are being designed to include Artificial Intelligence to make the workflows & handoffs more intelligent.

Some design themes we have discussed:

- A ferret that is somehow navigating or has just navigated and is 'popping-out' of a tube or series of tubes. Maybe with some sort of data or message in its hands. We would want the Ferret to be the focus in the image, not the pipes
- A ferret on the bow of a ship or ferry (possibly a container ship) in a captain's uniform - clearly navigating/charting a course.
- A ferret that is somehow 'smart' - looking like a scientist

One final note, we are not able to use the Slack logo or any other existing business application logo in the design (ServiceNow, Hubspot, etc...)