**Design Brief**

I'm launching a business called Tikker which is a way of spelling Ticker like a financial ticker. You can find examples of this here

<https://stock.adobe.com/uk/search?k=Ticker&search_type=usertyped>

And here

https://www.shutterstock.com/search/ticker

It's a Fintech business and is about providing timelier data to investments. It is also about removing mundane activities from highly skilled professionals and freeing up their time to make important decisions. I want the branding to convey trust but also suggest that this can help you unlock growth in your business.

In terms of colour palette I don’t really have one yet but I’m thinking Blue, green and grey

I want it to look fresh.

I’m not fixated on it looking like a Financial Ticker but it would be a nice to have. It could also suggest cloud computing, streaming data or a heart.

The strapline I’m considering is:

Remove Repetition, Release Potential

Here are some logos I liked from an AI generator

A blue and white logo

Description automatically generatedA black circle with white text

Description automatically generated

A logo with text overlay

Description automatically generatedA blue and white logo

Description automatically generated

A logo for a company

Description automatically generatedA logo on a green background

Description automatically generated