

BRAND IDENTITY ELEMENT DESIGN

Date: November 26, 2024



Project Description

We are going for a Re-Branding, for that we need a distinctive and cohesive brand element centered around a dynamic wave design combined with geometric patterns & gradients that embodies growth, innovation, and transformation. This redesign will elevate our existing brand identity, delivering a modern and professional aesthetic. The design will be versatile and adaptable, ensuring seamless application across digital platforms, print materials, and other branding assets.

About Data Crafters

Data Crafters is a dynamic data solutions company dedicated to enabling better decisions by delivering the **right data** to the **right people** at the **right time**. With expertise in [Microsoft Fabric](#) and [Power BI](#), we streamline processes, integrate data systems, and deliver tailored solutions that drive sustainable growth. Guided by our core values of **authenticity** and **curiosity**, we stay true to our customers' needs while continuously innovating to provide cutting-edge analytics solutions.

Requirements

- **Create a Distinctive Core Design:**
Develop a dynamic and forward-moving wave design as the central brand element, symbolizing **growth, transformation, innovation, and progression**. Achieve a Modern and Professional Look, Use geometric patterns, gradients. This design will serve as a recognizable and cohesive visual motif across all branding materials.

Details

- **Ensure Versatility Across Mediums:**
Design a core brand element that is adaptable and scalable for use across various applications, such as websites, presentations, social media, business cards, and banners.
- **Reinforce Brand Values:**
The wave design, combined with subtle geometric patterns, should convey the organization's focus on movement, innovation, and transformation, aligning with its mission and goals.
- **Flexibility with colors:**
 - The primary colors are **black** and **green**. But we are open to any accent color suggestion that looks professional, elegant and simple but also vibrant.
 - Gradients are encouraged to create depth and richness in the wave design.
 - Ensure the design adapts well to light and dark backgrounds.
- **Typography**

- Typography is **not the focus** of this competition, but the design should harmonize with modern sans-serif fonts (e.g., **Aptos** or similar styles). Avoid fonts that feel outdated or overly stylized.
- **Versatility:**
 - The design should work seamlessly on headers, footers, banners, business cards, and presentation slides etc.
 - Avoid overly complex designs that may lose their impact when scaled down.

Brand Voice

- **Tone and Feel:**
 - Modern
 - Professional
 - innovative

Deliverables

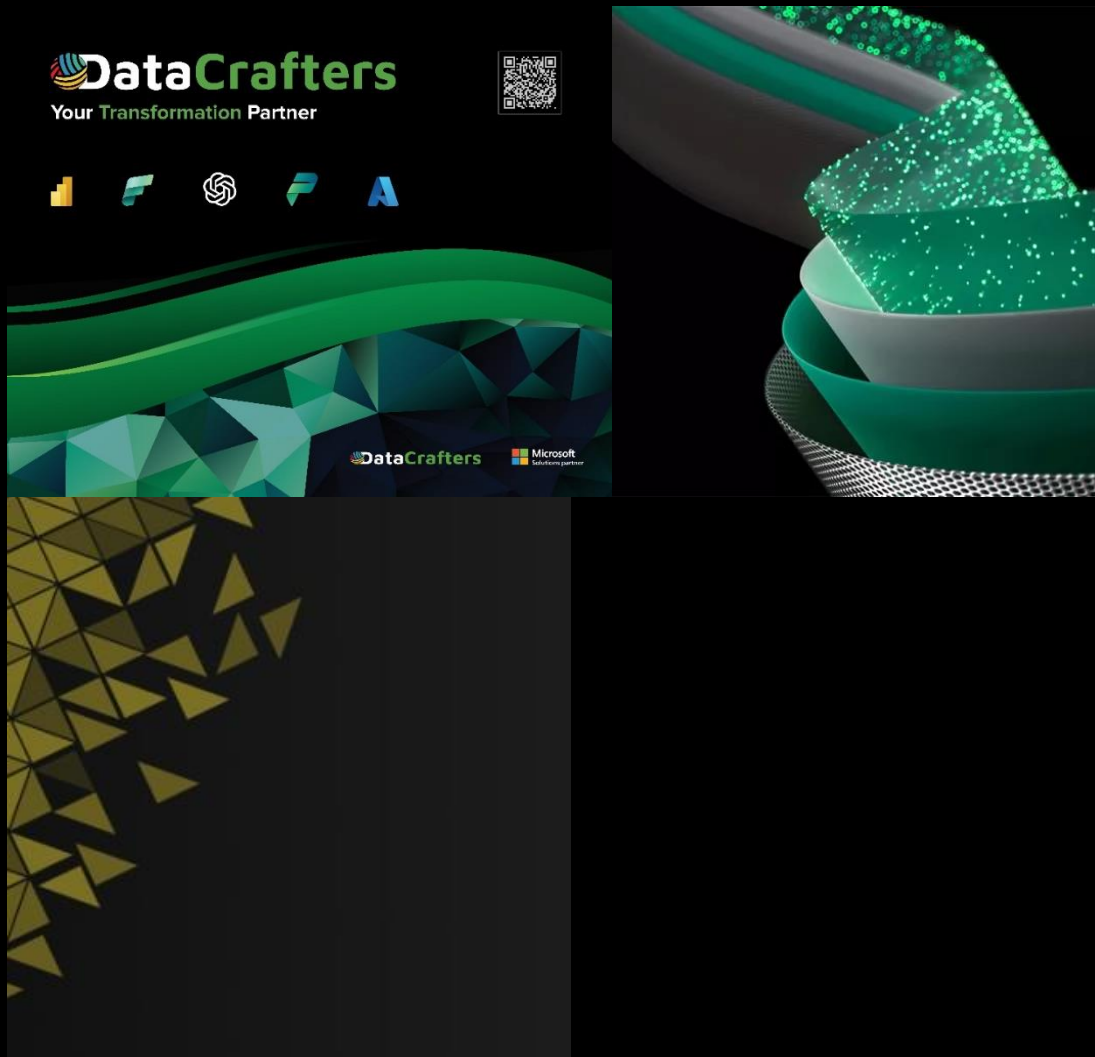
Designers must submit:

- At least three variations of the main brand element. A standalone graphic that embodies the wave design, incorporating subtle geometric shapes. (different layouts, orientations, or color treatments).
- LinkedIn Banner, Website Top and Bottom Banner, PowerPoint slide size
- Mock-ups to demonstrate how the brand elements harmonize and work together (e.g., website header/footer, presentation, LinkedIn banner, business card etc.)
- Include a short description explaining how the design reflects movement, transformation, and innovation

Technical Requirements

- **File Formats:**
 - Vector: **AI, EPS, or SVG** for scalability.
 - Raster: **PNG, JPG** for web use (minimum 300 dpi)
 - Layered files in Photoshop or Illustrator for further edits
- **Adaptability:**
 - Ensure the designs are scalable for both print and digital media while maintaining clarity and quality.

Inspiration



Key strengths of the references provided:

- **Wave designs** with dynamic flow and gradients
- Subtle **geometric patterns** (e.g., triangles or polygons) to add modernity and depth
- Black and green colors
- Look and feel of first two references

Exclusions and undesired elements:

- The wave should avoid resembling a ribbon. The overall design must steer clear of appearing rigid or overly vectorized; it should convey a sense of depth.