

Project: Logo and brand identity DAAN

Introduction

DAAN works with public sector organizations, such as healthcare providers and social housing institutions. DAAN helps to analyse data and provide insights that support smarter (financial) decision-making.

Explanations of the word DAAN: The name 'DAAN' is derived from the words for **DA**ta **AN**alytics. We chose a common Dutch first name to give the platform a more human and personal identity.

Brand vision

What we want: A modern, minimalistic and professional look and feel that reflects consultancy and strategic expertise. The brand should convey trust and knowledge. Our people are key, the human element is central to what we do.

What we do not want: Software as a service look and feel, startup vibe, too playful

Explaining public sector organisation: We combine consultancy with data analysis to help organizations make smarter financial decisions and therefore make more impact with their social capital.

Target group: managers and board members from healthcare organizations

Deliverables

- Logo and brand identity

We are looking for a logo and a basic brand identity. The logo and style will be the base for the website and other marketing purposes like presentations, letters, social media, etc...

In addition to a logo the brand identity should also consist:

- Icon as part of the logo (owl)
- Typography
- Colour palette
- Pay-off (tag line) to be included with the logo: ("Slim sturen met strategische data")

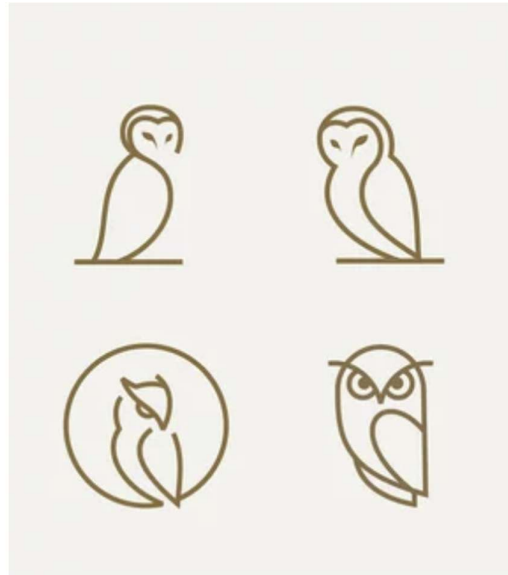
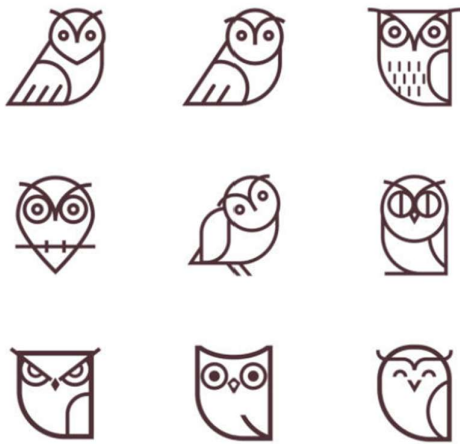
Logo Requirements

- The logo design for DAAN should include a visual emblem of a owl (graphic styl)
- Style: Modern, minimalistic, and professional
- Colours: the colour blue (#004086) should be within the logo and colour pallet. Rest of the colours are flexible.
- Typography: angular instead of round shapes: Modern, minimalistic
- Feel: Serious, trust, knowledge, clean
- Target Audience: public sector organisations (Healthcare and social housing)

Exampels of Logo's we like:



Owl example we like



Example of what we don't like (too aggressive)

