

Sprinting

Software company - design brief for new logo

We need a powerful logo or logotype for an agile software company. The logo or its variations should work on all platforms - homepage, social media, business cards etc.

We are called Sprinting, because we use the agile methodology, working in sprints. You should preferably know this way of working in order to understand our values and what we want to illustrate with our logo.

Our current website sprintingsoftware.com can serve to understand what we do and how we work. We are based in Copenhagen, Denmark with branches in Novi Sad, Serbia and St. Petersburg, Russia.

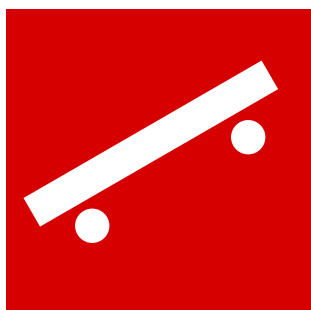
Several loose ideas, half designs and considerations are on the next pages. Please use them as input.

Overall

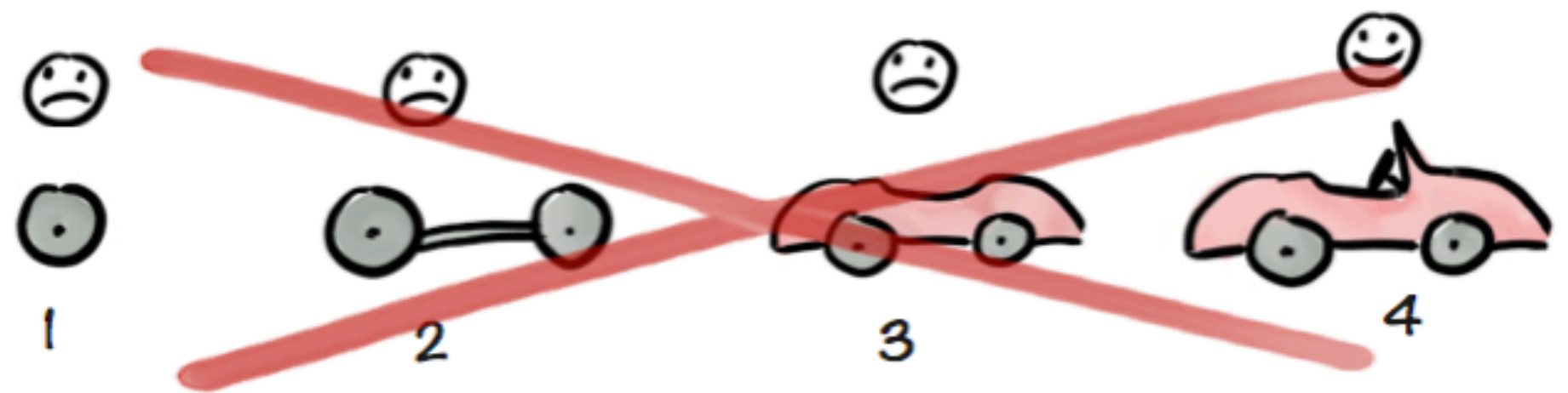
- Logo should be simple, clean and cool.
- The logo should not be totally abstract, nor a too obvious association on what we do or who we are.
- We like clean, sans serif fonts.

Loose idea - the skateboard

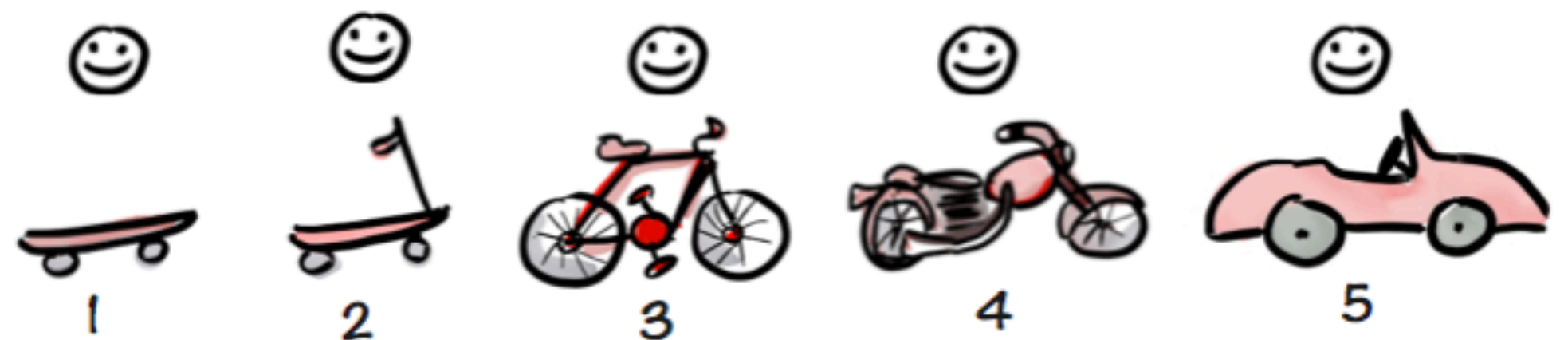
- The illustration of the agile principle as inspiration for design
- The skateboard as the symbol of this process - or perhaps another metaphor for agile development



Not like this....



Like this!



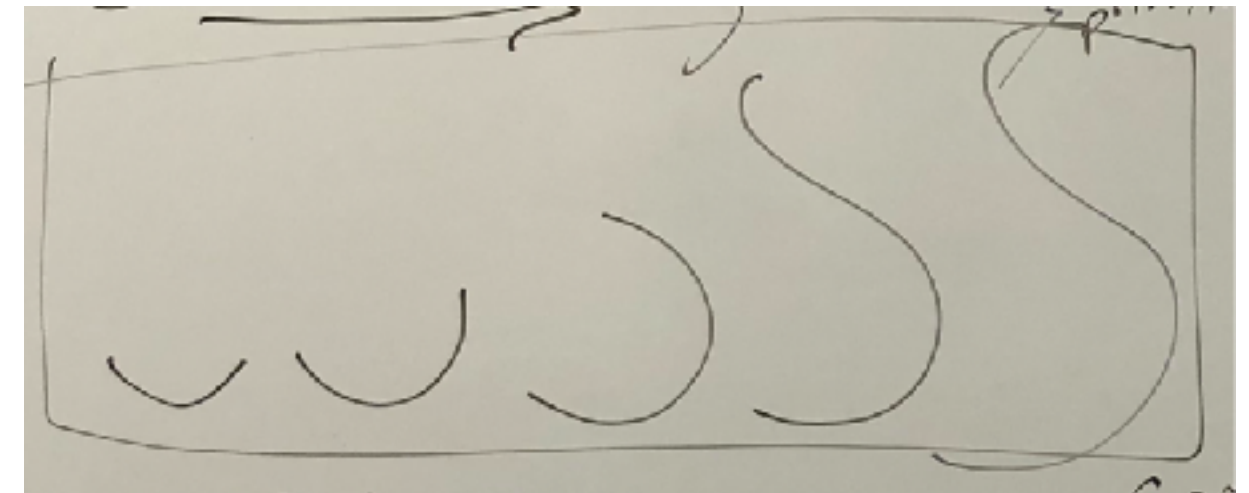
Loose idea - the agile process

- The illustration of the agile principle as an inspiration for the logo shape
- Keywords: Continuous improvement, repetition of process, stepwise delivery, minimum viable product, cyclic development

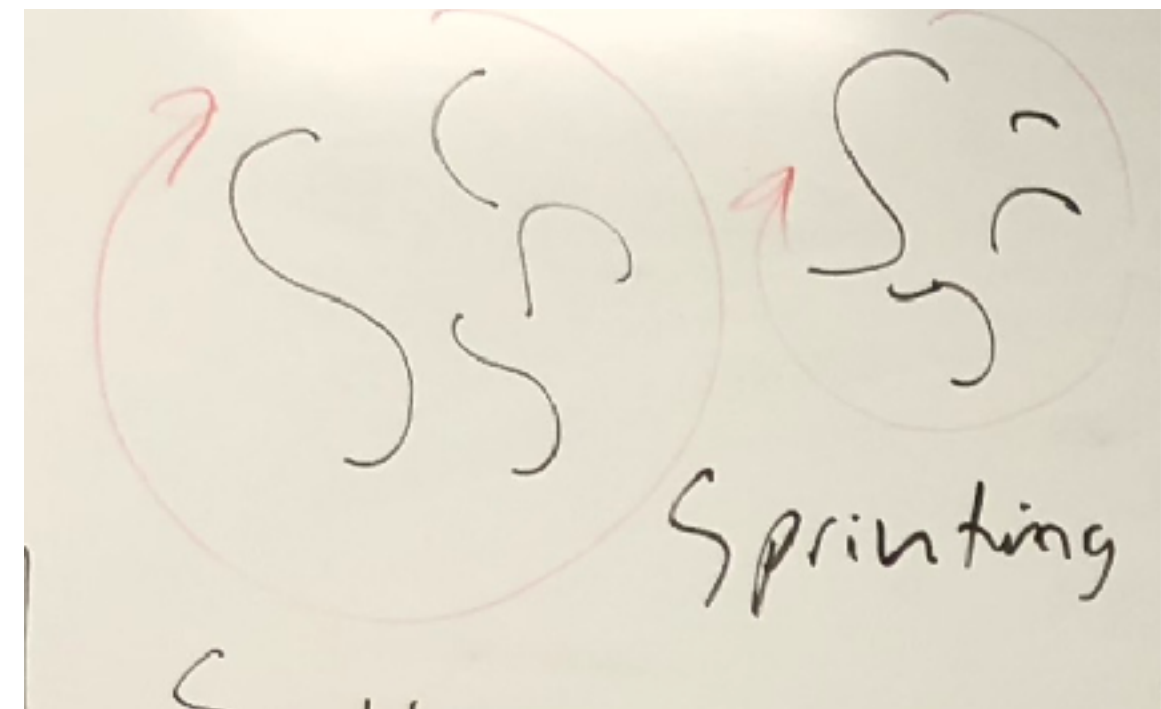


Loose idea - iterative disclosure

- Shapes that gradually reveal themselves
- Linear or circular

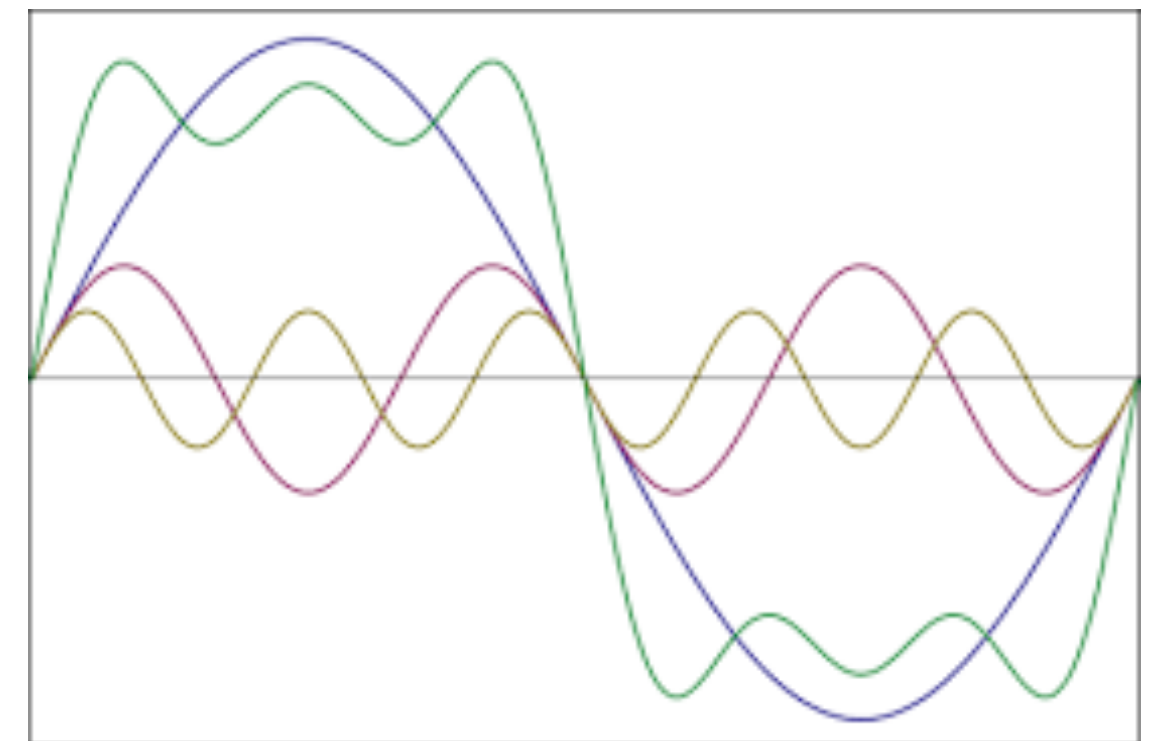
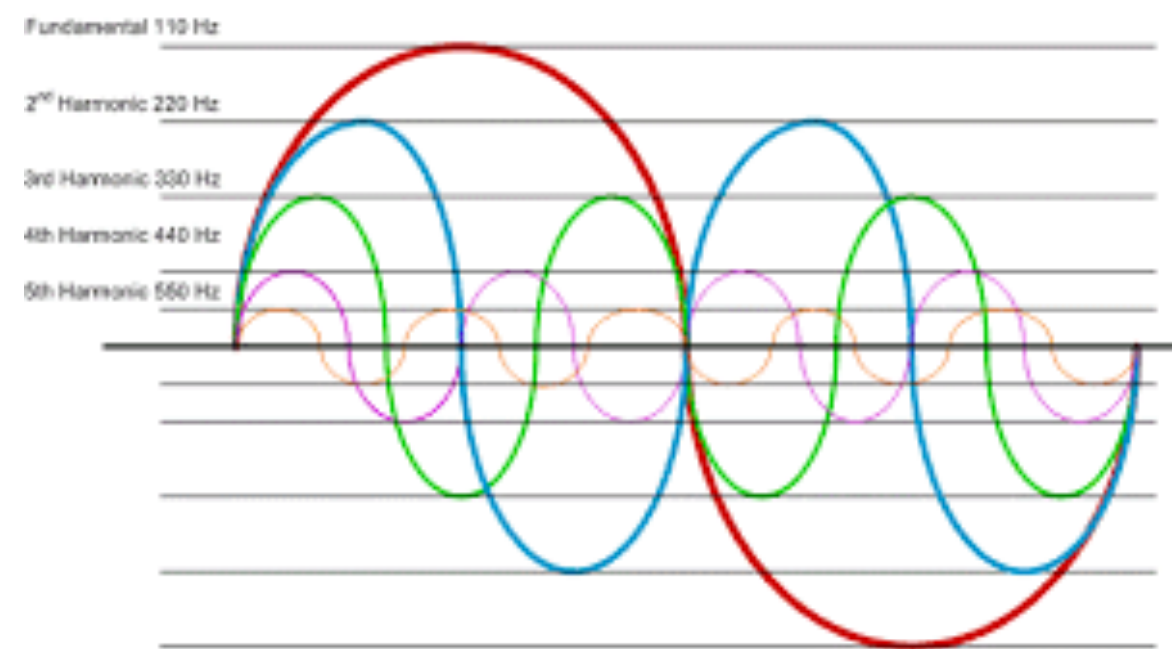


Linear or circular



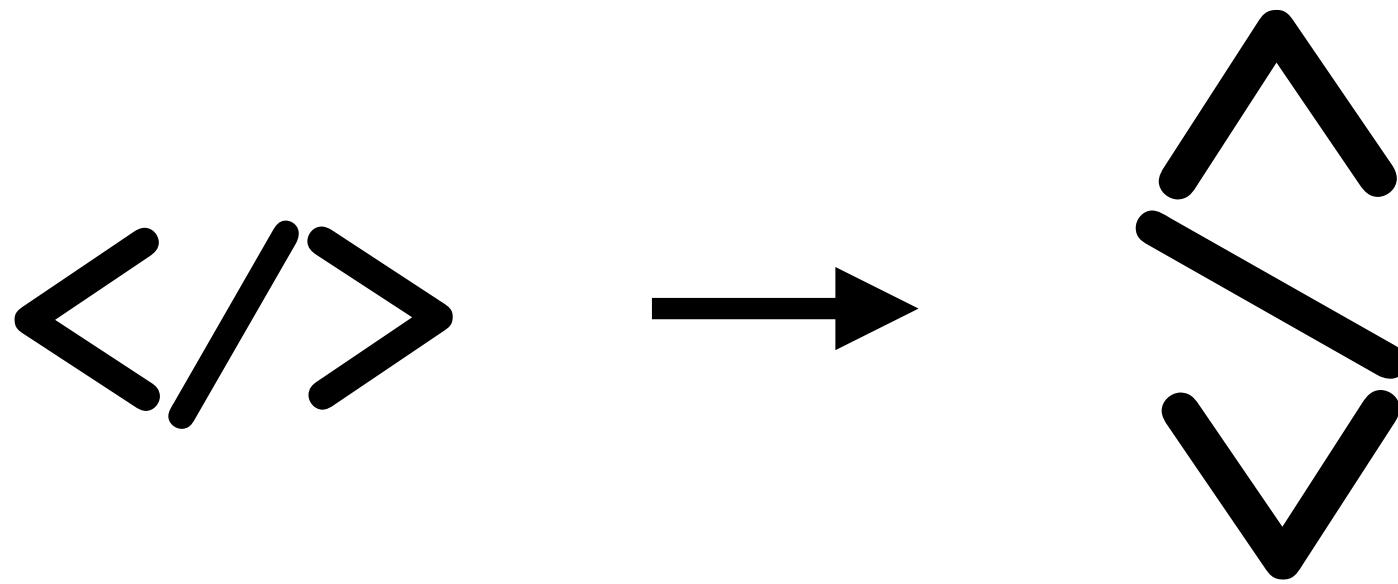
Loose idea - harmonics

- Tones and overtones as symbols of different processes that line up perfectly once every sprint



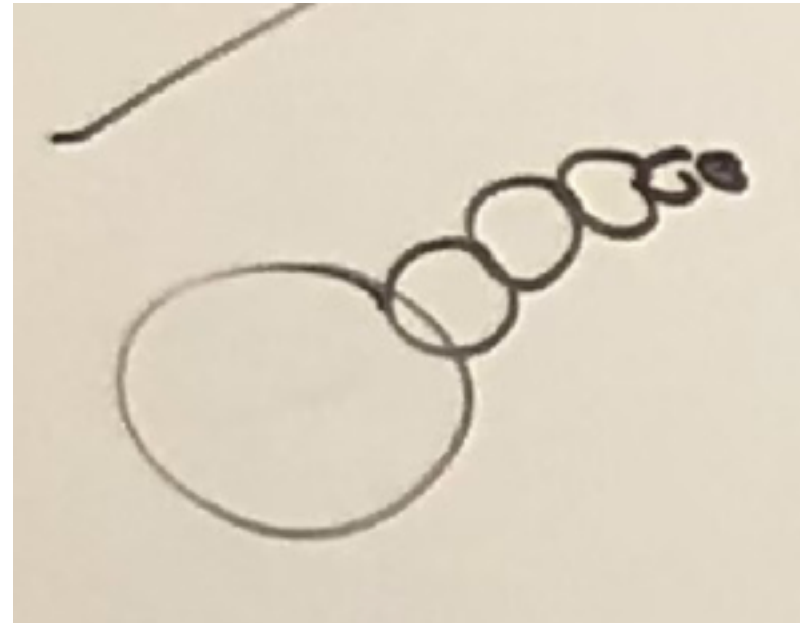
Loose idea - coding metaphors

- Being a SW company, are there any SW or coding metaphors that can be used in a **subtle** way as inspiration to the logo?



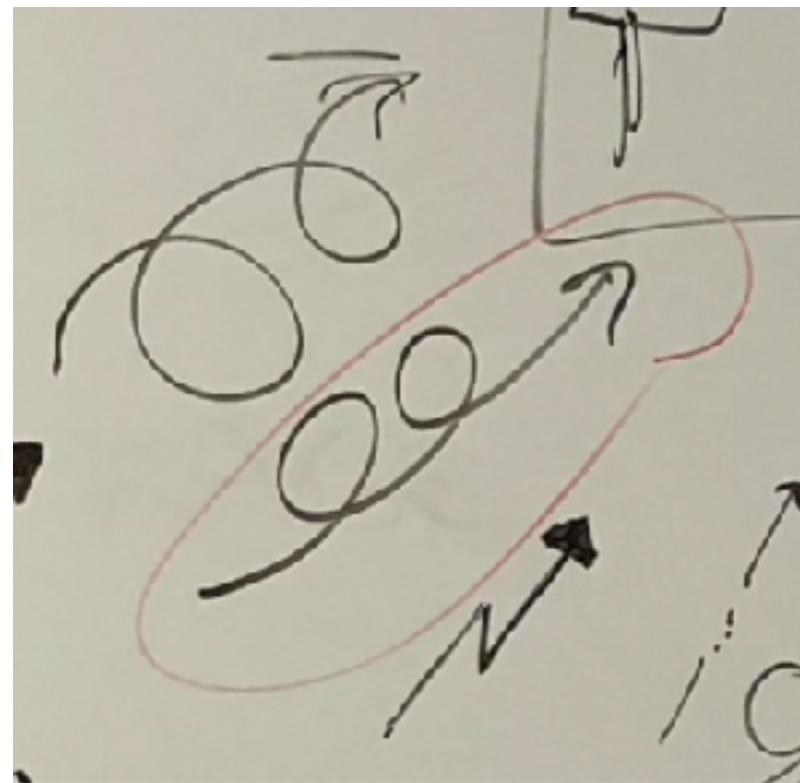
Loose ideas - assorted

- Bubbles - fractals - symbolising the increments and steps and continuous improvement



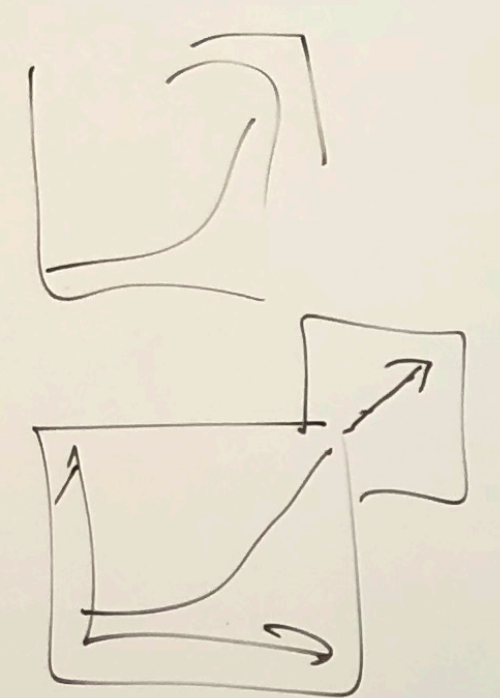
- Agile meaning living and in motion - heartbeat, fluidity, non-constance, ever-changing

- The double loop and arrow: Iterative process, pointing upwards - continuous improvement



- Being a SW company, are there any SW or coding metaphors that can be used in a subtle way as inspiration to the logo?

Va Va
P P

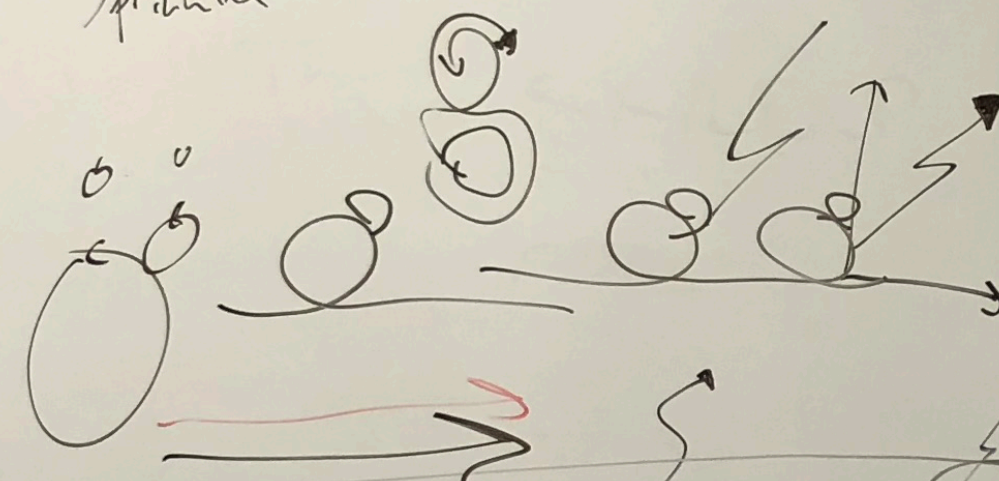
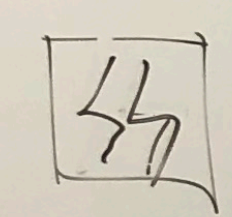
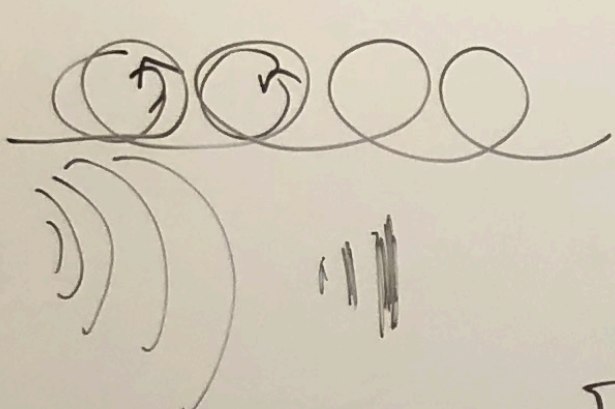


Sprinting

Skate board

Tools

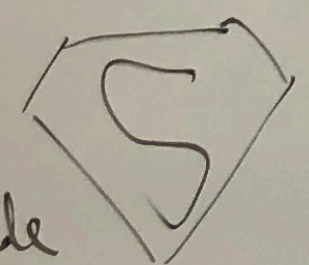
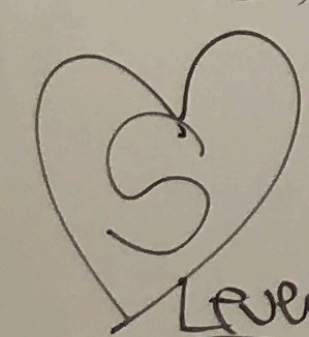
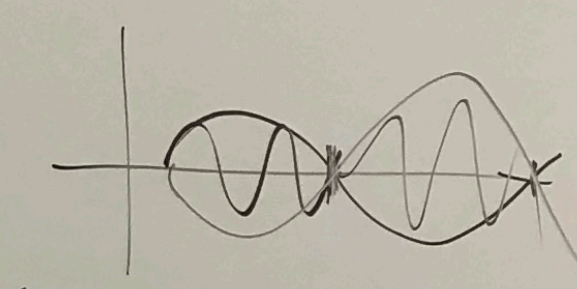
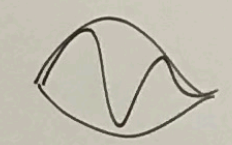
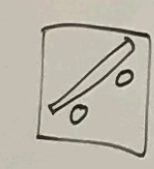
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