

Sleek, classy logo for a new mobile lifestyle application for chic urban professionals

ThumbDive is a mobile lifestyle application designed for chic, urban professionals with active lifestyles. It is for those spare moments when you want to check in with the people you care about. Wherever they are in the world, you'll feel closer together with ThumbDive on your mobile.

ThumbDive people forms 'Sharing Pools' of their favorite friends in which to interact, share social web content (e.g. Blogs, Flickr, Twitter, GoodReads etc.) and feel closer together, without having to broadcast their lives online.

ThumbDive is an exclusive escape for the chic urban professionals & jetsetters who value genuine conversations and sharing with complete peace of mind.

Here is what we need:

We are looking for a logo design (Name & logo icon) that would:

- (1) Appeal to ThumbDive target audience
- (2) Logo icon to reflect our design uniqueness and/or core beliefs
(like a signature, it can deliver ThumbDive essence in a glance)
- (3) Meeting the functional needs of the target platforms' (mobile web, desktop web)

(1) Appeal to ThumbDive Target Audience:

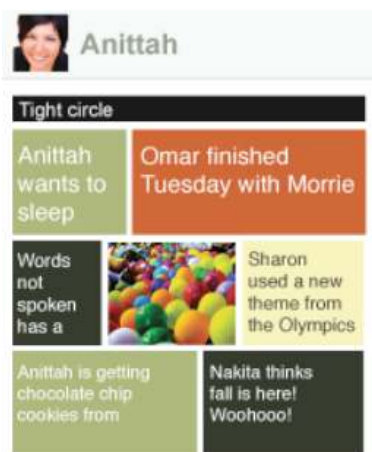
They are the cool, urban trendy crowds who desire meaningful communication with the groups they care. Although they are professionals living busy lives, they treasure the feeling of togetherness with their friends & family around the world. They also treasure good things in lives: arts, music, community & love. They can usually tell at a glance whether or not they feel that the design 'fits' their style and personality.

(2) Reflect Design Uniqueness / Core Beliefs :

- **SharingPool:** SharingPools are friend groups designed to foster togetherness and the sharing with complete control. Every sharingPool is created with a chosen color set – and members of the sharingPool would select colors from that color palette to represent themselves.



- **Conversation Tiles:** ThumbDive's sleek visualization features 'Conversation Tiles' on the home page. Using minimal screen space, it presents group conversations and updates in a clear, visually attractive way. The color of the tiles come from the sharingPool color palette, representing the users' chosen color.



Home View
Conversation Tiles of a SharingPool



Conversation, sharing and interaction
inside a SharingPool

- **Genuine conversations** - making a difference on each others' lives: ThumbDive believes togetherness & care of those you care would require more than 'profile or status update', it requires genuine conversation & participation into each others' daily lives. SharingPool promotes conversations (message posting, commenting) and sharing would prompt more commenting and conversations.

(3) Meeting the Function needs of the Target Platforms:

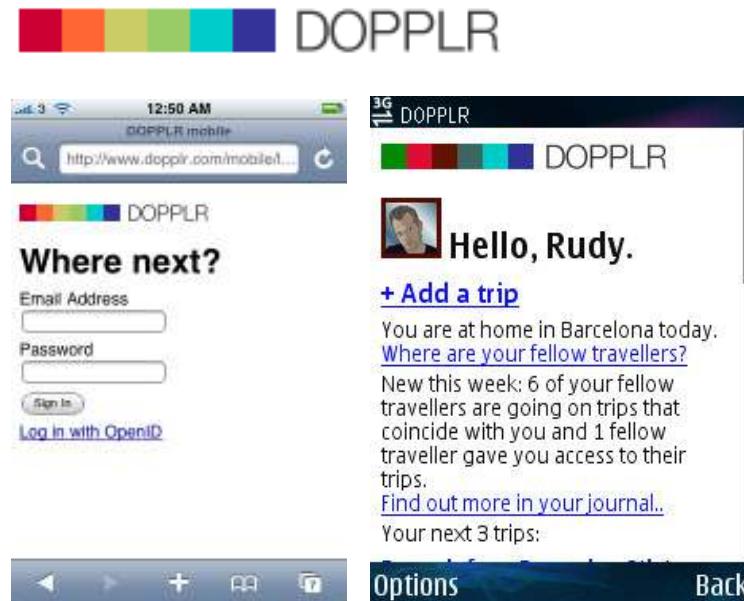
- Website
- Mobile web (both high-end & low-end mobile devices)
- Logo icon (square portion) as visual indicator / icon on small screen display:
 - Logo icon in official color: 'home icon'
 - Logo icon in that particular color palette selection: sharingPool representation

** Remark: this color variety concept towards the logo icon is an idea, but not a mandatory requirement of the logo design.

Designs we like:

We believe in your creativity and we're not putting up concrete specification. Through commenting on the following designs we like, we'd like to give you a feeling of our preference (and the reason behind it), so as to provide a direction for your creative effort.

Dopplr: We like its simple and sleek design, also the way they use color variety in their logo.



Taptu: It has the kind of stylish design that we like; However, it doesn't have any 'logo icon' which would be handy in creating iPhone App icon or navigation home icon etc.



ThumbDive Logo Design – Creative brief

Brightkite: Its logo gives a refreshing feeling. And the use of color helps to separate “bright” from the “kite” which helps to make the name memorable – a very important requirement in any Internet related service. But we think this logo style is a bit too “web 2.0” for ThumbDive.



Pownce: The color tone of Pownce gives a very chic & classy feeling, which is the kind of feeling we're looking for in ThumbDive logo. Pownce has also separately prepared an icon (the 'p').



Agnes b. : Handwritten style logo gives a natural and 'human' touch to a brand. We know it could be difficult (the name has to be readable) to apply this idea onto a logo primarily used on web (or mobile web). We would like to know we actually have thought about this & played with the idea a little.

A handwritten logo for 'agnes b.' in a cursive, lowercase script.

Ether Music: The way the logo is designed ... it is unbounded. Convey a fashionable statement appeals to the urban trendsetters.



Pantone: Of course Pantone is the color expert, so we're including their ways to incorporate color variety onto their logo design.



Color Preference:

- Project a trendy touch, simplistic aesthetic beauty and genuineness.

Design “must-have”:

- > The logo design should comprise of both the Name (ThumbDive) & a Logo icon.
- > Presentation of the name must be readable: Made it easy for people to tell this name is a combination of 2 words ‘thumb’ ‘dive’. (there is no restriction in the use of capital letters, e.g. ThumbDive / thumbDive / thumbdive are okay, as long as the design is able to drive the objective)

Design should AVOID:

- > Avoid to make our target audience feel – it’s not for me (e.g. looks unsophisticated / teenager-like /snobbish / techie)