

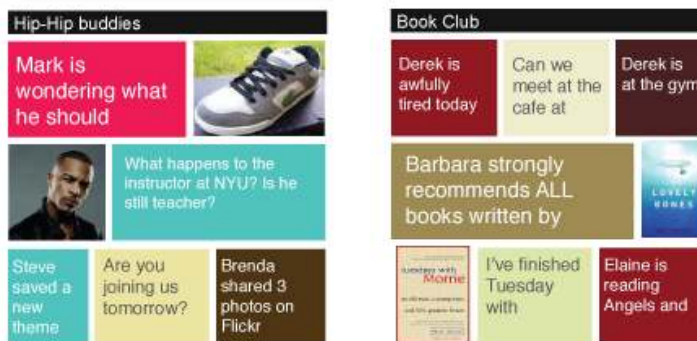
Additional input on the Logo design:

Logo – the 'name' portion:

- We're seeking a name presentation that is:
 - o Relax yet sophisticated
 - o A good solution that makes the world "thumb" and "dive" visually distinct. (it seems that putting the 'b' and the 'd' together is a tricky presentation)
 - o When combine with the Logo Icon, their colors balance well (like the way a color palette is put together)

Logo – the 'icon' portion:

- Shape:
 - o Preferably a square kind of shape, so that it can be use on its own as 'home' navigation & app / favicon representation.
- Incorporating the Color-Palette into icon design:
 - o The product features "Conversation Tiles" on the user's home page. The color comes from the Color Palette of the "sharingPool" (friends group) the user created with their friends in that group.
 - o The idea is that the icon, in its "official form", will use the official 5-color scheme (to be proposed by the designer).
 - o And the variation of the icon, will be featured in the 'selected' color palette of the particular sharingPool the user belong to.
- More samples of the Conversation Tiles:



- Sample of 5-color Color Palette:
 - o For the coolest color palettes, please visit www.colorlovers.com
 - o The kind of color palette we're looking for is "Trendy, relaxing color with a dash of freshness to it". This is only a sample idea to illustrate our preference.



- Ideas of Logo Icon that incorporates Color-Palette variation:
 - (1) Miniature or abstract presentation of Conversation Tiles
 - Cube-like, serving as an mini-signature to the Conversation Tiles
 - (2) The 'Embracing' figure
 - We admire the Wallpaper logo (<http://www.wallpaper.com/favicon.ico>) in its simplicity & style. Also, we like it because it gives an embracing feeling ... like a person giving a hub, which is a very warm & welcoming feeling we'd like to project as well.
 - The suggestion is to take the wallpaper logo as a design basis ... but not copying it. By applying the 5-color color palette concept and the unique ThumbDive elements, to create our Logo icon.
 - (3) A badge system
 - Here you go, some images to share with you to get the thought rolling:



- (4) Use the Initial "TD"
 - This would be a simple and sleek presentation of the initial 't' and 'd'
 - Preferably the color palette idea can still apply ☺

Looking forward to receiving your design!