What does craft look like in a software brand?

Brand strategy and identity for a bespoke software team.



craftsmen
Software Maestros.

The home of software maestros.

The brand story connects software expertise to the care that goes into making something well. It describes transparency and equity as part of how the team works with people.

ORIGINAL BRAND STORY ARTWORK

Craftsmen's Odyssey

Why the bold choice of Crafty Orange for our logo? Our logo symbolizes the craft and care we invest in every aspect of our work. It's not merely a color; it's a vibrant expression of our workplace ethos. We pride ourselves on delivering quality outcomes while staying on the cutting edge of innovation. Here, excellence is our standard, and innovation is our constant companion.

We always prioritize the satisfaction of both our valued clients and cherished team members.

To continue, please turn to the next page.

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Give the wordmark four settings.

The guidelines show the orange wordmark on light and dark, alongside reversed and dark monochrome versions. The same system carries the tagline when there is room for it.

ORIGINAL LOGO AND TAGLINE VARIANTS

Logo Variants (with Tagline)

Predominant Variants



Crafty Orange Logo on Light BG



Crafty Orange Logo on Dark BG

Monochrome Variants



Light Logo on Dark BG



Dark Logo on Light BG

Use orange to bring the system forward.

Crafty Orange carries the main emphasis. Moonless Night anchors the dark surfaces, with lighter and quieter colours supporting type and layouts.



Crafty Orange	Moonless Night	Peach	Slate	Silver
#F47621	#1D202B	#FABB90	#374151	#A8B1C0

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Build a hierarchy in English and Bangla.

The English guide pairs Ubuntu with Figtree. In Bangla, Baloo Da 2 sets the headline and Noto Sans Bengali carries longer text.

Font Pairing: Bangla

Title font:
Baloo Da 2 Regular 60 PT

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি

Body font:
Noto Sans Regular 30 PT

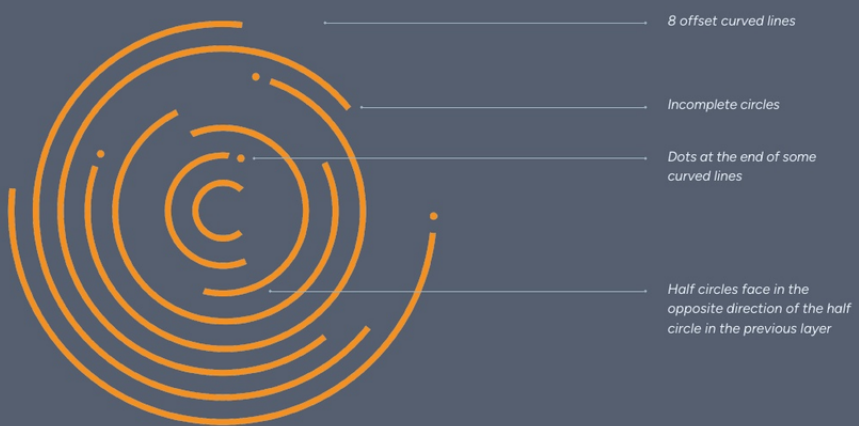
চিরদিন তোমার আকাশ তোমার বাতাস
আমার প্রাণে বাজায় বাঁশি ।।

Build a pattern out of interrupted circles.

Eight offset curves form Parallel Cycles. Alternating openings and a few dots keep the eye moving across the pattern.

Identifier

Brand Identifier: Parallel Cycles



PARALLEL CYCLES CONSTRUCTION DETAIL

Put the identity on something people wear.

The hoodie mockups place the identity at two scales across the front and back. Black fabric gives the orange accents room.



ORIGINAL HOODIE MOCKUPS

Make the care in the work visible.

The orange wordmark, circular pattern and bilingual type connect the software team’s story to materials clients and colleagues can see.

SOFTWARE POSITIONING, VISUAL IDENTITY AND GUIDELINES

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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