How can three dots show a team working together?

A brand identity and campaign system for a technology team.

Logo

crantech

The negative spaces between the typefaces are morphed to grant the logotype a more customized appearance and symbolize the harmony between the team members, each complementing the other. The rounded edges give the logo a modern, fluid look, showcasing dynamism and agility.

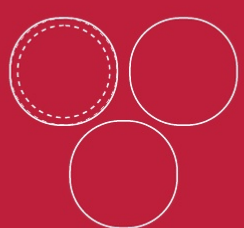
Shape the dots like cranberries.

Three forms sit between circles and soft-cornered squares. The guide connects the cluster to collaboration and uses the fruit as a cue from the name.

ORIGINAL WORDMARK AND SYMBOL CONSTRUCTION

Logo & Symbol Construction





The symbol is delicately balanced between circles and squares, shaped like cranberries.

Turn the dot into an object.

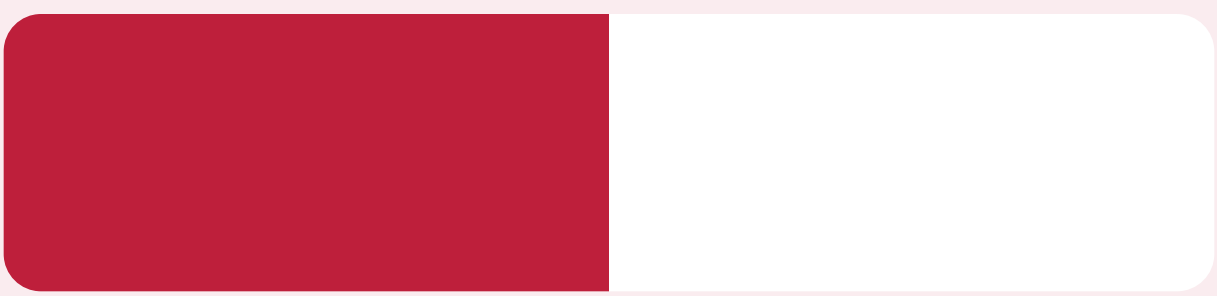
The concept artwork puts the wordmark on a floating sphere. The shadows and reflective surfaces give a simple geometric idea volume.



ORIGINAL THREE-DIMENSIONAL DESIGN CONCEPT

Let Cardinal carry the identity.

The red field gives the white wordmark and lettering strong definition. Pale greys in the imagery soften the transitions between the two.



Cardinal

#BE1F3B

White

#FFFFFF

ORIGINAL PALETTE VALUES

Give the short headlines a consistent voice.

DM Sans brings a steady set of proportions to the captions and longer copy. The guide shows Regular and Light next to their character sets.

ORIGINAL DM SANS SPECIMEN

Typography

DM Sans

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), who started from the Latin portion of Indian Type Foundry's Poppins.

In May 2023 DM Sans is updated, expanding the coverage of the weight range to Thin & ExtraBlack (100–1000 weight range) along with a new optical size axis.

DM Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

DM Sans Regular

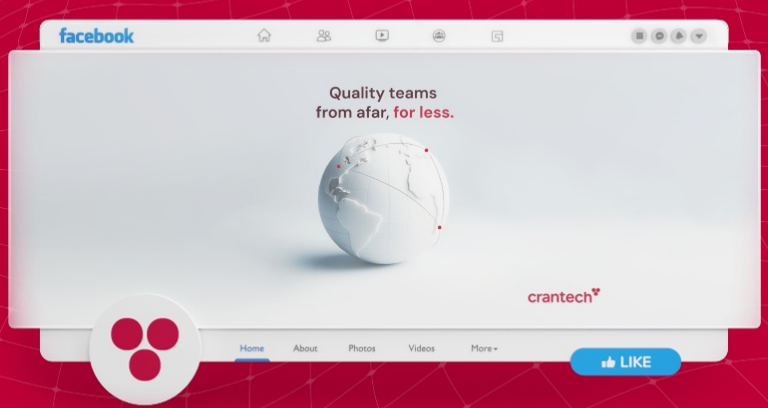
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Make the profile and header read together.

The small profile mark uses the three-dot cluster. The Facebook cover has room for the larger image and the full company name.

ORIGINAL FACEBOOK COVER AND PROFILE IMAGE

Facebook Cover & Profile Image



Build a campaign from repeatable parts.

A red field, pale cards and a few repeated visual motifs connect posts with different messages. The layout keeps the headlines easy to find.

ORIGINAL CAMPAIGN TEMPLATE SET



Give the cluster a life beyond the wordmark.

The three forms connect the logo, the social avatar and the larger campaign imagery. The same idea works at different scales.

VISUAL IDENTITY AND CAMPAIGN TEMPLATES

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!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com