What does a flash of light look like as an identity?

A wordmark and social system built around reflection.



Make the first letter catch the light.

Curved shapes above and around the G give the mark a distinct silhouette. The original grid sets the spacing between that gesture and the rest of the name.

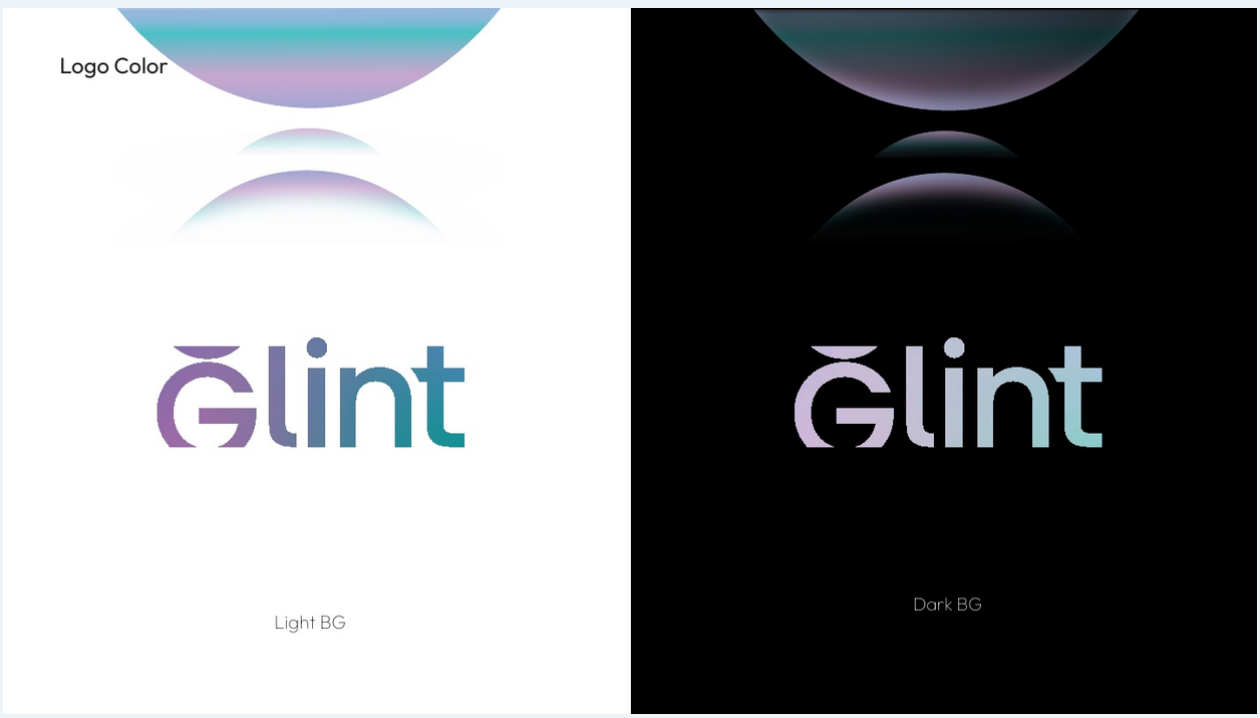
ORIGINAL WORDMARK CONSTRUCTION

Logo Construction



Let the gradient work on light and dark.

The gradient runs through the lettering on both backgrounds. A separate set of reversals gives the mark a single-colour treatment.



ORIGINAL LIGHT AND DARK GRADIENT LOCKUPS

Show how the mark reads in one colour.

A black version sits on a pale field. The white mark works across the four colours that also form the gradient.

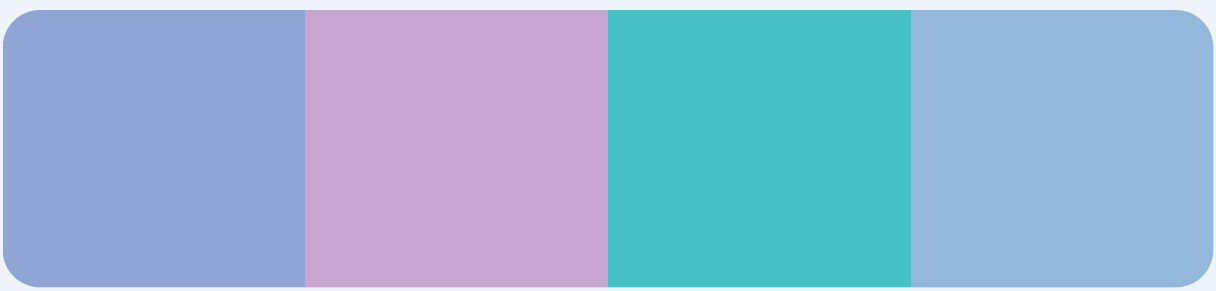
ORIGINAL MONOCHROME AND COLOUR REVERSALS

Logo Reversals



Build the shimmer from four colours.

Periwinkle, lilac, cyan and sky blue give the gradient its range. Each colour also works independently in the social system.



Periwinkle	Lilac	Cyan	Sky blue
#8FA6D5	#C7A7CF	#48C1C5	#94B8DC

ORIGINAL PALETTE VALUES

Keep the headlines readable under the effects.

Outfit sets a geometric rhythm across the guide. Four weights help separate headlines from the smaller information on social graphics.

ORIGINAL OUTFIT SPECIMEN



Place the light around the people.

Monochrome portraits sit inside dark fields with glints of colour at the edges. The reflective shapes connect the campaign back to the wordmark.

ORIGINAL SOCIAL IMAGE DIRECTION

Social Media Visual Style Guide



Carry the lighting idea into the feed.

The gradients, arcs and monochrome pictures give Glint a repeatable visual language for social posts.

VISUAL IDENTITY AND SOCIAL MEDIA SYSTEM

Connect the unconnected.



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

Let's get connected!

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