# How much of a brand can one letter carry?

The identity evolution from Orbit Genie to Orbit.



# Make the shorter name do more.

The earlier Orbit Genie identity explored a character and a more specialised tone. The next phase used the shorter Orbit name and refocused the identity on a broader audience.




ORIGINAL COMPARISON OF THE TWO IDENTITIES

# See what the mascot used to do.

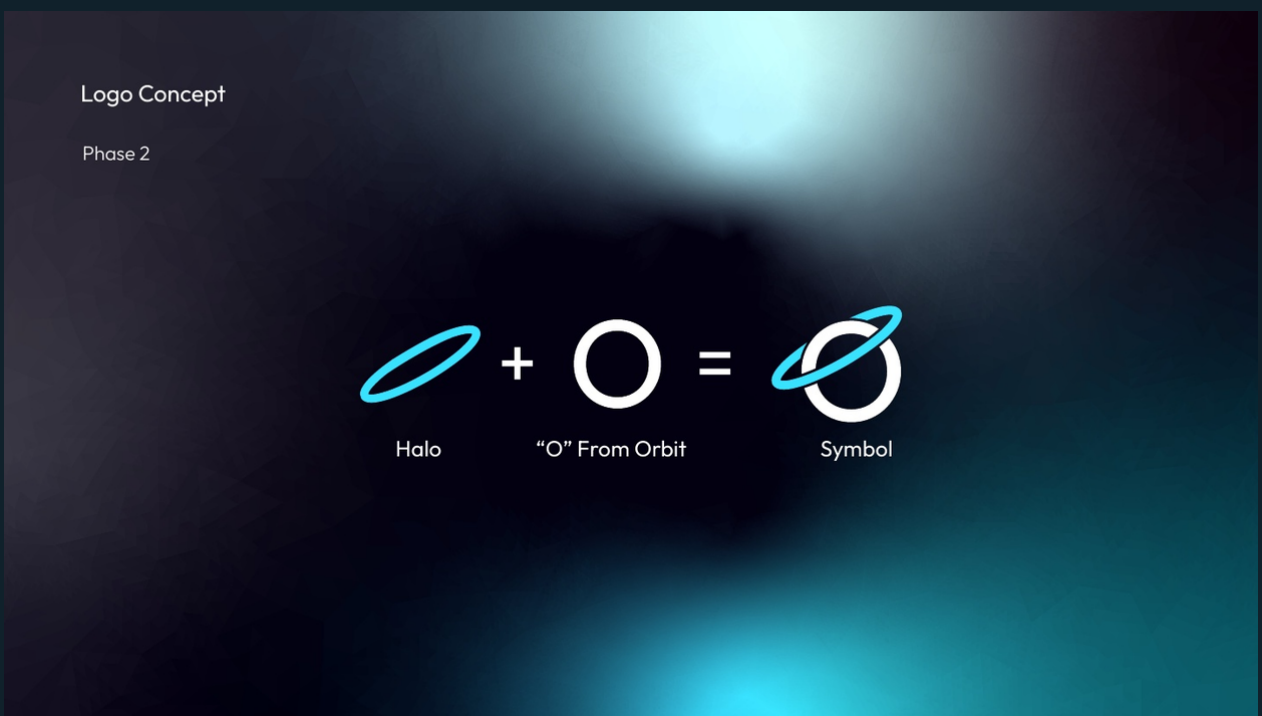
The first phase tested wordmark and symbol options alongside a genie. The character gave the longer name an expressive visual element.




ORIGINAL ORBIT GENIE PHASE-ONE STUDIES

# Put a halo through the O.

An oval halo crosses the first letter of Orbit. The two forms read as a letter in the wordmark and as an orbit when the symbol stands alone.




ORIGINAL HALO AND LETTER CONSTRUCTION

# Keep the halo visible in both treatments.

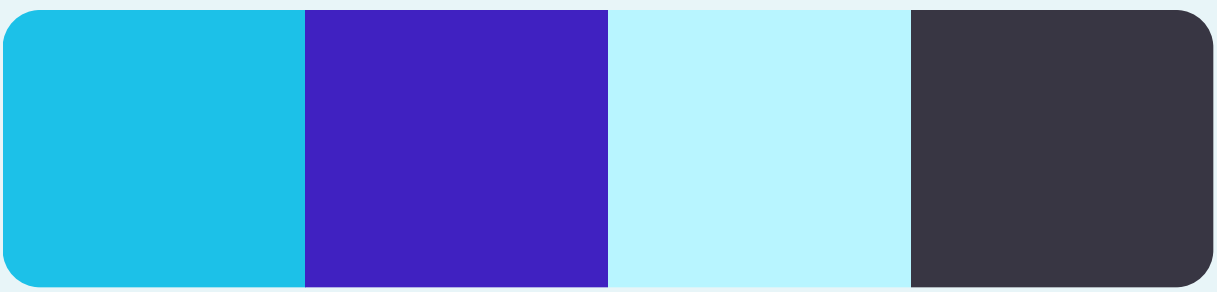
The dark and light lettering both use the cyan halo. That shared accent gives the two versions an immediate point of recognition.




ORIGINAL LIGHT AND DARK WORDMARKS

# Use cyan as the first point of light.

A bright cyan and its pale companion give the halo and glow their range. Purple and graphite support the darker surfaces.

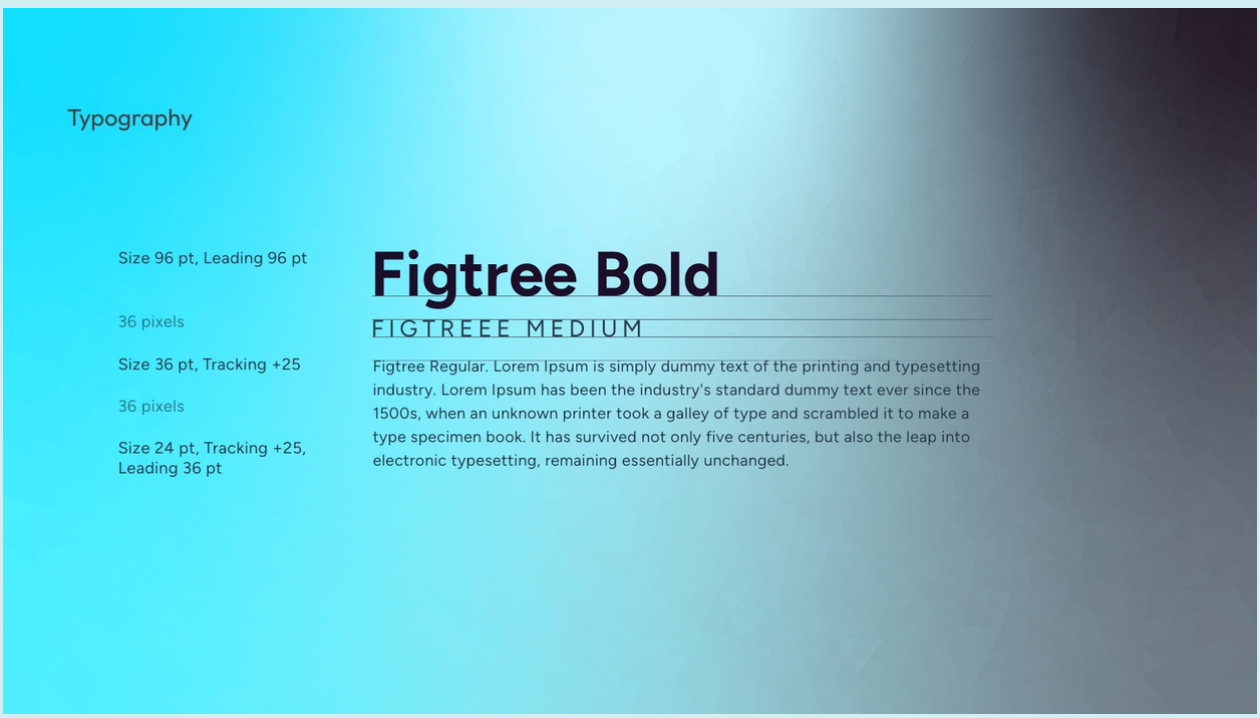


| Orbit cyan | Purple | Pale cyan | Graphite |
| --- | --- | --- | --- |
| #1CC1E8 | #4021C1 | #B8F5FF | #383643 |

ORIGINAL ORBIT PALETTE

# Give the glow a quieter reading voice.

Figtree supplies bold, medium and regular weights for the type hierarchy. Its plain shapes leave the stronger gesture to the wordmark and imagery.




ORIGINAL FIGTREE TYPE SPECIFICATION

# Bring the shorter name onto the device.

The product mockup brings a light desktop screen and a dark mobile view together. The dark surroundings make both screens legible as separate objects.




ORIGINAL DESKTOP AND MOBILE PRODUCT MOCKUP

# Keep the name, symbol and product in the same orbit.

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The halo stays recognisable across the full wordmark and small symbol. Colour, type and the device mockup show how the refreshed identity can travel.

IDENTITY EVOLUTION AND PRODUCT PRESENTATION

# Connect the unconnected.



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