What does it look like when two people click?

An identity for a compatibility-led dating platform.



Start with a shared story.

Ressonate's guidelines put compatibility and meaningful connection at the centre of the dating platform. "Shared Stories" gives the brand a way to talk about what follows a match.

ORIGINAL PRIMARY WORDMARK

RESONATE

The heart is in the spelling.

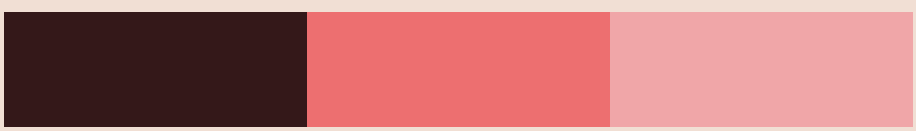
The two S characters meet to form a heart. Each can still be traced as a separate shape, giving the idea of connection a place inside the name itself.

ORIGINAL STANDALONE SYMBOL



Give coral a reason to speak.

Paper and Burgundy carry most of the identity. The guidelines give Signal coral the smallest share, so it can draw the eye to details that need attention.



Paper	Burgundy	Signal	Mist
#F1DFD4	#341819	#ED6F70	#F0A6A8

COLOURS FROM THE ORIGINAL RESSONATE BRAND GUIDELINES

Find the heart on a busy screen.

The mockup puts the standalone symbol beside familiar icons. A white figure on Signal coral keeps the heart visible without the full wordmark.

ORIGINAL APP ICON MOCKUP



One mark becomes a repeat.

On wrapping paper, the joined S shapes become a pattern. The full name gets a quieter place on the label, where it can be read in one glance.

ORIGINAL WRAPPING PAPER MOCKUP



Two distinct shapes. One shared story.

The idea reads inside the name, as a small icon, and across a printed surface. Every version starts with the same two letters.

RESSONATE

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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