How can a small tilt give an identity its character?

A visual identity and brand book for a home-services brand.

tasklilly

BRANDBOOK

Keep the lily visible at each scale.

The guide gives the mark a horizontal lockup, a compact stacked version and a symbol-only treatment. Light and dark fields carry the same petal shapes.



ORIGINAL TASKLILLY LOGO VERSION SHEET

Let a deep pink carry the brand.

Irresistible pink appears beside slate, pale pink and white. The guide groups the colours into background and foreground combinations.

COLOR PALETTE

IRRESISTIBLE

FOR SCREEN	FOR PRINT
R : 178	C : 27%
G : 66	M: 87%
B : 101	Y : 44%
	K : 06%

#B24265

ARSENIC

FOR SCREEN	FOR PRINT
R : 64	C : 73%
G : 64	M: 67%
B : 76	Y : 50%
	K : 40%

#68758A

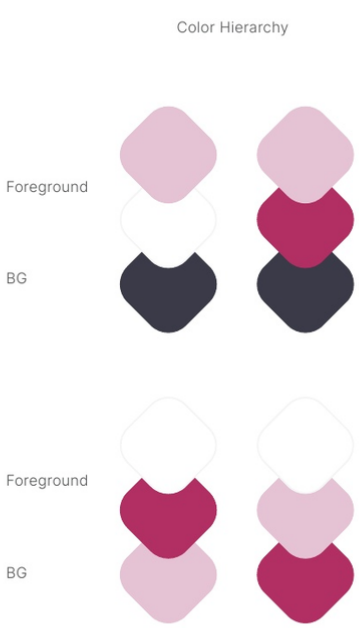
#E3C9D3

RGB = 227 201 211
CMYK = 9 21 8 0

#FFFFFF

RGB = 255 255 255
CMYK = 0 0 0 0

Color Hierarchy



ORIGINAL TASKLILLY PALETTE AND HIERARCHY

Give the lettering two distinct voices.

The specimen pages show Lora and Inter. Lora brings a more expressive serif shape, while Inter gives the system a clear sans serif option.

ORIGINAL LORA SPECIMEN

TYPOGRAPHY

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Lato means “Summer” in Polish, and it is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic. Originally conceived as part of a corporate identity for a large client, the family became available for a public release when they decided to go in different stylistic direction.

Łukasz tried to carefully balance some potentially conflicting priorities in the design; to create a typeface that seems “transparent” when used in body text but also displays original traits in larger size use.

Black
Bold
Regular
Light

Keep the second type family easy to scan.

The Inter specimen shows the same range of weights in a sans serif. Its cleaner outlines give small labels and longer blocks of copy a different texture.

ORIGINAL INTER SPECIMEN

TYPOGRAPHY

INTER

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

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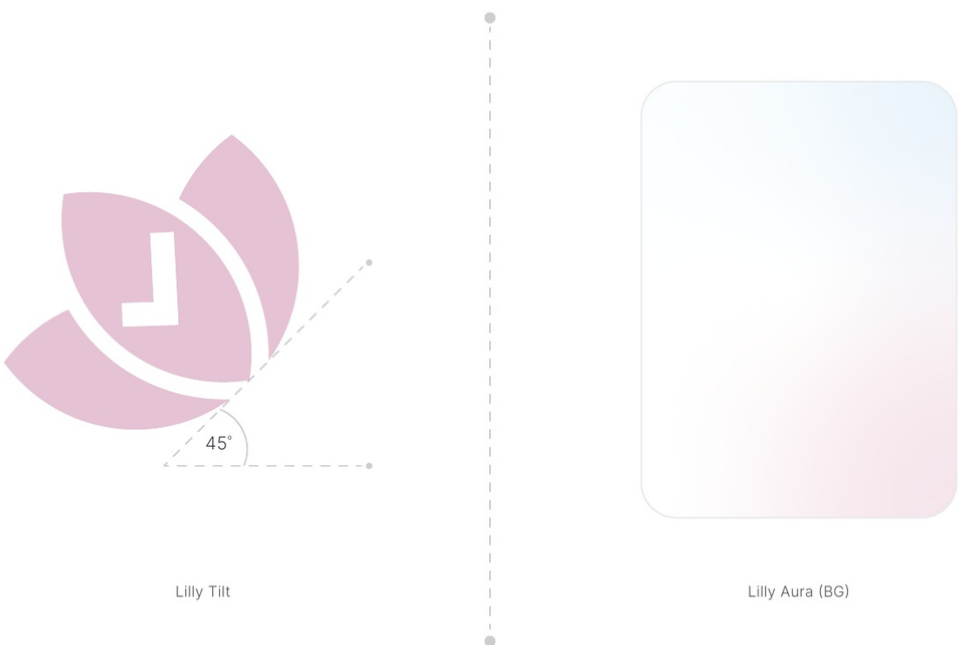
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Black
Bold
Regular
Light

Tilt the lily through 45 degrees.

The Lilly Tilt turns the petal shape into a graphic device. The Lilly Aura gives the layouts a pale field with a gradual shift from blue to pink.

IDENTIFIER



ORIGINAL LILLY TILT AND AURA ARTWORK

See the identity at work.

The uniform concept puts the pink on an apron and keeps the mark small at the chest. The photograph shows how the colour and symbol can read in an ordinary home setting.



ORIGINAL TASKLILLY UNIFORM CONCEPT

Make the lily work from page to uniform.

A repeatable mark, the tilt and the colour hierarchy give TaskLilly a consistent visual presence across the guide and the service application.

LOGO SYSTEM, GRAPHIC IDENTIFIER AND UNIFORM

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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