



sidekick



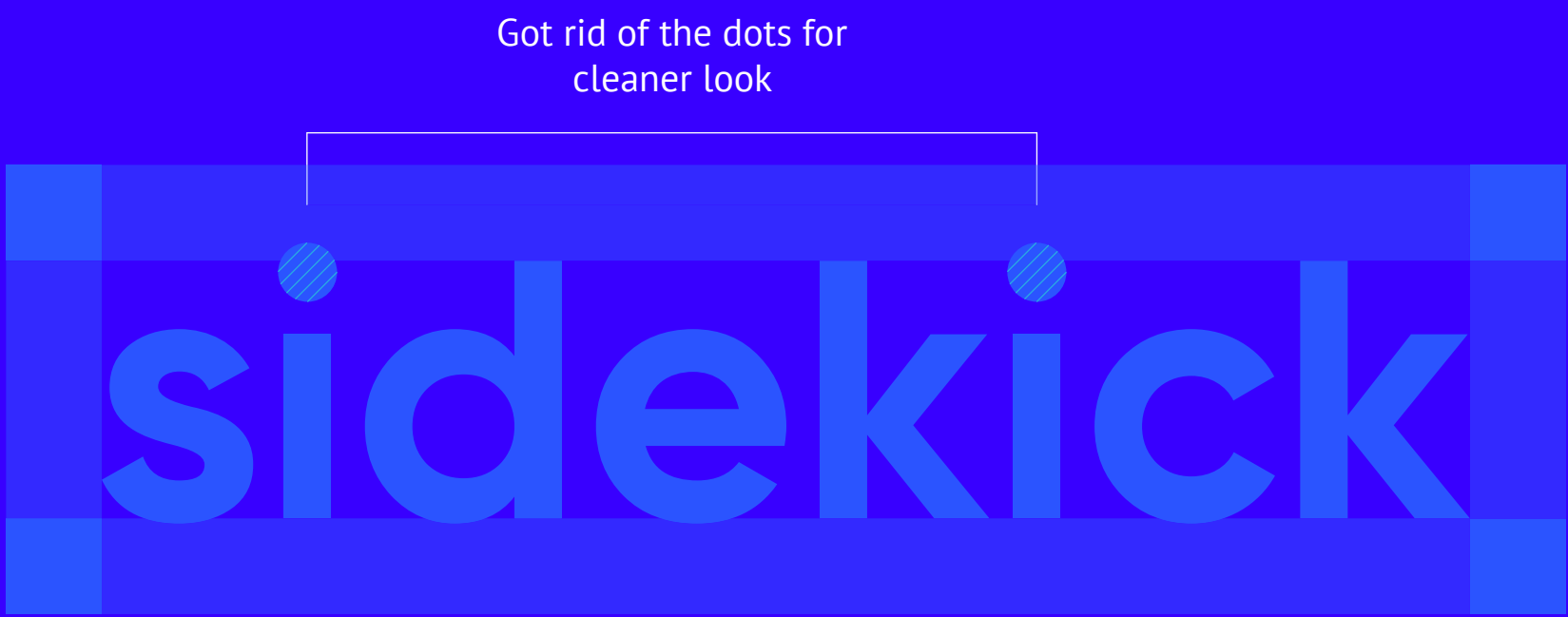
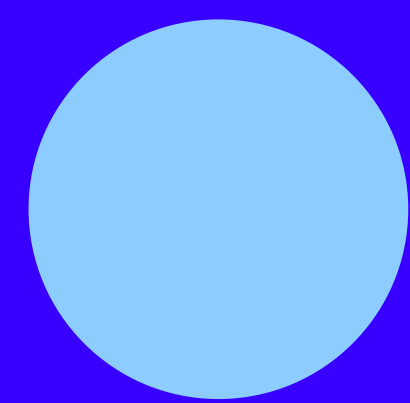
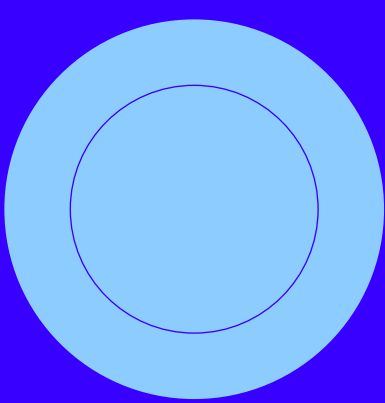
Hi Sean,

Out of many sketches, I have decided to present you one logo concept, in various color schemes. I believe this logo has the simplicity, intelligence and recognizability that SideKick needs and deserves. This brand identity is ready to compete with companies like WhatsApp and WeChat.

Looking forward hearing your thoughts.

Logo concept





One individual
with certain
knowledge /
expertise

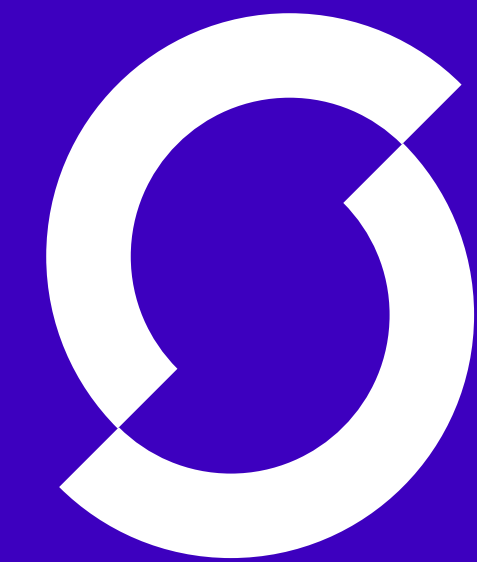
Knowlegde is adopted
by SideKick

SideKick transforms
knowledge into
shareable information

Information becomes
independent, yet part
of SideKick

One singular and
intelligent ecosystem,
all in shape of an S

color concept 1

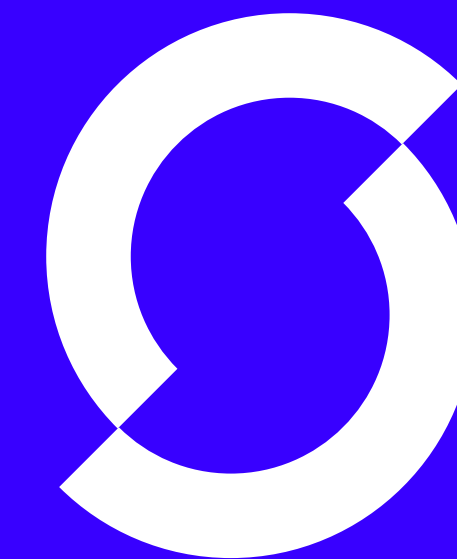


Playful, young, mild, tech/blockchain



primary **Circular** secondary PT Sans

color concept 2



Corporate, safe, trust, intelligent



primary **Circular** secondary PT Sans

color concept 3



Fresh, intense, confident, bold



primary **Circular** secondary PT Sans

