

Fetchitosis Brand Identity Presentation



Design A

Color variations pages 2-3

Have camera, will travel is essentially what Fetchitosis is based on, and this logo concept illustrates that to the fullest with a detailed, sharply drawn suitcase. Optional footprints leading to the open luggage symbolize the tracking involved to fill that suitcase with the information and materials your clients want and need, like important documentation, which is portrayed literally, fluttering into the briefcase. The typeface used complements the clean lines of the graphics - simple, stylized, and subtle - with a rich gradient that deepens it.



Design B

Color variations page 4

Fun and playful, a unique anime character with animated body language and a friendly smile serves as both an icon and a mascot for Fetchitosis. With his snappy cap and magnifying glass highlighting the beginning of the words which pop with bubble-letter dimension - even without the zoom - he's in full regalia to seek whatever it is your clients need to find. Warm colors and a soft fade to the type make this logo endearing and memorable.



Design C

Color variations page 5

A hand-drawn illustration of a jolly but distinguished gentleman brings the retro feel of days of yore to the present. A cockily angled, jaunty fedora and charming smile invite you to explore what Fetchitosis has to offer, and a pleasant expression is equally welcoming. The typeface follows the same hand-drawn effect with visible strokes of color, and employ a certain modernized retro-cool feeling



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