



Logo Portfolio

## **PREMIUM BRAND STRATEGY & IDENTITY**

Tumaker

[Ask us to see an example of the full brand identity.](#)

Tumaker 's goal is to manufacture and sell easy to use 3D printers which use a holistic platform with a very intuitive user interface containing a marketplace of products and a sharing platform. In order to develop this brand the Hunted Hive devised a detailed brand strategy that is appealing to the mass market.

The brand needed to be appealing to DIY users and gadget lovers with a particular focus on kids, teens and families. The Hunted Hive created a value proposition for Tumaker defining that the brand needed to be creative,

empowered, free and clever. Tumaker empowers users by giving them the freedom to materialize object from brands they love or anything they can imagine effortlessly.

The logo which has been developed portrays an accessible, simple, easy and fun brand by using vibrant colors to give it dynamism. The focus of the logo has been placed on the 'TU' symbol ('you' in Spanish) as the essence of the brand is what YOU can do with what YOU make.

 tumaker

 tumaker

 tumaker

 tumaker

## **PREMIUM BRAND IDENTITY** Voladd

Ask us to see an example  
of the full brand identity.

Voladd is the 3D Printing Ecosystem developed by Tumaker. The Hunted Hive completed a detailed visual identity exploration for Voladd focusing on the keywords: ecosystem, social, together, 3D, collection, connections, fresh, trend, easy and enjoyable.

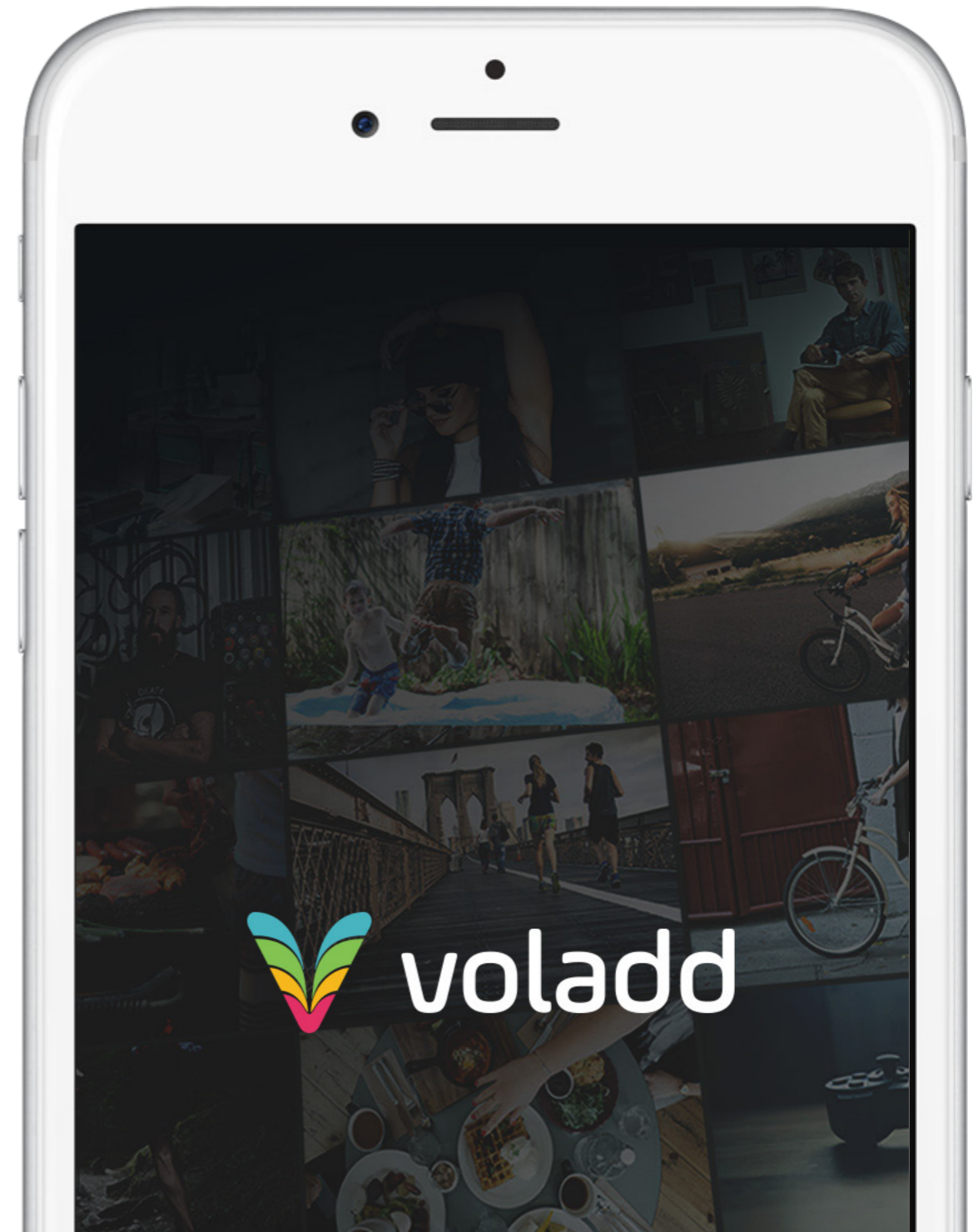
Voladd is more than a 3D printer. It's an ecosystem made of multiple components that allows people to explore their passions like never before. It's a brand new world of

infinite possibilities where people can materialize things they love and objects that enhance their daily lives. Voladd is a magical world, that gives people the power to supercharge their creativity and let it blossom.

Several brand identity options were presented to the client with the selected identity featuring a blossom symbol in the shape of a 'V' for 'Voladd' and using similar bright and playful colors to the parent Tumaker brand.



Initial Concepts



## **BRAND REFRESH** Pocket Earth

The Hunted Hive completed a brand refresh for Pocket Earth, a mobile application providing maps and travel guides to travellers when they are offline - a process that eliminates the need for a mobile connection. The aim of the brand refresh was to freshen up Pocket Earth's image and increase engagement with the online community. This was achieved by flattening the color scheme and using a more modern font which portrayed a fun and friendly image. The symbology of a pocket was also introduced to reiterate the fact that you can easily access the offline maps wherever you are.

In order to maintain brand recognition, Pocket Earth requested that the branding retain some of the aspects of the original logo such as color and the display of a global map. The new logo also needed to work as an app icon in terms of readability with one of the requirements being that it must stand out against competitors in the app store. A bright focal point of the map indicator containing a star symbol was added to draw attention and lead the viewers eye down to the name of the app.



Original Logo



Brand Refresh

## **REBRAND** Geomagik

GeoMagik specialises in high performance geoinformation systems that utilises community driven open data sources. They develop the most advanced geographic technology around from the ground up. The Hunted Hive rebranded the original company logo and assisted in building a brand to represent the company and what they do.

The rebranding process consisted of updating the font used in the logo to be more readable, modern, professional and approachable. The new logo also needed to portray the idea that the company dealt with geoinformation, so a map graphic was added to represent the 'geo' part of the business in the shape of an 'M' to look visually interesting above the letter 'M' in the wordmark.



GEOMagik

Original Logo



New Logo

## LOGO TeachConnect

TeachConnect is a free service for Queensland teachers. The online platform allows pre-service, current and experienced teachers to share their experiences and knowledge with each other. It also helps University graduates transition into the teaching community.

The Hunted Hive created a friendly and social brand package for TeachConnect. Part of the challenge was to take the 'fluff' out of the online platform and really portray it to project it as 'Teacher owned.'

Three initial concepts were presented and the selected logo was refined to create a clean aesthetic that still retained the fun elements of learning but portrayed wisdom and maintained professionalism. The owl was used to symbolise knowledge and education with the body of the owl representing a speech bubble indicating the transfer of knowledge via the TeachConnect online system.

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"The Hunted Hive did a great job providing the branding, design and user interface (UI design) for our statewide website for teachers. I was particularly impressed by their design approach. The team spent time to understand our needs and produced something that surprised us. We were impressed with how well the design fit as it matched the look and feel we were hoping for."

- Dr Nick Kelly, University of Southern Queensland and Queensland University of Technology.



Initial Concepts



Approved Logo

## LOGO Wyzley & Decisely

The Hunted Hive was contracted to create logos for two potential brand names for a new company which assists users in the decision making process, in order to assist in selecting the final name for the company. The brief given to Hunted Hive requested that the logos should portray an image of a professional, reliable, neat, contemporary, energetic, web 2.0, b2b software company. The logos needed to make people feel like they are working on a silicon valley startup of today.

The Hunted Hive created two concepts for each of the potential brand names. A blue color was used to portray the idea of depth, stability and wisdom.

The first concept for the 'wyzley' name used the 'W' element created from the bottom of a star shape to symbolize that the company provides the foundation for forming the best decision possible. The second concept

contains an arrow pointing upwards inside the letter 'W' symbolizing the process of discovery. This arrow also reflects reliability, and that the brand is up to date from a technological perspective.

The first concept for the 'decisely' name used small squares floating into the letter 'D' to symbolize pieces of information provided by the company allowing users to make a decision. This also reflects the 'sense of decluttering' along with providing information in a simple way to make a complex decision easy. The second concept highlighted the 'information' symbol which is at the center of the logo and symbolizes that providing users with relevant information is at the core of the business. The logo also has a full stop at the end, which hints to the fact that users are able to make a firm decision from the information that has been provided.



**Wyzley**



**Wyzley**

**DECISELY**

**decisely.**

**DECISELY**

**decisely.**

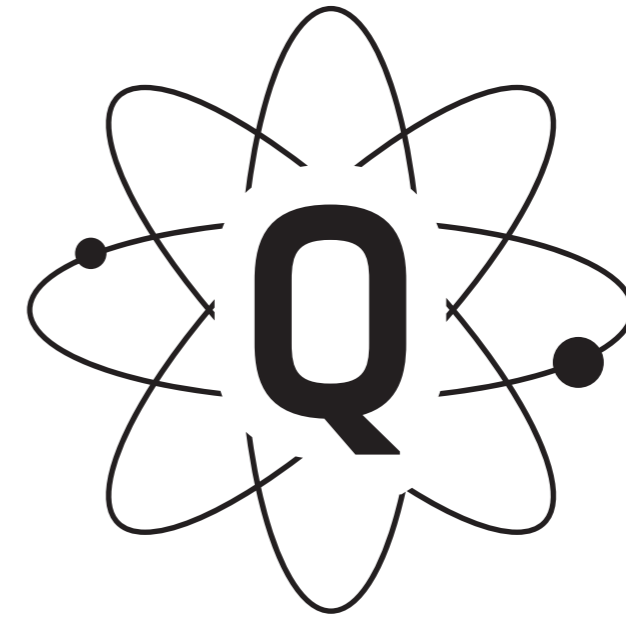
## **LOGO** Quiz Challenger

The Hunted Hive was contracted by Quiz Challenger, the worlds biggest multiple choice trivia competition to build their public facing website and mobile app quiz platform. The logo needed to portray a polished, professional and user friendly appearance and also to stand out against the apps leading competitors in the app store.

The central letter 'Q' was used as a focal point surrounded by the atomic symbol, representing knowledge and intelligence. The symbol can be animated in order to draw the users attention. A nice rounded font was used to keep the logo soft and inviting, and to match flow of the shape created by the atomic symbol.



**QUIZ**  
challenger



**QUIZ**  
challenger



## **BRANDING METHODOLOGY & PROCESS**

### Why It's Important

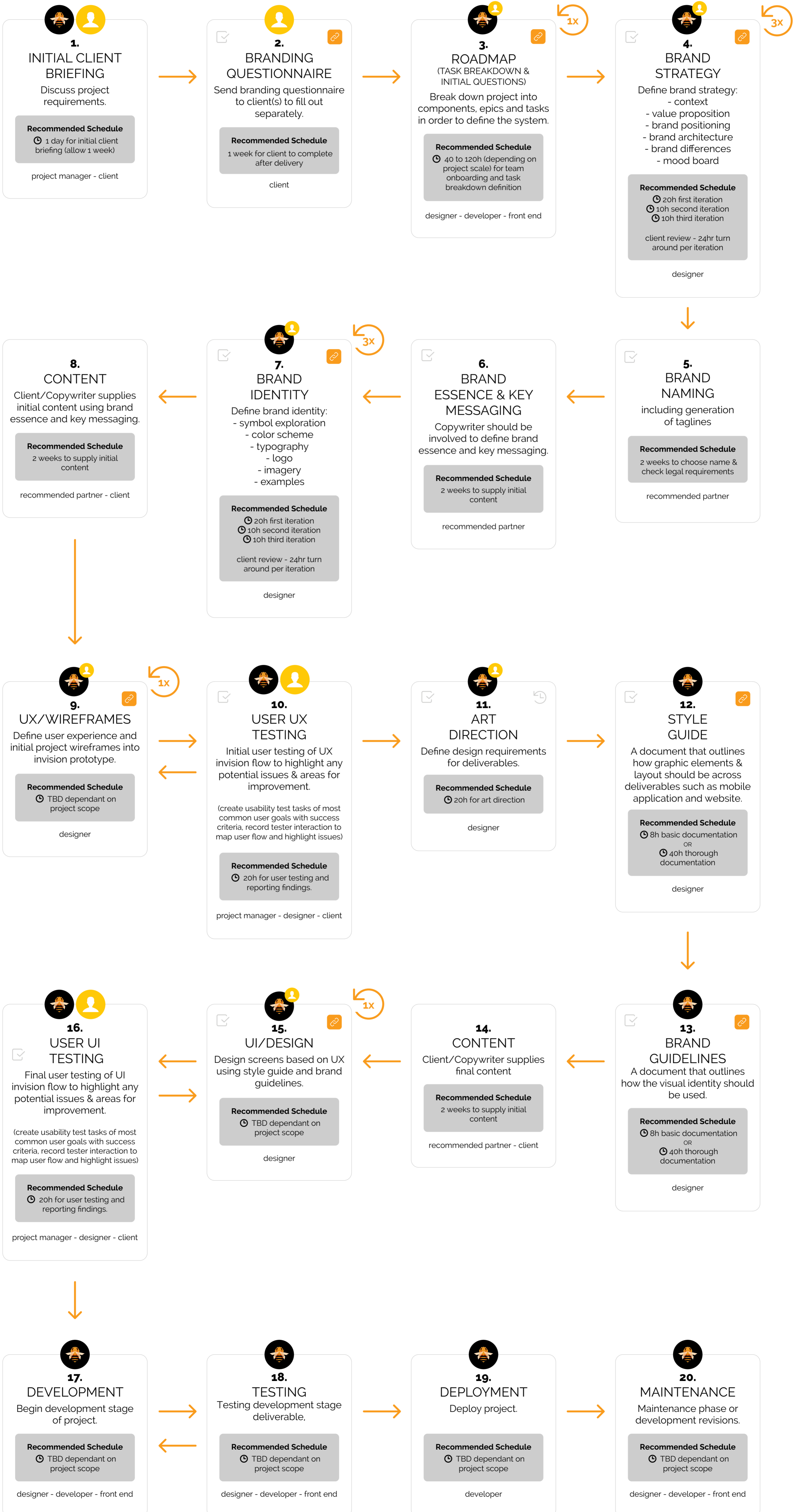
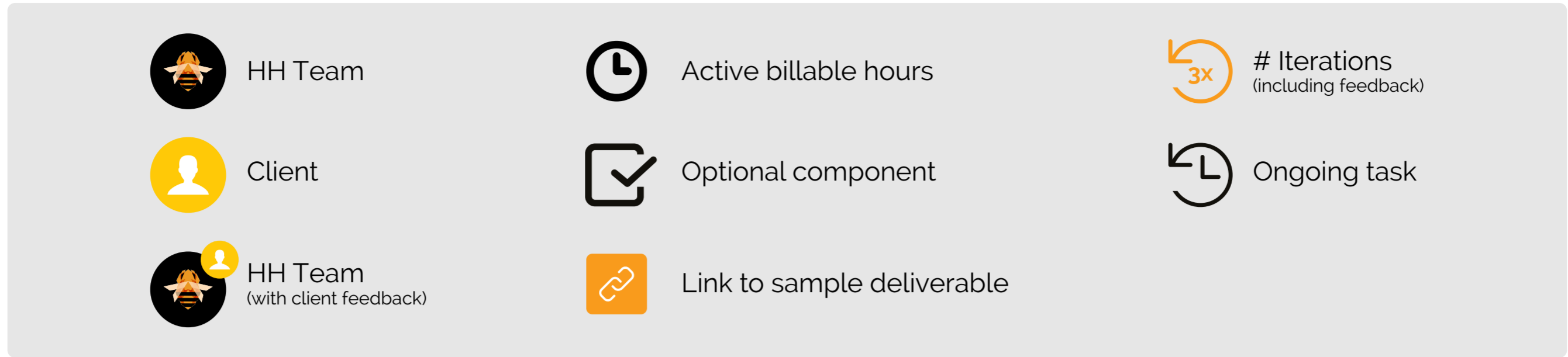
At the Hunted Hive it has been consistently proven that following a branding methodology and process is extremely beneficial as it ensures the brand is well structured, is sending the right message and is targeted towards the intended audience. Having a strong brand presence will make a significant impact on the success of your business by differentiating you from your competition and helping you to attract your ideal clients.

The Hunted Hive uses an initial client briefing and branding questionnaire to ensure all parties are on board with the company's vision and values. After analysing the

current market and any potential competitors a brand strategy can be defined which highlights the brands value proposition, positioning strategy, architecture and defines an initial mood board. The brand strategy is then used in the creation of the brand's identity ensuring it portrays the vision and values of the business. The defined strategy and identity can then be carried across into the art direction for all future project deliverables ensuring quality, consistency and a united brand presence.

Please see the [following page](#) for an outline of the recommended process.

# BRANDING & DESIGN PROCESS



**SHORTCUT - DIRECT TO HTML - If required by small budget/schedule**  
(Step 14: Content Still Required)

“ Design is the silent ambassador of your brand. ”

**PAUL RAND**

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Questions?

For any questions regarding this portfolio, please contact:

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