



carey estes design



Intelligence for Good is a protector, a shield for the people, a bridge, a connection point for those victimized by cyber crime.

## **Brand Characteristics**

Data

Dots

Technology

Connection

Knowledge

Link

Bridge

Protection

Shield

Empathy

Circles

Welcoming

Heart

Help



With these characteristics in mind, I wanted the mark and typography to have a welcoming, smart, and empathetic aesthetic. Based on these principles, I wanted the major visual elements to be the concept of “data connection”, which parallels with the business objective of connecting dots inside an investigation, and “being good”, which represents the ethos of the organization.

With those visual concepts in mind, I worked through a visual mark that incorporates a heart, representing the Good, and dots moving into the mark, which locks together with a well-rounded, voluminous, rounded typeface.

## Primary Option

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## Locked In Option

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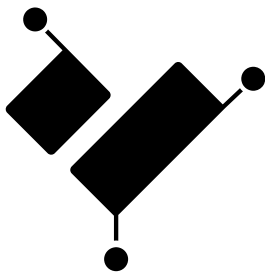
## Alternate Horizontal Option

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## Separated Elements

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**Intelligence  
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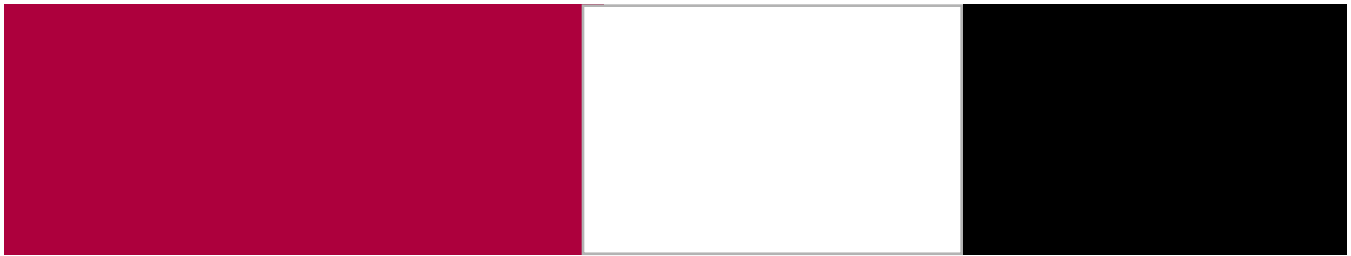


## Color Palette

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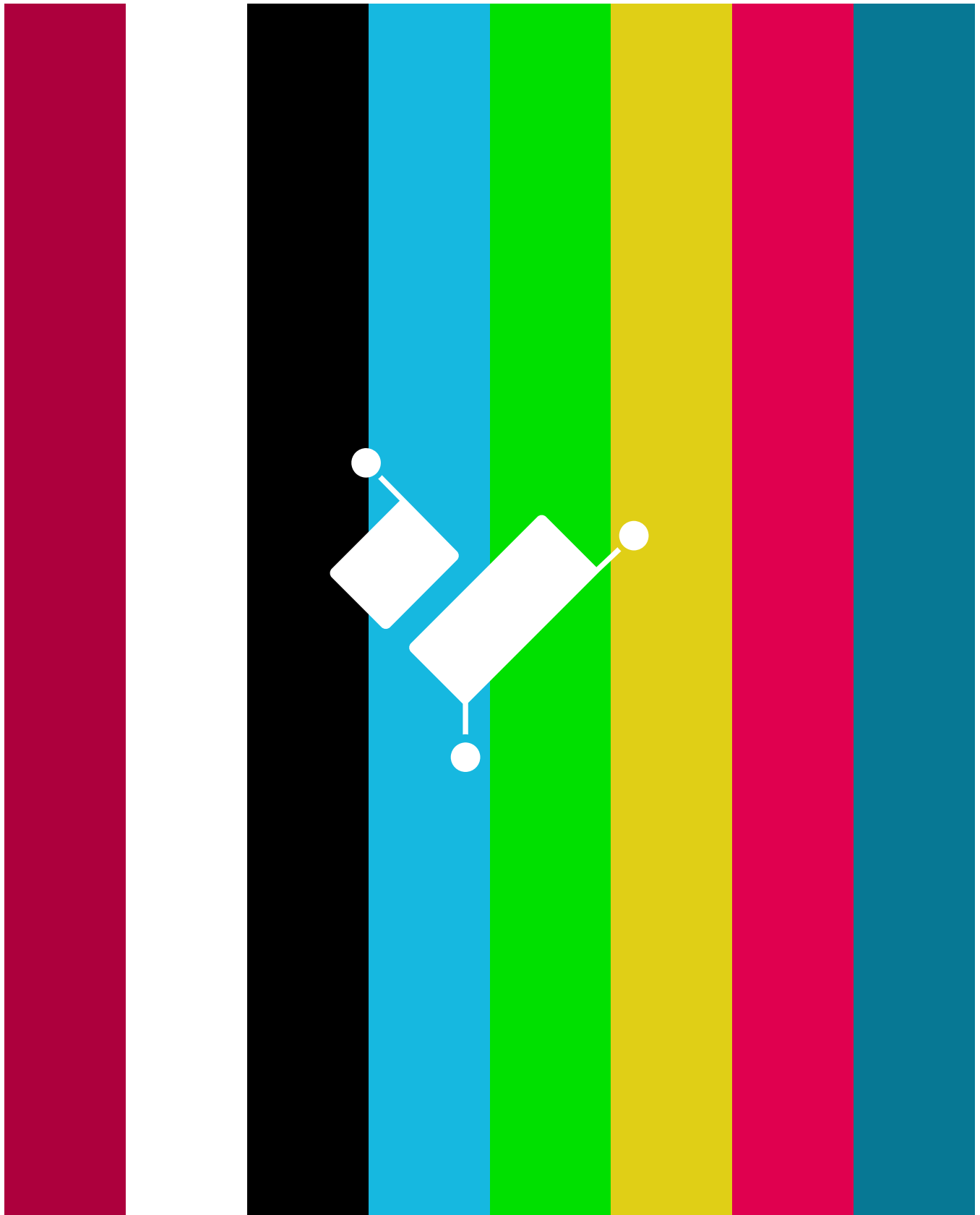
The color palette primaries were chosen to be grounded with high contrast to meet WCAG AAA contrast requirements. The secondaries are split-complementaries to round out the palette and give brighter options when needed.

### Primary



### Secondary



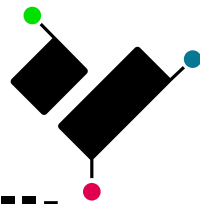




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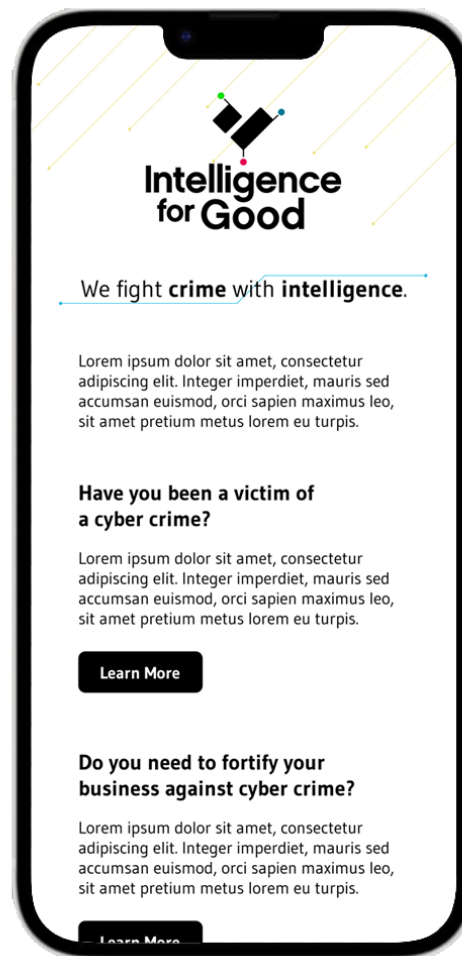
**Intelligence  
for Good**



**Intelligence  
for Good**







*This does not represent the design of the web application.*

*This is just to represent the mark in situ with a mobile device.*

## Conclusion

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This brand identity gives us lateral freedom to build multiple options on many types of collaterals. It invokes empathy but keeps a touch that feels like modern technology.

Please provide any feedback about this direction.  
Thanks.