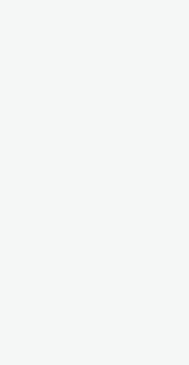




COMPANY OVERVIEW

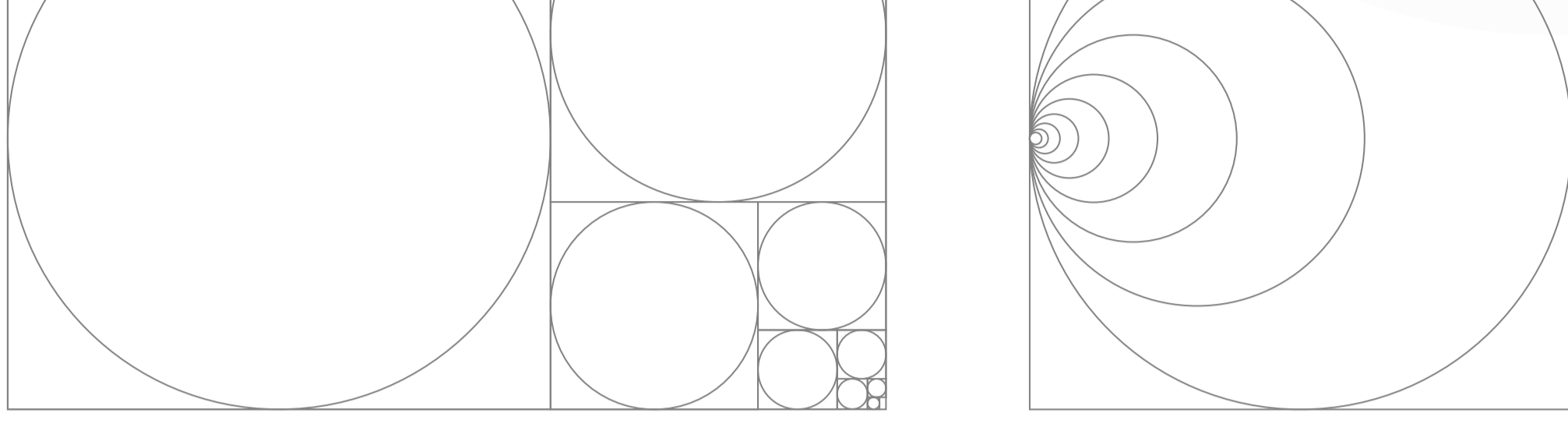


AnswerGenie gives a one-stop solution to everyday problems. It is a LIVE 24/7 platform designed to deliver prompt, efficient, and accurate responses by connecting answer seekers to experts related to IT, travel, finance, and more.

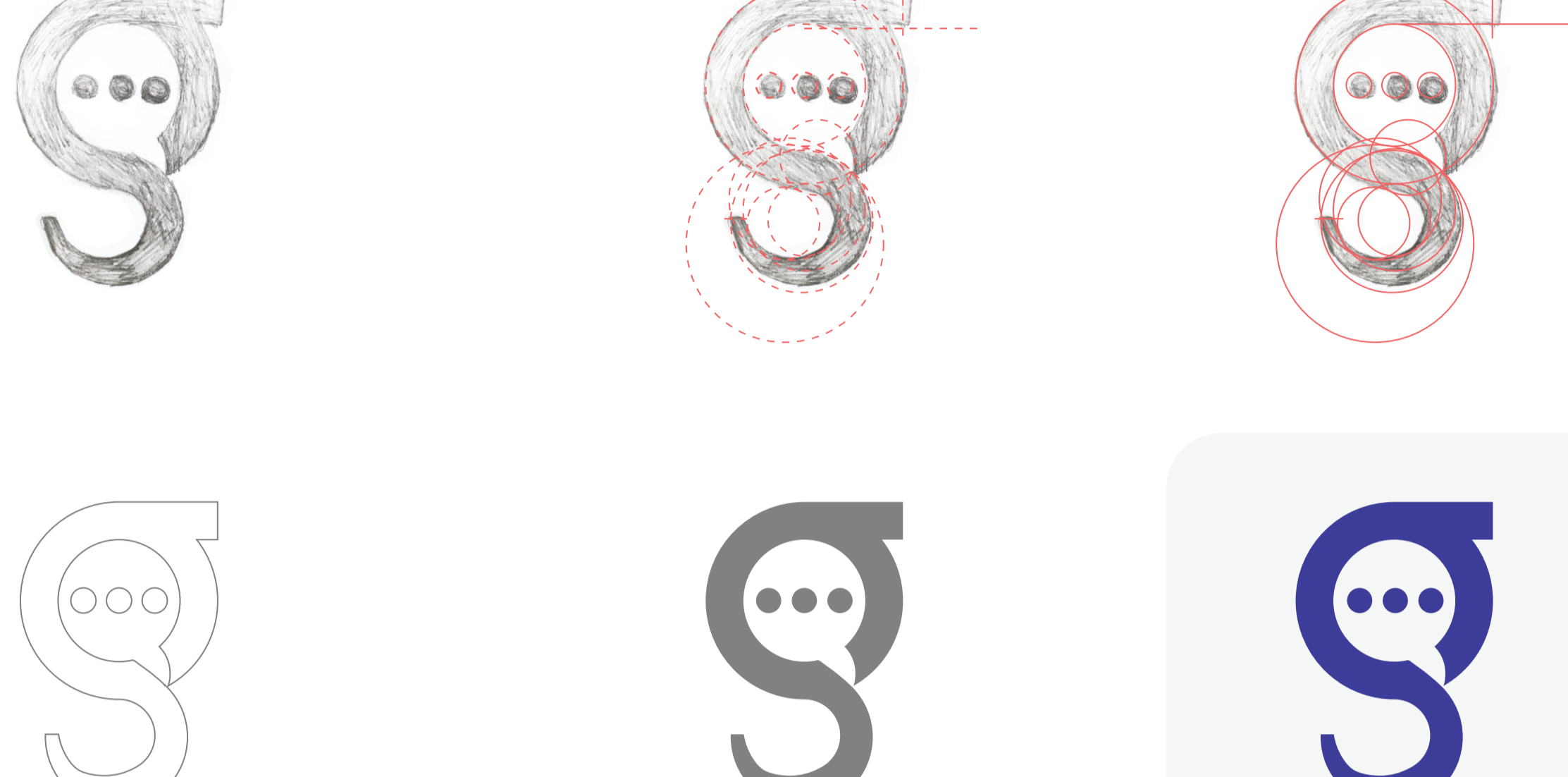
DESIGN TECHNIQUE

For a platform that is looking to cater to 1 million users over time, we had to create a logo that could stand the test of time. The name 'AnswerGenie' was inspired by the famous character 'Genie' that answers and grants wish when called. Hence we wanted to create a design that takes inspiration from the character. We achieved this by integrating our concept into the golden spiral and ensured that every detail in it evokes a feeling of perfection.

SHAPES & MATERIALS

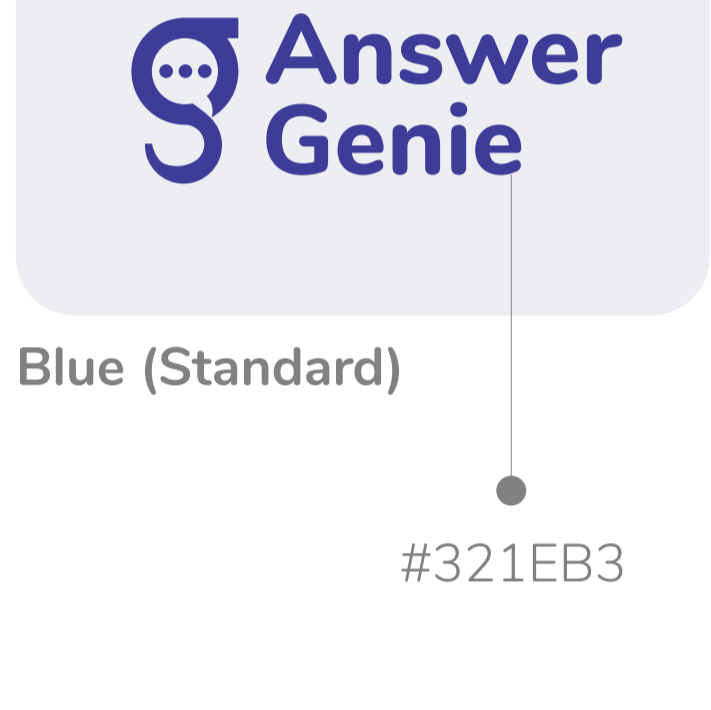


CONSTRUCTION



COLOR

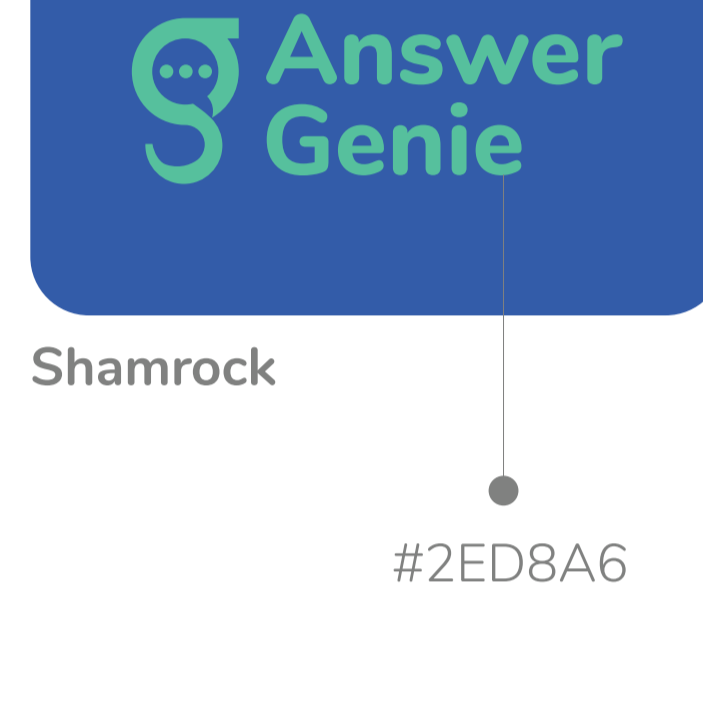
The most important feeling AnswerGenie had to convey was trust, every seeker on the platform had to feel like they get reliable answers from an authentic expert on the other end, so we used blue to convey the feeling of trustworthiness. Also, the Persian blue shades we chose took inspiration from the magical character - Genie.



Blue (Standard)
#321EB3



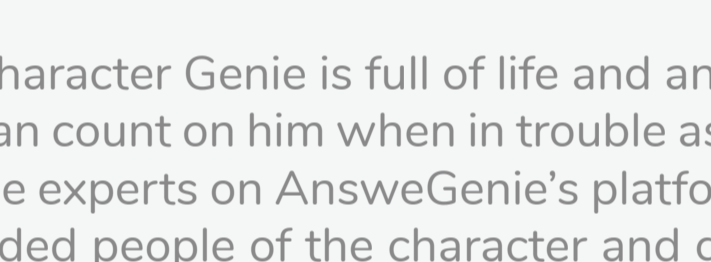
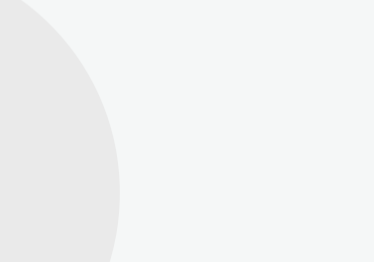
Neutral



Shamrock
#2ED8A6

SHAPE & IDEATION

The character Genie is full of life and answers his master 24/7, and one can count on him when in trouble as he can solve problems just like the experts on AnswerGenie's platform. So we made a logo that reminded people of the character and gave it the feeling of having a one to one conversation on a smart digital platform.



TYPOGRAPHY

Aa

Font: Nunito

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRANDINGS

