



### Branding Identity

Powered by a data engine, Dhi helps you generate intricate KPIs that enable analysis not just aggregations.

Client Name	Project Duration	Project Type
Dhi	2 Months	Brand Identity

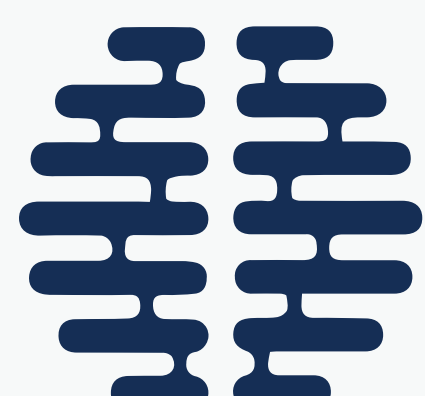
**Design Brief** To design a logo which can represent technology, automation and transformation in the area of Artificial Intelligence

**The Word Dhi** **Understanding, reflection, mind, design, intelligence, opinion, meditation, imagination, notion, intellect**

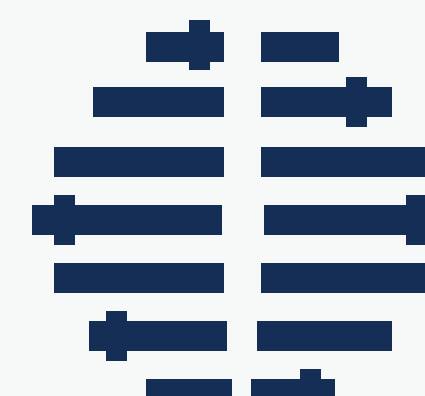
**Explorations** Fluid lines in the shape of a hemisphere of the brain, pixel like lines making up the other half, denoting conversion from organic data to digital / AI solutions



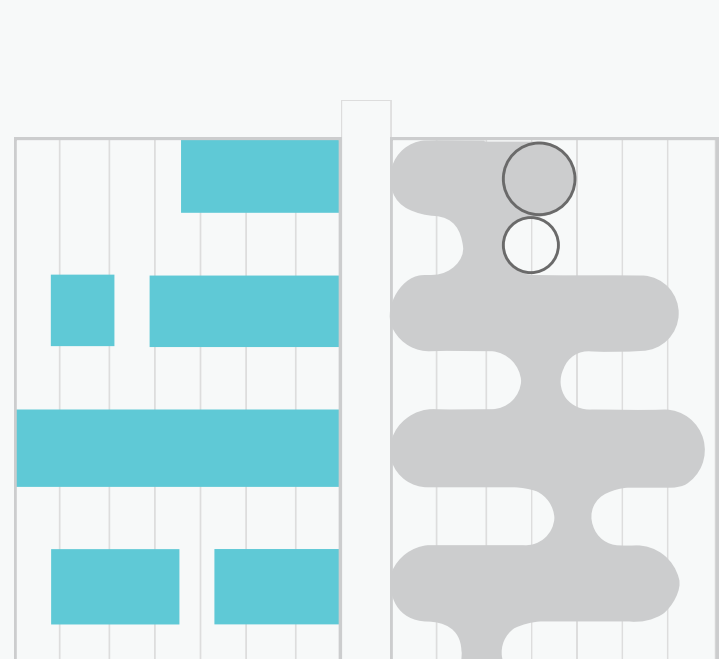
BRAIN



MINIMIZED

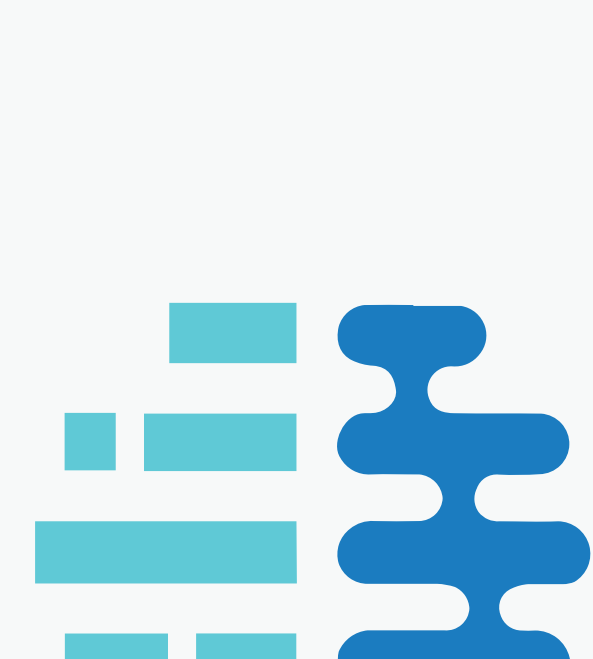


DIGITAL



○ 1.68 Golden Ratio

▭ 2 Equal Halves



**Color Palette** The color blue associated with intuition, imagination, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty.

#5EC8D6

#1C7BBF

**Typography** Open Sans and Maven Pro are bold, strong fonts combined with curves and varied body widths making it a dominant but also humanist font.

Open Sans

Aa

AaBbCc

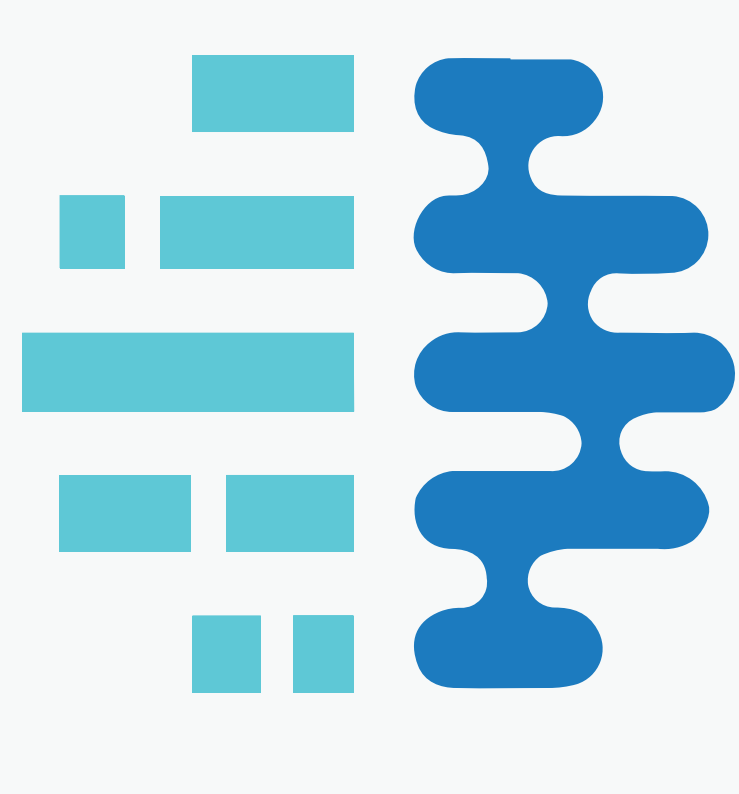
012 345 678

Maven Pro

Aa

AaBbCc

012 345 678



20+ Logo Iterations

2 Extraordinary Designers