SUMMARY

There are eight (8) total files, and in each set there is one with the image specs (ui color palette and typeface) and one with no image specs. They are high resolution graphics, so they can fill a mid sized computer monitor's screen. To tell which file is which just look at the file names (ex: mixxi_minimal_w/specs.jpg, mixxi_minimal.jpg.)

A word on the logo and overall corporate identity .. I took your phrase "However, feel free to let your design eye roam as we are open to new style ideas." and ran with it, as I immediately felt lots of design thinking possibilities (thinking out if the box) both with your company's backend tech of machine learning and with the essence of social connection. The original logo letters seemed quite thin, too thin to be noticed so I drastically expanded that with large typeface. There is a LOT more I wanted to do with the logo but time did not permit this .. but I have lots of design ideas brewing in the Pinterest board I established for this little design project (link below). I would have liked to morph the logo more and add a machine learning tech component to it and refine it overall way more .. perhaps I will get to do this if we work together long term.

The color palette I took liberty with as well, and felt inspired to go in a direction of a bright colored and flat designed based color splash of yellow-gold, dark charcoal and off white which I first established in the elegant graphic. All the other graphics use some component of this and where not used that is because I brought in some stock imagery (fun graphic) or designed a bold graphic with another color (bold but clean graphic.) But the overall color palette was begun in the elegant graphic and refined and finished in the minimal graphic (4 colors max.)

** The choice of logo design and color palette is by no means written in stone nor finished (just started really) but IS a form of 'art direction' I'd suggest as a Visual Designer .. to bring greater size to the company name and flat, bright colors to the overall color palette. With flat design I like limiting colors to 4 or 5 at most. But again overall what I gave you is a form of art direction really to bring your startup to the 'next level' with some really well thought out visual research and design. Just a start!

All graphics were created from scratch with the exception of some social icons borrowed for free from Icon Finder (for the elegant graphic) and a color graphic from Freepik (for the fun graphic)

THE FILES

1
minimal --
mixxi_minimal_w/specs.jpg
mixxi_minimal.jpg

This graphic is meant to emphasize simplicity, represents algorithmic networking, is made in a flat color palette (only three colors), and is good for both web and print.

2
bold but clean --
mixxi_bold/clean_w/specs.jpg
mixxi_bold/clean.jpg

This graphic was for fun and is made to represent your future office one day where you pass this corner of two walls and see boldly printed on it one of the primary goal of the company: to make people happy with meaningful connections through AI. It can be used for both web and print.

3
elegant --
mixxi_elegant_w/specs.jpg
mixxi_elegant.jpg

This was my first graphic I did and represents a romantic night out, where I borrowed from an icon set I had already created for a previous project (the moon and stars and comet.) This also can be used for both web and print.

4
fun --
mixxi_fun_w/specs.jpg
mixxi_fun.jpg

This graphic is almost an infographic and had I had more time I would have done one, but I was attempting to make the connection on how AI is really being used to give the user a more fun life and I go on to explain just how .. so instead of an infographic I decided to make it a short blog post. so created a title and a subtitle at the top, with the blog content down below. So this is really for web but can also be for print as well.

PROCESS

My characteristic process is to take a general theme of a project and establish a Pinterest board for it, which allows me to begin bombarding my mind with a cornucopia of design ideas. It works quite well. If we work long term I will use this same Pinterest board to continue my design thinking, That board is here:

https://www.pinterest.com/pionezero/dating-apps/.

Kind regards,
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