

MYNAME!SDAN

A PRESENTATION TO:
DIMFOX

PROJECT BRIEF

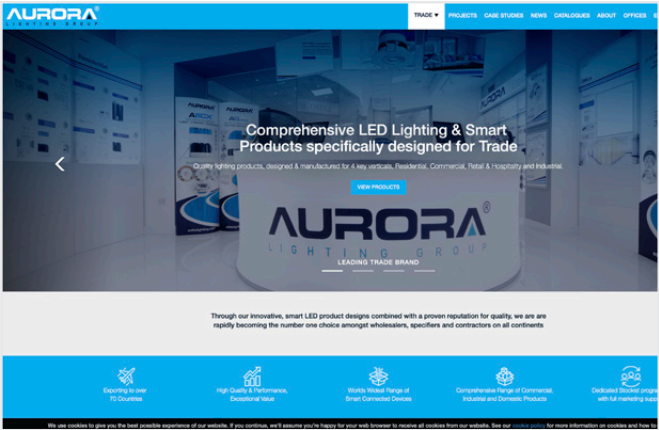
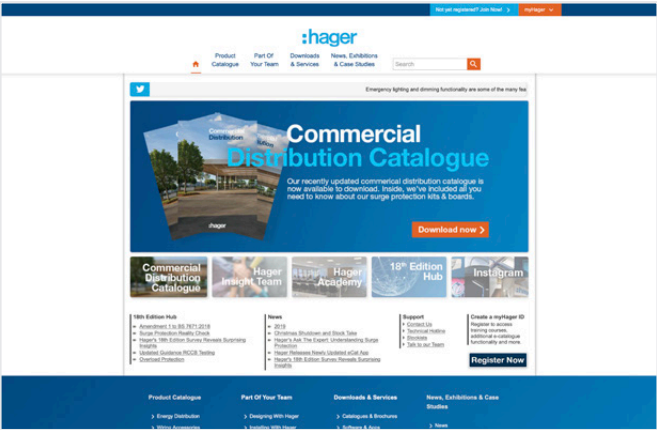
DIMFOX are a start-up business creating state-of-the-art intelligent/smart Dimmer Switches that can be remotely controlled. An innovative, approachable and creative company, DIMFOX want to appear high end, with an affordable, cutting edge product.

This document shows my research, inspiration and early logo concepts ready for refinement into a final design.

Thank you for the time & opportunity.

Dan

COMPETITOR BRANDS





The Ultimate
Driving Machine



M&S
EST. 1884

SIEMENS



next

Schneider
Electric

SAMSUNG

HOUSE OF FRASER

極度乾燥(しなさい)
Superdry®





LOOKING AROUND AT RECENT REBRAND TRENDS

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John Lewis

JOHN LEWIS
& PARTNERS

Waitrose

WAITROSE
& PARTNERS

Uber

UBER

airbnb

 airbnb

 BLACK&DECKER

BLACK+
DECKER



weightwatchers



LOGO CONCEPT ONE:

REFINEMENT

This logo concept takes the rough mock-up already created and being used by DIMFOX, redraws and tidies it up for full use if chosen.

DIMFOX

DIMFOX

DIMFOX

DIMFOX





DIMFOX



DIMFOX

The logo features the word "DIMFOX" in a bold, dark grey, sans-serif typeface. The letter "O" is replaced by a stylized fox head and tail. The fox's head is orange with a white muzzle and a small white ear. Its tail is also orange with a white tip, curving upwards and to the right. The fox's body is integrated into the circular shape of the letter "O".

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LOGO CONCEPT TWO: **NIGHT MODE**

This concept is based on a toggle switch from iOS used to turn apps such as Twitter to 'night mode', playing on the products 'dimnable' nature. I also had a play with merging a moon shape with a fox's tail icon.

D I M F O X

D I M F O X

D I M F O X



D I M F O X

D I M F O X

D I M F O X

D I M F O X 

D I M F O X 

D I M F O X 

D I M F O X 







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DIMFOX



LOGO CONCEPT THREE:

SWITCH BOX

Using a clean, nicely spaced font, (like a lot of the logos in the inspiration section of this presentation), this concept uses a flat icon based on a dimmer switch. Again a subtle nod towards the products USP.

D I M F  X

D I M F  X



LOGO CONCEPT THREE: SWITCH BOX



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D I M F □ X



D I M F □ X



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DIMFOX

LOGO CONCEPT FOUR:

FOXY STAMP

For this concept I wanted to try out using the silhouette of a fox's head as a solid, recognisable icon. Again a strong, clean font has been used for the brand name, that the icon can sit nicely alongside.



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MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynamedan.co.uk

www.mynamedan.co.uk

 [@my_nameis_dan](https://twitter.com/my_nameis_dan)