

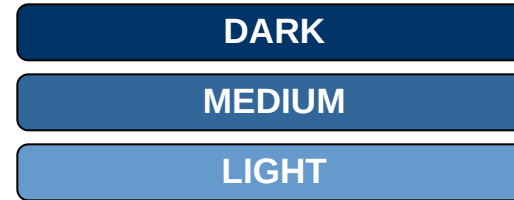
DigiStratum

Logo

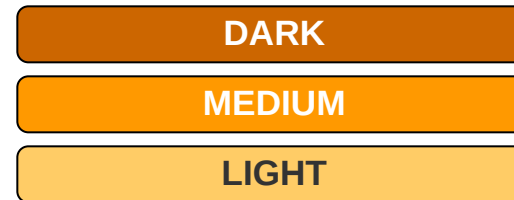


Palette

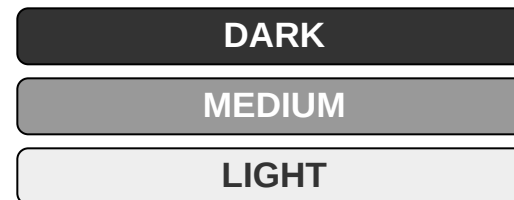
Family 1



Family 2



Family 3



Comps

- [Stripe.com](https://stripe.com)

- + **LIKE**: Simple, direct statements, no paragraphs above the fold, no confusing clutter
- + **LIKE**: Undistracting, simple background impression
- + **LIKE**: Iconic representation of elements in drop-down menus
- **DISLIKE**: Scrolling for extended content below the fold, wacky color palette and monopoly cards

- [Infinum.co](https://infinum.co)

- + **LIKE**: Simple Nav, main statement, mobile first
- **DISLIKE**: Scrolling for extended content below the fold

Design Elements

- Hexagonal shapes (also angular/Geometric over organic)
- Molecular/Network structures
- Green/Planetary significance

- Digital/Pixelated data/bits
- layered/stratification (hence the "Stratum" part of the name)

Message

- Adaptive Software Technology for the Digital Revolution
- Digital Layers to raise the quality of life