

Logo brief

Colours

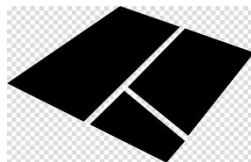
Deep Eucalyptus
113 / 136 / 121

Deep Eucalyptus
#718879

Charcoal Slate
51 / 51 / 51

Charcoal Slate
#333333

Favicon

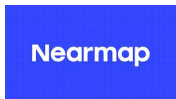


Favicon

- Favicon is designed to look like a land lot symbol, but without the dropped pin. See some examples for inspiration
- I'd like to experiment with the jagged shapes vs. more complete squares to see the difference.
- They should be all charcoal slate with one in deep eucalyptus to indicate that there was still one more to 'acquire'.

Logo

Examples



Initial render

blocsy

Wordmark logo

- 2 renders. One in eucalyptus green and one in white, surrounded by eucalyptus green (see Nearmap example)
- **Design objective:** communicate neighbourly coordination and the idea of completing the puzzle. Evoke trust, innovation, and transformation without leaning into corporate sterility

Typography

- Custom logotype preferred - lowercase 'blocsy' for approachability
- Consider widening letterforms for confidence slightly if works for geometric purposes.

Possible design features to experiment

- Puzzle-inspired gesture where "C" subtly interlocks into "S", suggesting coordination and fit. The geometry / alignment would need to be amended as marked **in red**.
- Also consider making the bottom of the "Y" resemble more of a puzzle piece, similar to the initial render
- The bottom of the "C" linking to the start of the "S" to symbolise 'connection' and 'collaboration'
- Playing with the 'l' to divide into blocks similar to the favicon
- A combination of all of the above would be too much, although I'm keen to see some options which explore these features in a subtle way in addition to any other ideas.