MASTHEAD SKETCHES
Company name: HIDE
Business type: Data security for businesses
Anti-cloud data storage.

This was based on a calligraphy font. The design hides the 'i' inside the 'h' to illustrate 'hiding'. This is attractive in its elegance and simplicity but its style is not quite right for the company. Not solid and technologically advanced enough.

The inspiration behind this was the thought that chameleons are animals that hide. I tried using a chameleon to convey the idea behind the company but the logo does not stand out enough.

The word hide using an eye is inspired by the logo lift, and alone, where the logo tells a story. However the eye doesn't clearly portray the hide idea or technology.
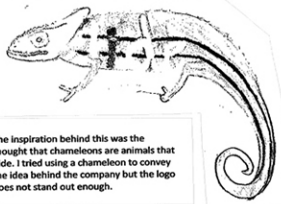
Has its roots in the android logo, has a futuristic font. Man fading into the background illustrates the concept of hiding. I like this but it doesn't really work here.

The mask in this version of the hide masthead is inspired by a superhero disguise. I used this to try and make the word tell a story, but once again there is no technology aspect.
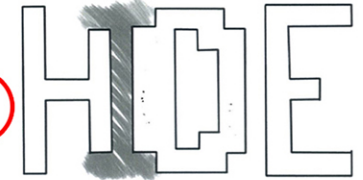
Using the idea of hiding, I created these two variations of the logo out of things a person can hide behind. This illustrates HIDE as a word but has no technology message.
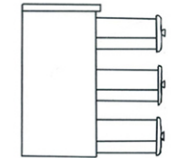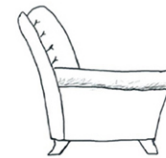
The idea was a play on words based around HIDE as a cow's hide. This was fun to play with but didn't turn out to be where I wanted to go, it wasn't technical enough.
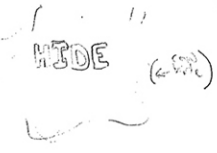
Inspired by lift logo, used pixelated font with a shadow of an 'i' illustrating the fact that its hidden, this works well because it relates to computer technology and to the action of hiding. Develop this more.

This logo uses negative space to reveal a word. This would work on a dark background with more refinements.

Another use of negative space which is illustrates where something has been. The word is revealed in the absence of dirt. The concept is good but it is not refined enough.

Big square font in caps, First letter dark and bold fading to light at the end of the word. I like this idea but it needs to be more striking and needs to have more character.
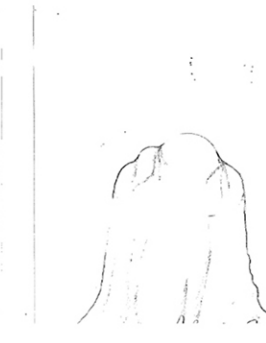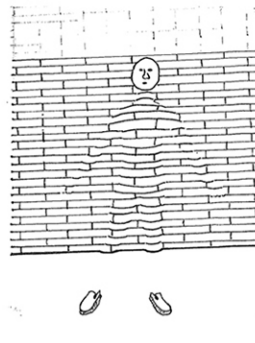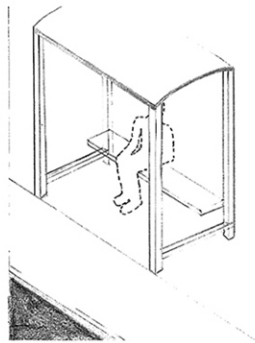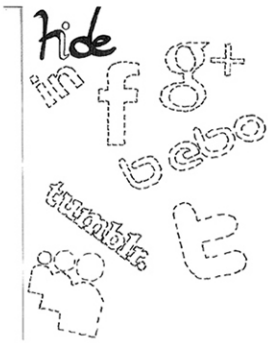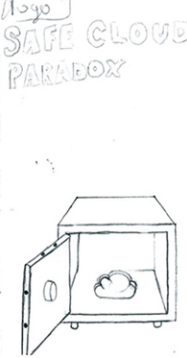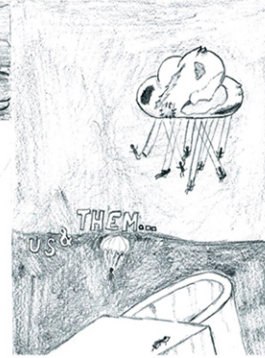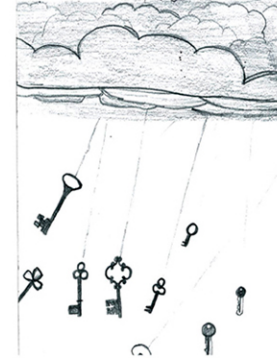
The idea here is along the lines of a photographed layout of the materials which form the word. i.e. white fur fabric cut into letter shapes photographed on a white shiny backing. I didn't take this any further as it lacked relevance.

The word HIDE hiding behind a bush or cloud giving a literal representation of the word and indicates what the company is about. This is attractive but is a bit childish and unprofessional.

HIDE
hide
HIDE
hide
HIDE
hide.
[hide]

SAFE CLOUD PARADOX

Name: George Forster
Age: 23

Name: Charlotte Webster
Age: 43

Name: Samantha Phillips
Age: 31

Name: HIDE
Age: HIDE
Phone: HIDE

US & THEM...

hide in f g+ bebo tumblr t

PEOPLE THINK I'M NOT THERE BUT I'M JUST HIDDEN

hide

567003

771234

I'M A REAL NINJA

NO-ONE IS SAFE
EVERYONE IS SAFE

HIDE

HIDE

I'M A REAL NINJA

5

HIDE MAGAZINE

HIDE

HIDE

HIDE