

MASTHEAD SKETCHES

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

hide

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.



hide hide

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.

hide

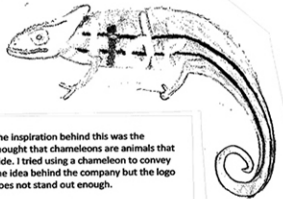
Has its roots in the android logo, has a futuristic font. Man fading into the background illustrates the concept of hiding. I like this but it doesn't really work here.

hide

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.



[hide]



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



[hide]

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.

1

HIDE

HIDE

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.

HIDE

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.



HIDE

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.

HIDE

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.

3

HIDE

2

HIDE

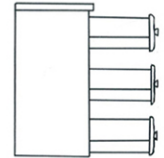
hide

HIDE

HIDE hide



hide.

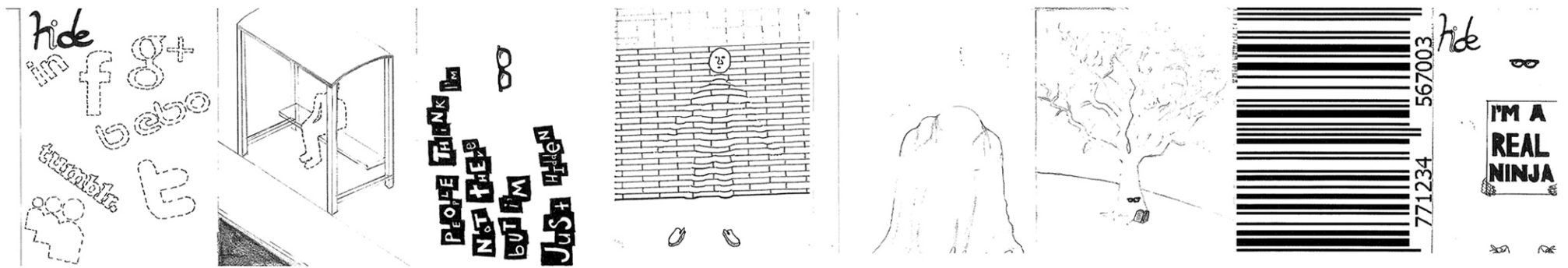
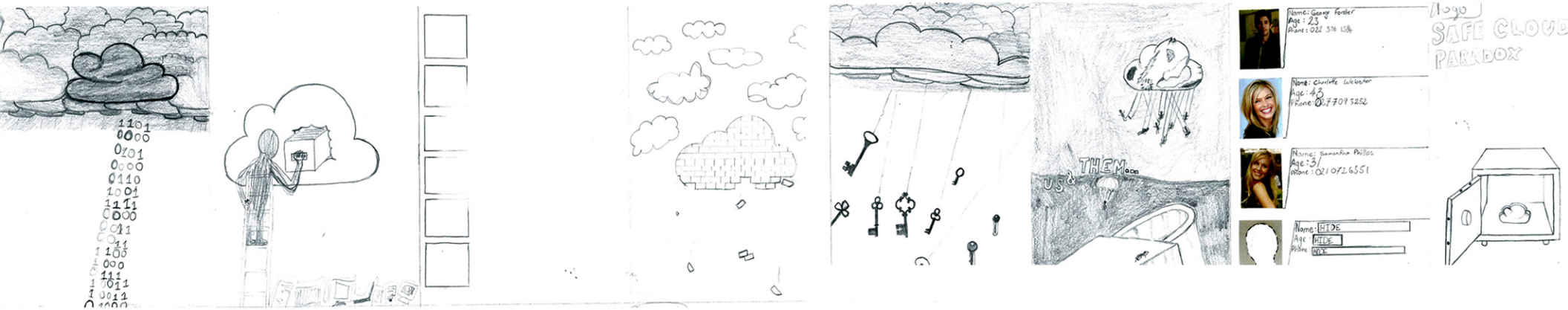


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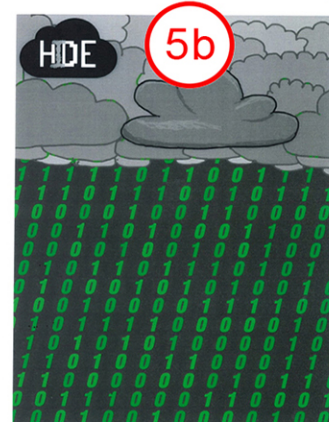
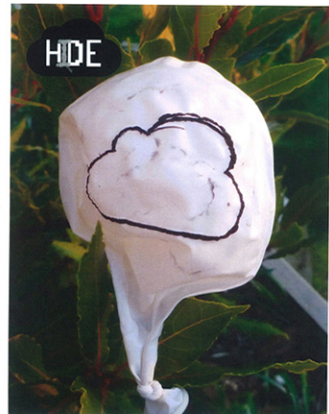
4

HIDE

HIDE



5a



5

