



**RESPECT**

# RSOLVER

**Logo development**

**RSOLVR:**

**Decisions  
Made Faster**

# Mission Statement

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**Rsolvr is a Collaborative Strategy Tool that enables leaders to confidently make the right decision based on their teams input.**

- Make Decisions with Confidence
- Leader and Teamwork
- Prioritize with Speed
- Ranking Collaboratively
- Allow your team to weigh-in efficiently
- Reveal what's important
- Consensus & Security
- Works on any device

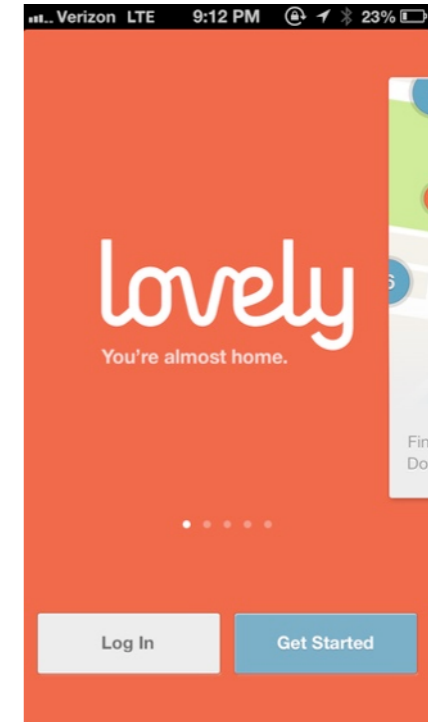
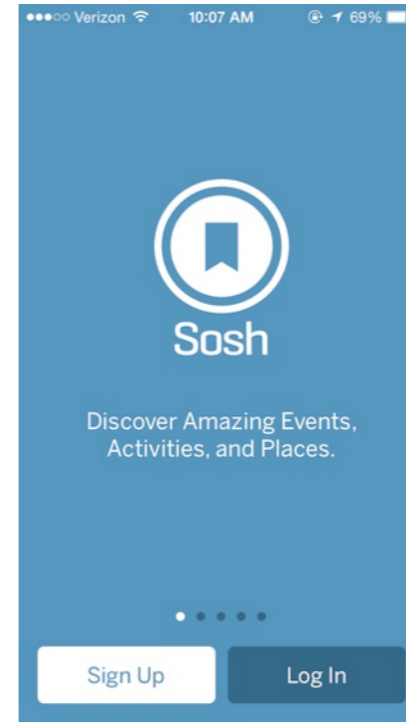
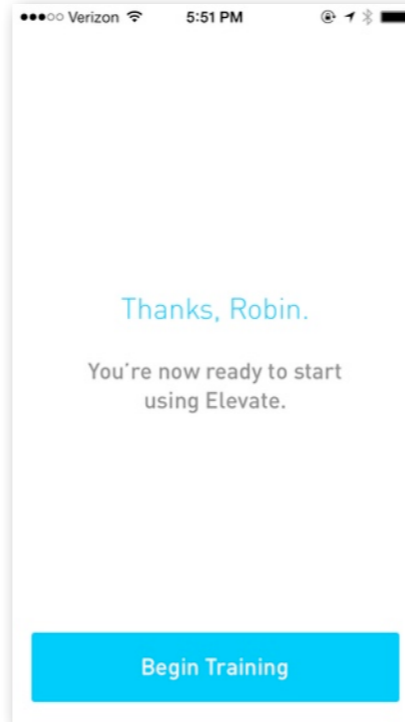
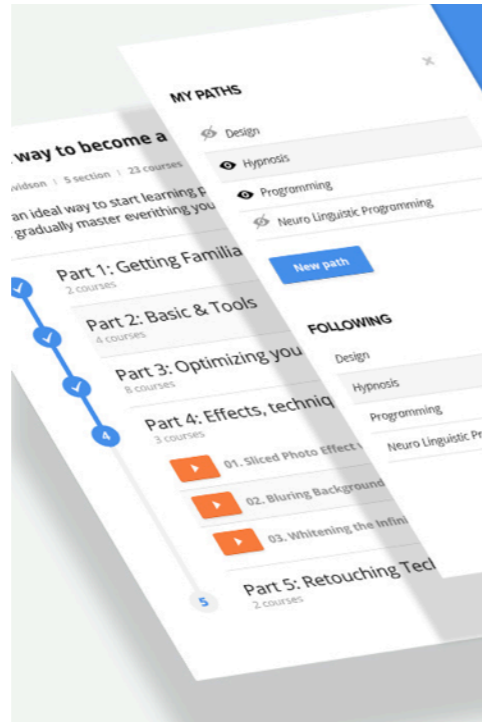
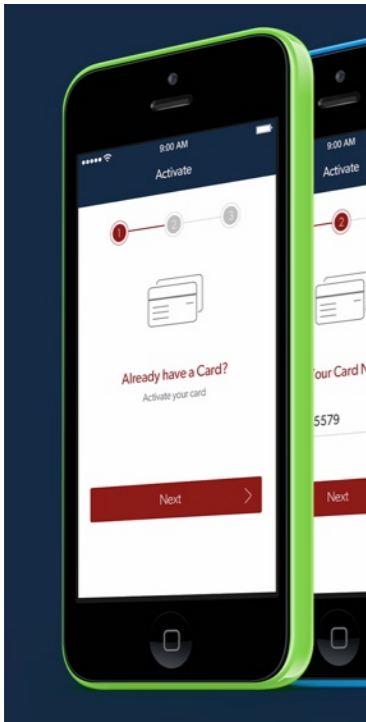
# Brand Elements to Consider

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The **RSOLVR** brand must be crafted to solve a unique set of factors.

- Should be simple and easy
- Friendly and approachable
- Should reference the action of ranking
- Reference the idea of resolution or result
- Reflect the idea of collaboration
- Encompass enough flexibility to perform on multiple platforms and devices
- Appear appropriate for multiple industries

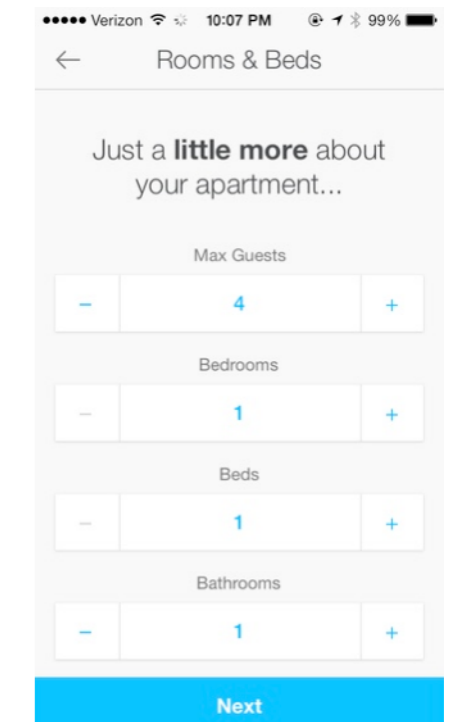
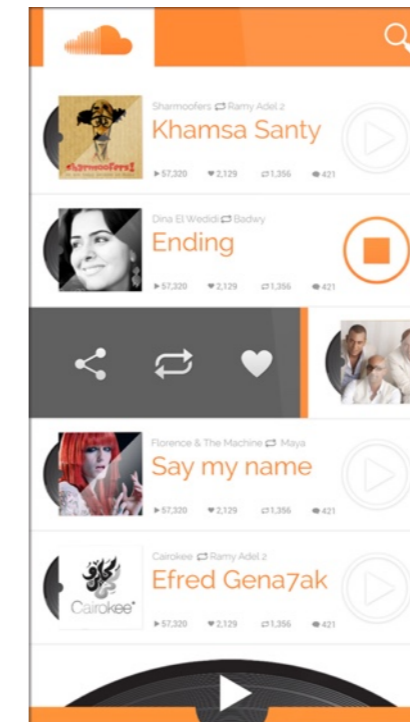
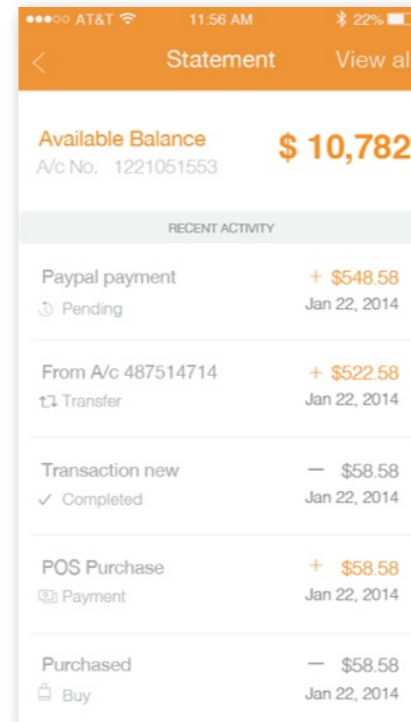
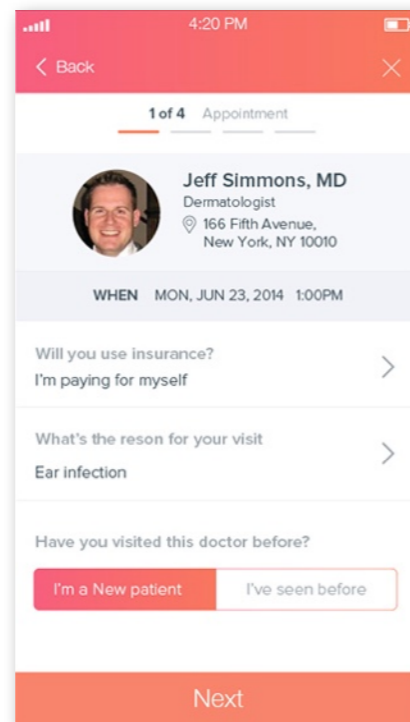
# Research



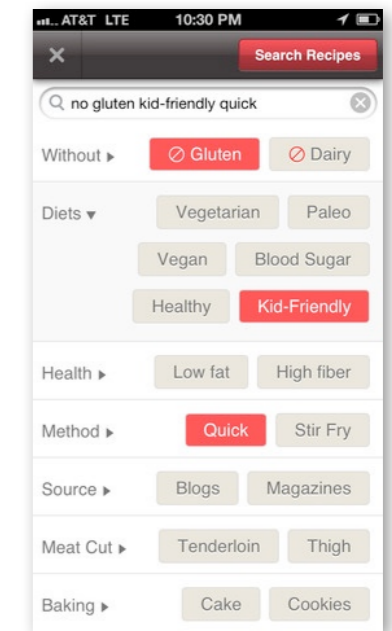
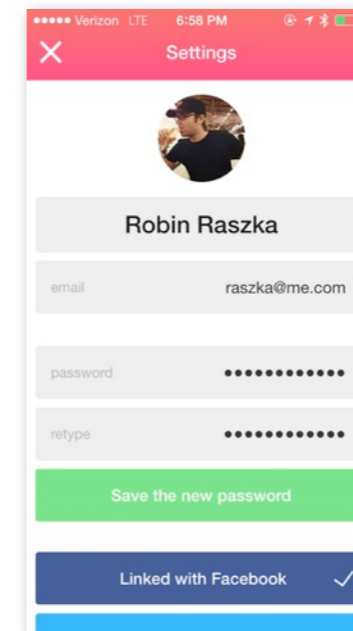
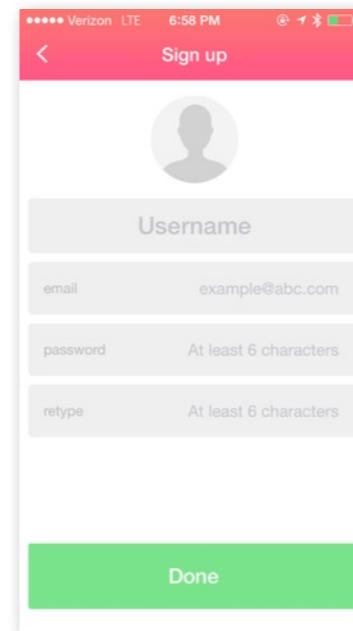
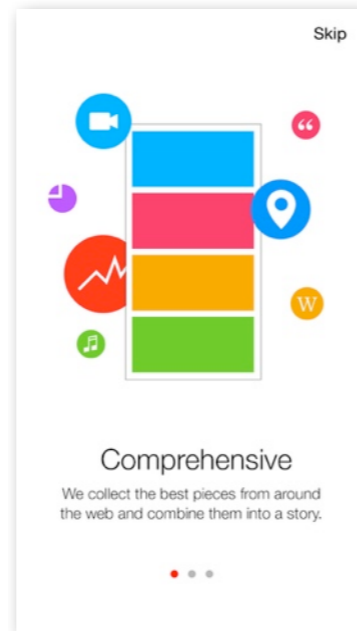
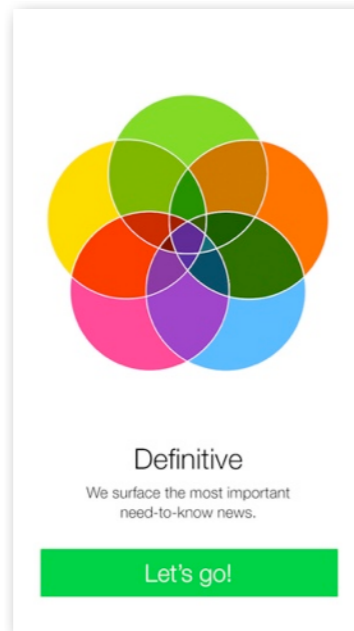
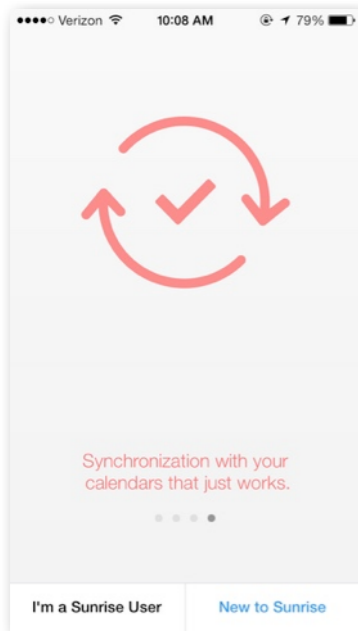
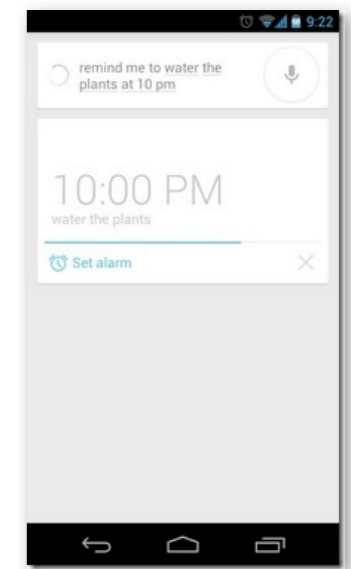
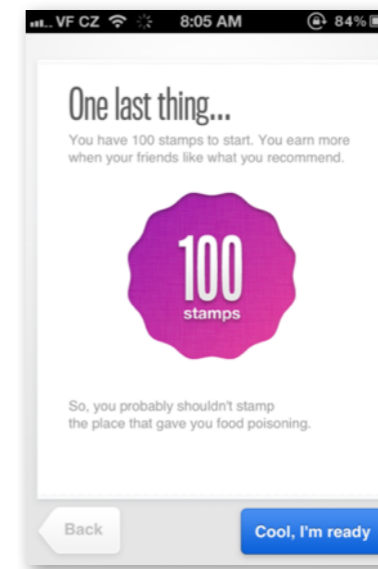
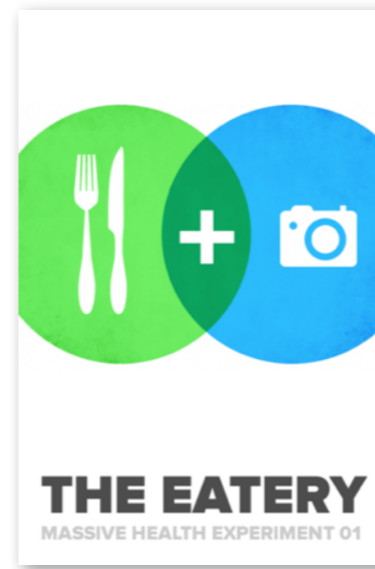
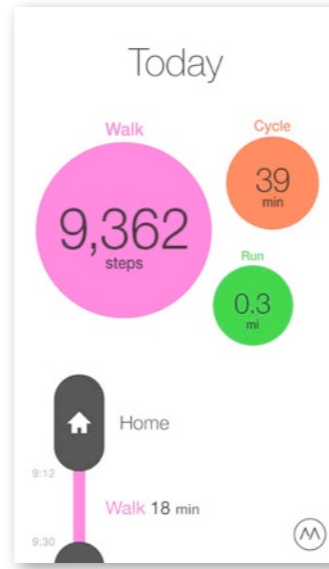
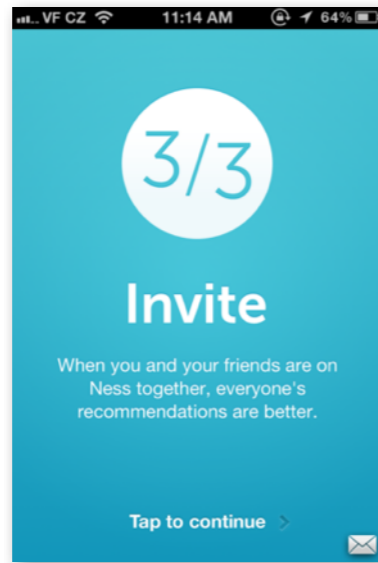
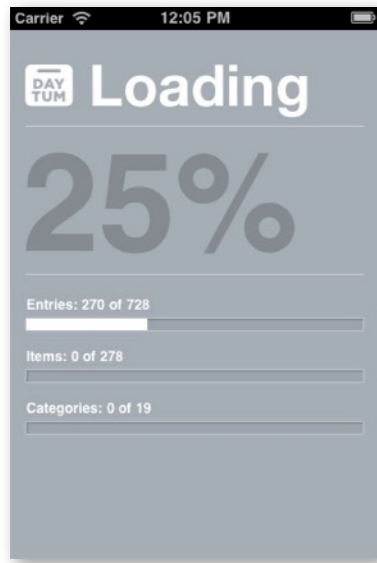
Hello!

Here you can take black-and-white passport photos, like in the good old days. To make this work we need access to your webcam.

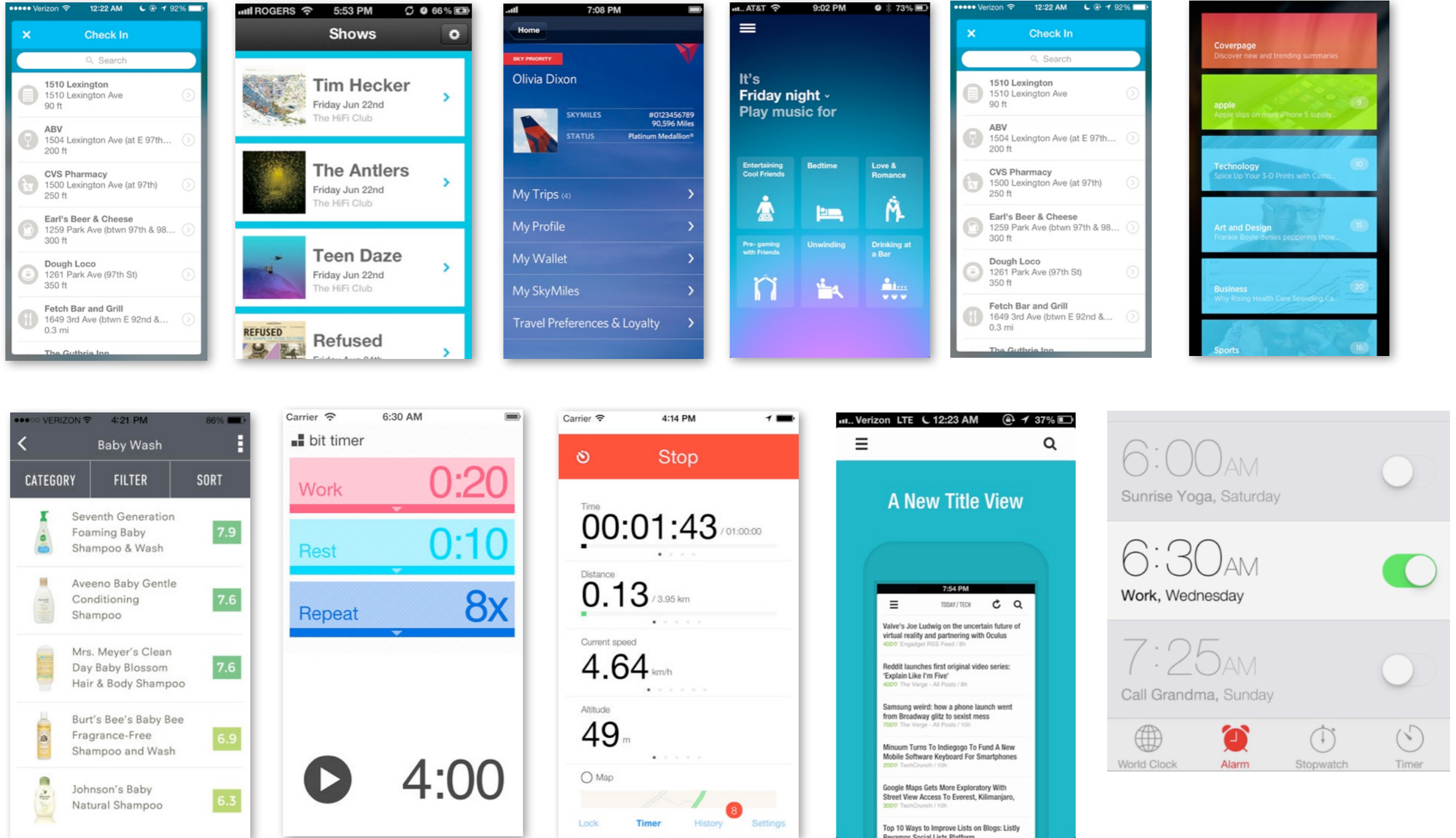
ACTIVATE WEBCAM



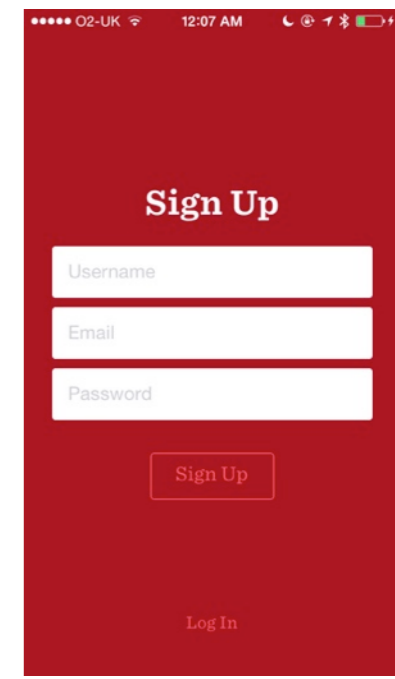
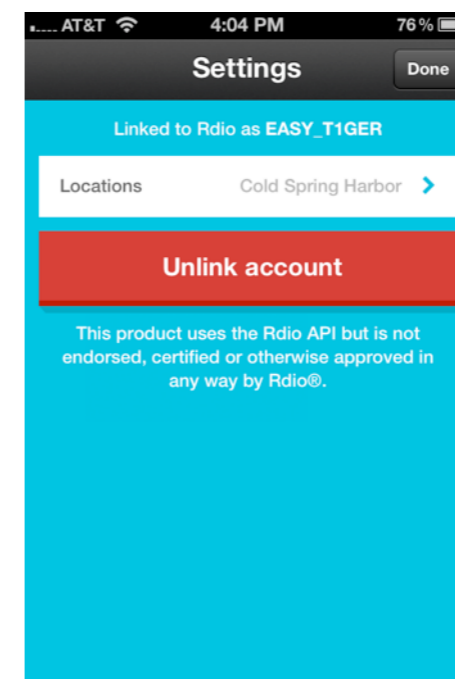
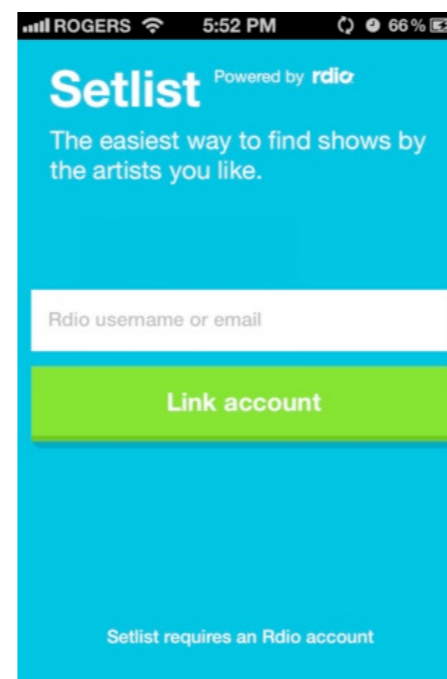
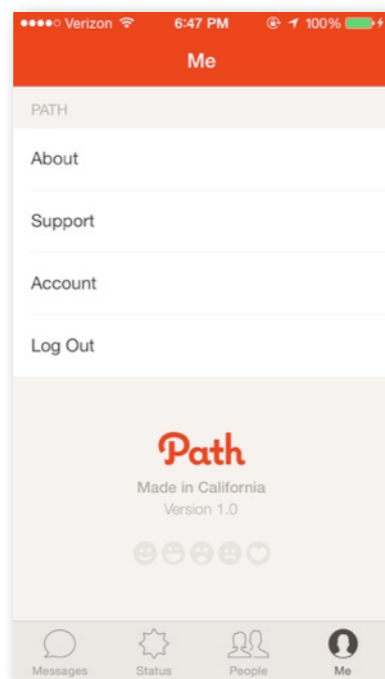
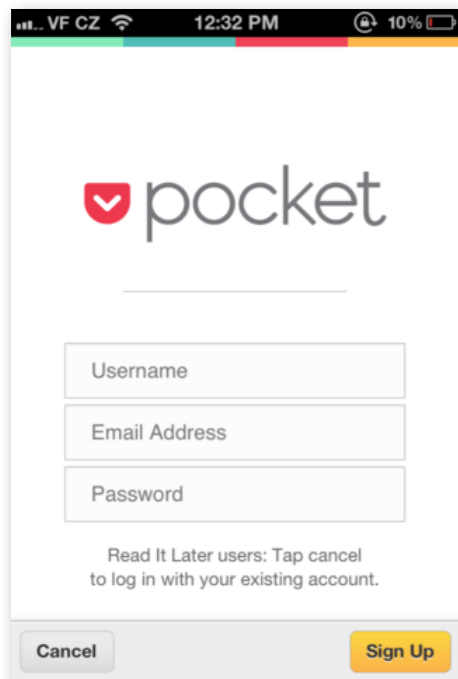
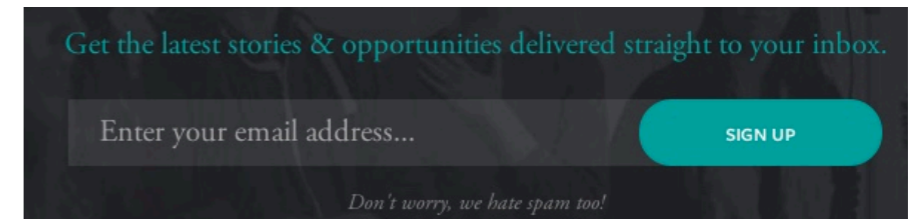
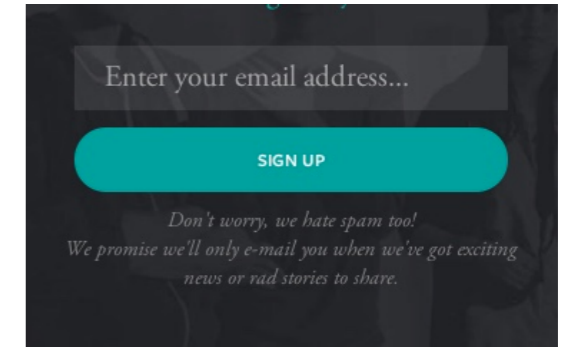
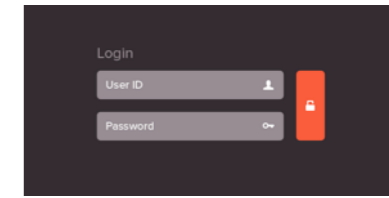
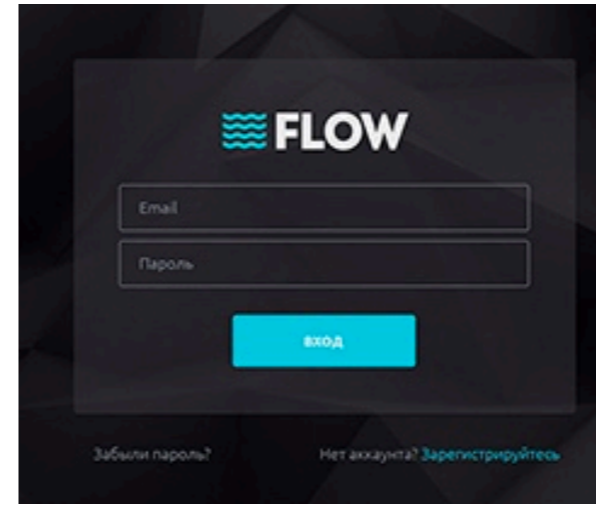
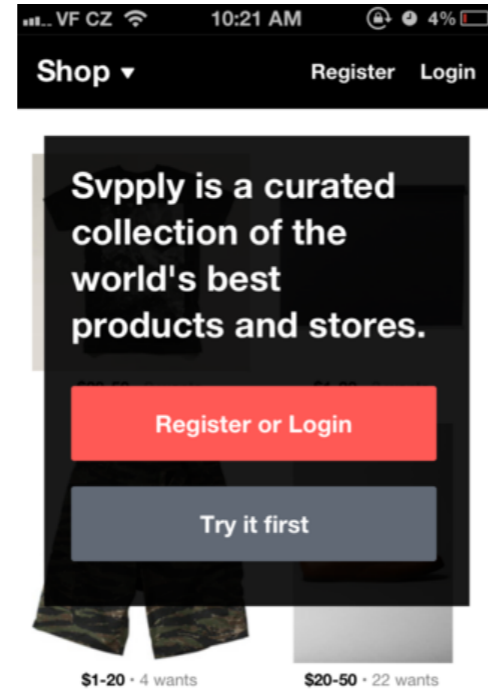
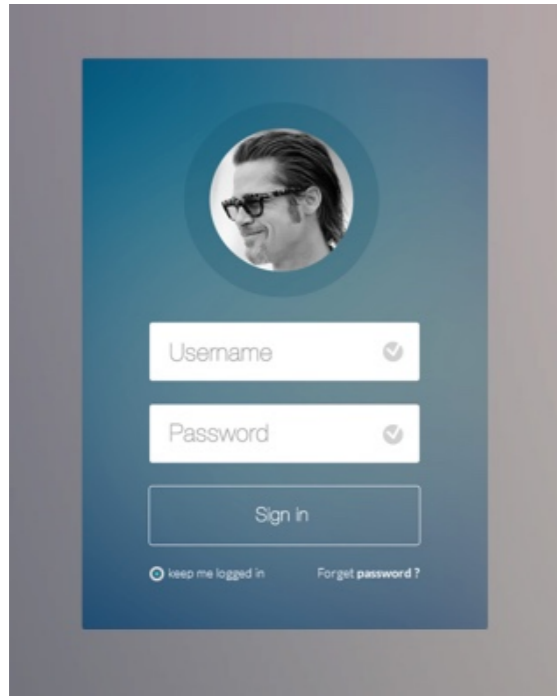
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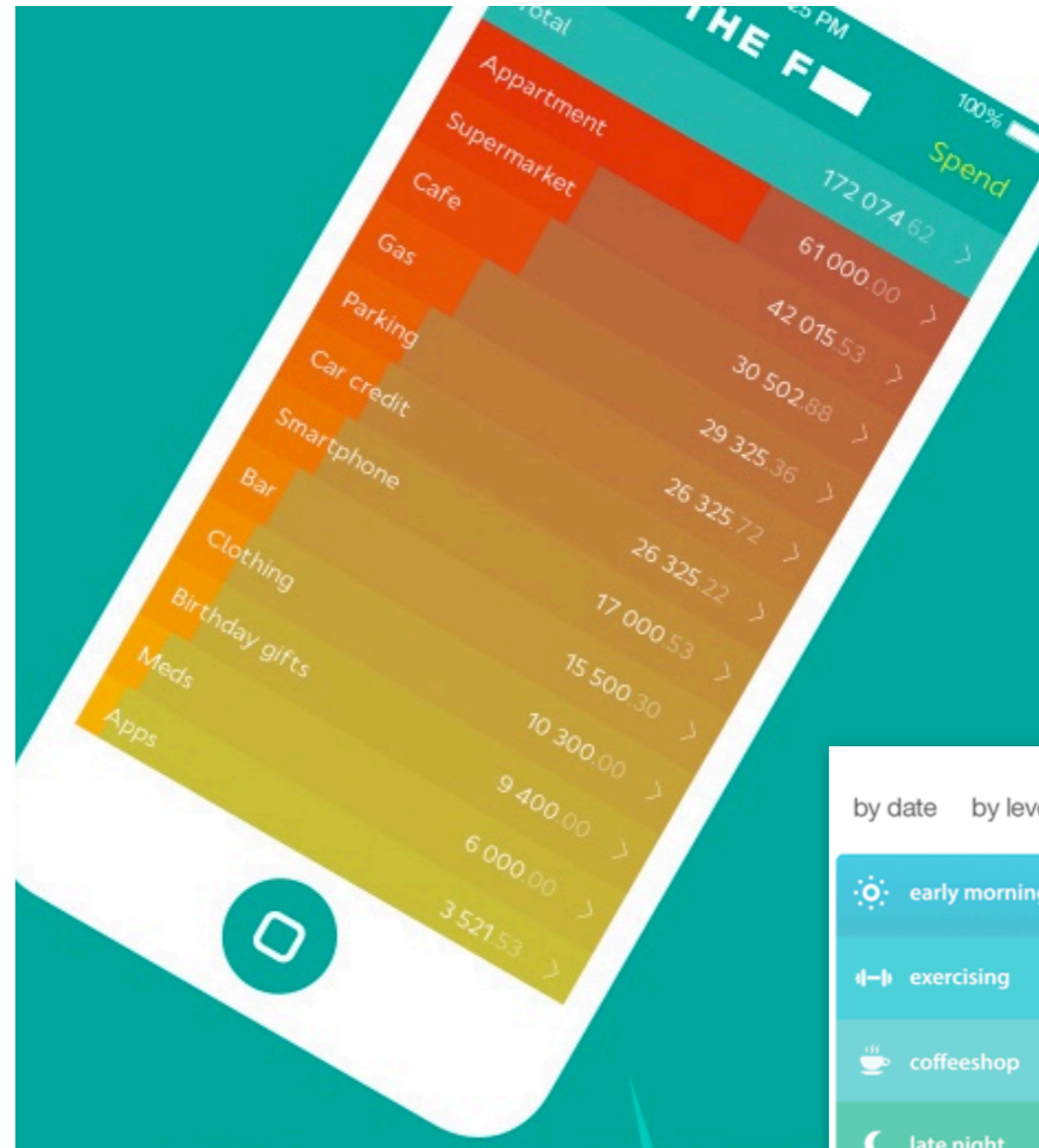
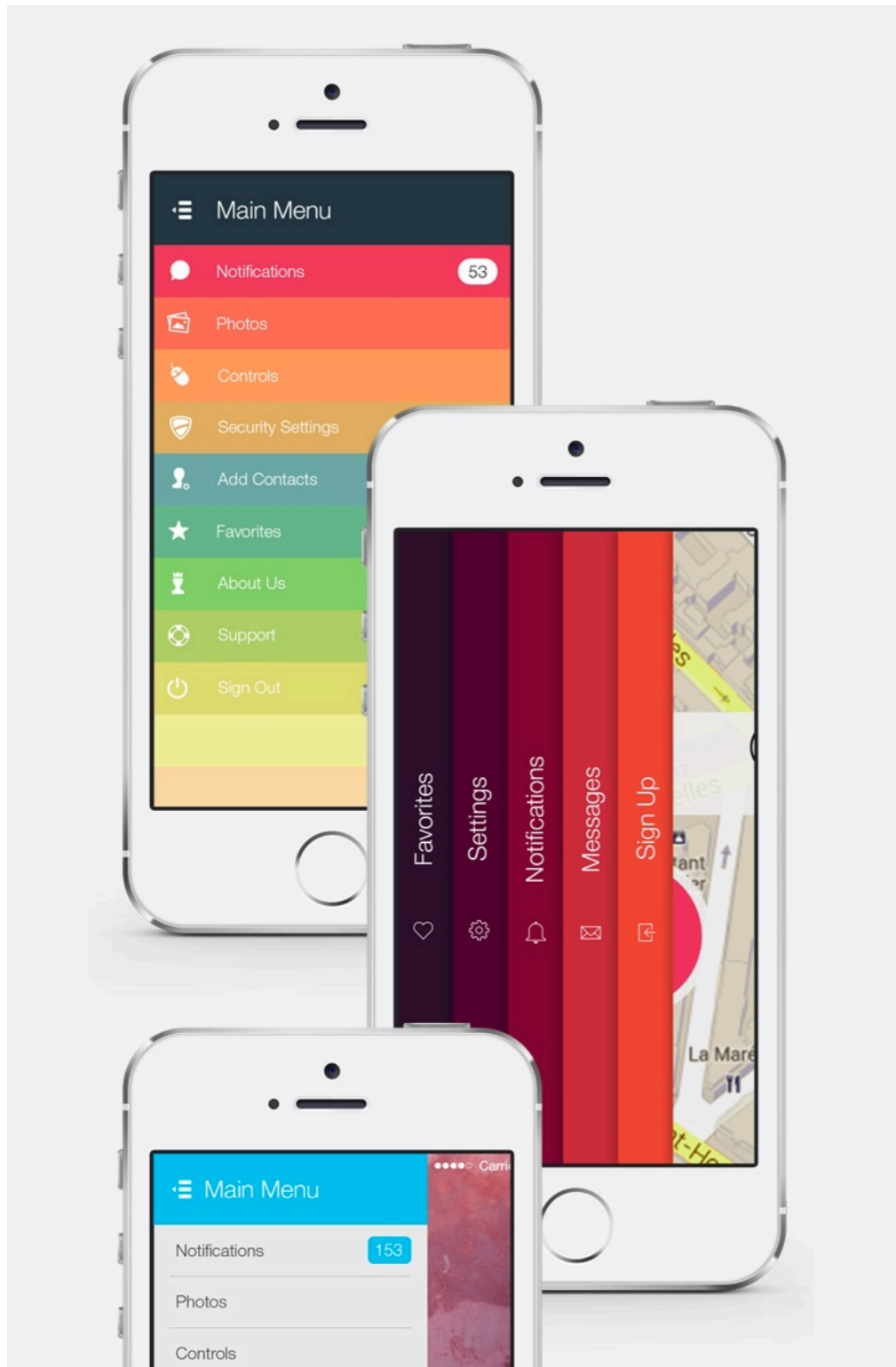


# Research





# Research



	by date	by level	by tag	
☀️	early morning			9.8
🏃	exercising			9.6
☕	coffeeshop			9.4
🌙	late night			8.7
👥	with other people			8.8
😊	feeling excited			7.6
🎧	listening to classical			7.4
🍷	at a bar			6.7

# Research

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# Logo Exploration

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# Logo Exploration

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# Logo Exploration

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# Logo Exploration

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# Short List

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- ◆ Indicates ranking with the **number 1**
- ◆ References an **up arrow**
- ◆ Looks like a lower case **'r'**
- ◆ Effective **large and small**
- ◆ Is **friendly and simple**
- ◆ Appealing to a **large audience** and across **multiple industries**
- ◆ Dot suggests a **thumb touch** on a smartphone screen
- ◆ Gradient reflects the idea of vertical change towards a **resolution**

# Color Options

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# App Badge

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 **RSOLVR**



# Branding

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# Ready to roll

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## **RESPECT**

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