



elegance

Our brand, redefined

We started out as a repository of over 1.2M+ available one-word domains for founders to find brandable names for their projects. While we've had **significant traction** with that early on*, we've decided to expand beyond just a database into a **full suite of tools for founders to build a world-class product online.**

*our product has been used by over 60K people and we're currently at \$3.5K in monthly revenue

Before

After



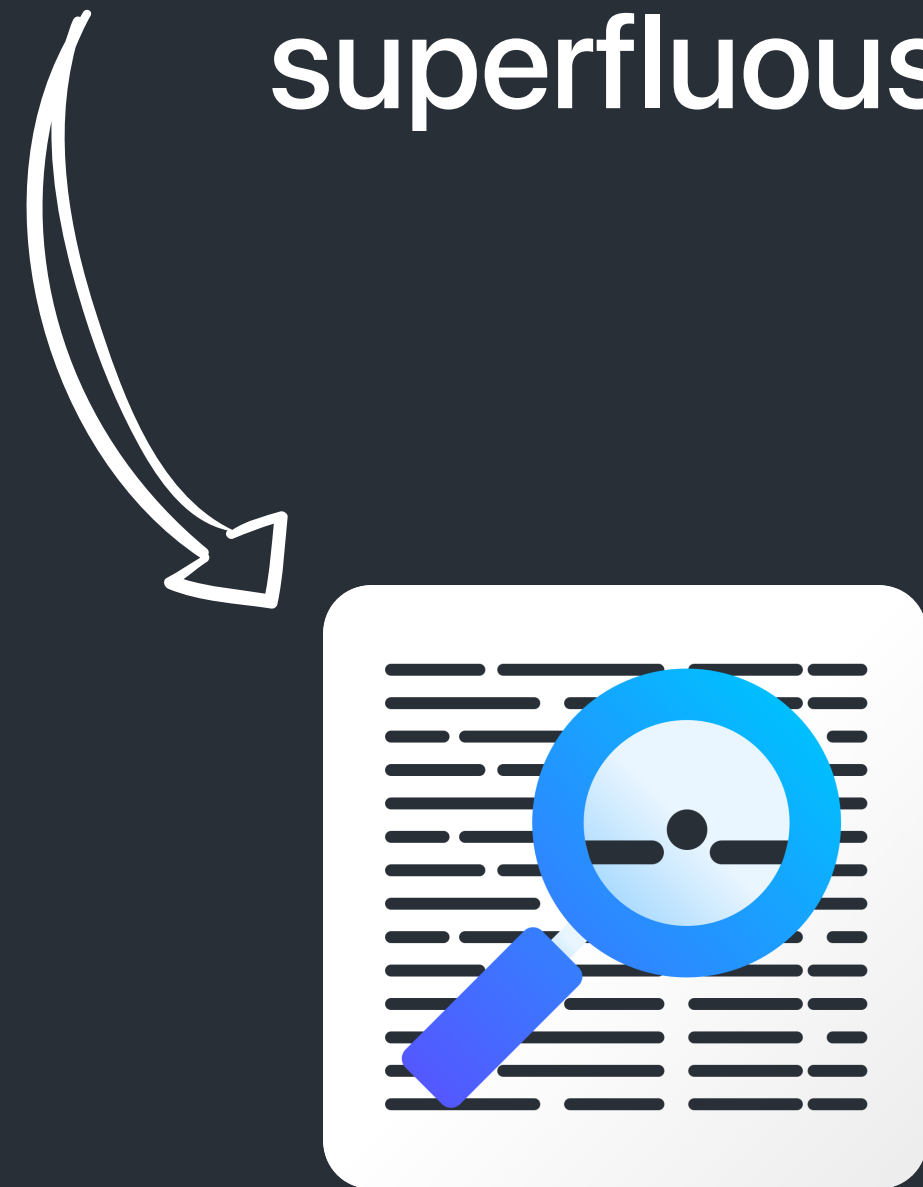
One Word



elegance

Foreground Color: # FFFFFFFF
Background Color: #292f36
Miscellaneous Colors: #397AFF
Primary Typeface: Brandon Grotesque
Secondary Typeface: None

Overly-complicated logo,
insofar as being
superfluous.



One Word Domains

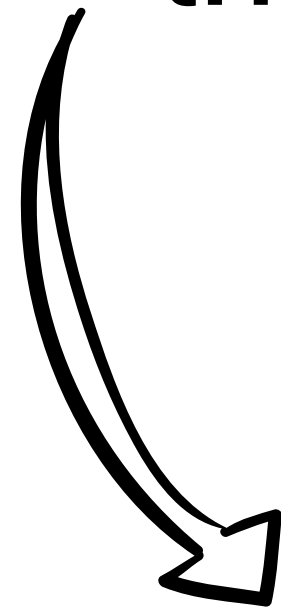
Background color is quite
monochrome and lacked
inspiration/creativity.

Primary typeface was too over-used
and not unique to our brand. Also
lacked a specific secondary typeface.

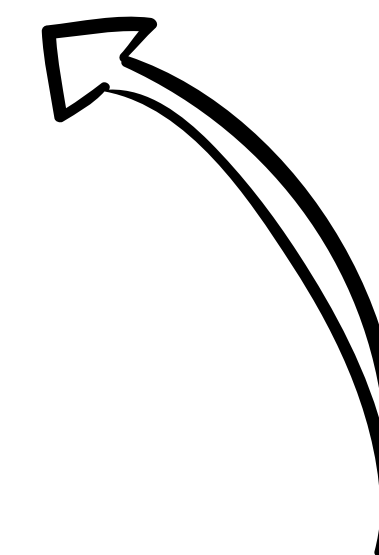
Our name was also very specific to our
initial product offering and was not
suitable for our new vision.

Foreground Color: # 7B46F6
Background Color: #FFFFFF
Secondary Color: #9AD7F1
Grayscale: #4d4c4c
Primary Typeface: Satoshi
Secondary Typeface: System UI

Much simpler logo, highly-recognizable, aligned with the brand identity.

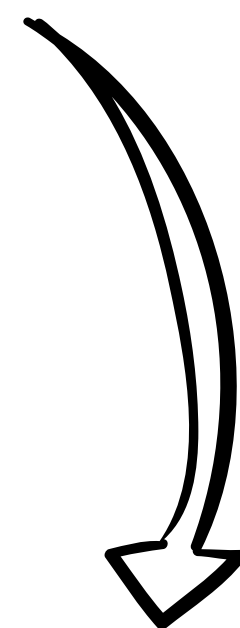


elegance



Our new primary typeface, Satoshi, is unique to our brand.

New gradient color scheme is perfect for CTA buttons, backgrounds, and even font highlights.



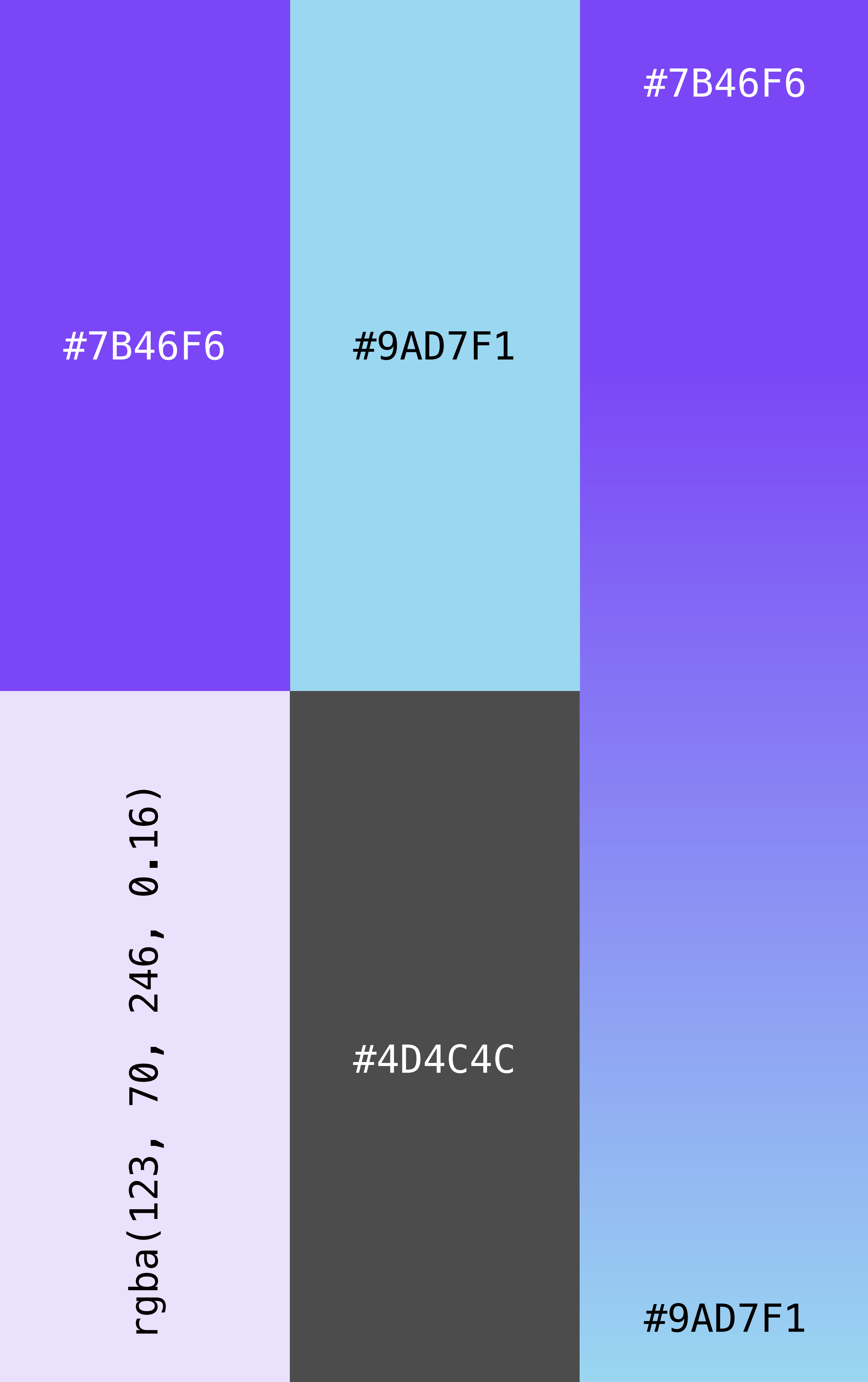
Our new name, Elegance, is the perfect representation of our revised brand identity – which is to help founders create world-class, beautiful brands & products online

The Echelon



Our new logo, the Echelon, is a symbolism of a series of gradual improvements that can be made to a company's branding in order to take it to the next level.

The same way Airbnb evolved into a globally recognized, multi-billion dollar business with its rebrand, we want to help startups & businesses achieve that with the use of machine learning and algorithmic art.



#7B46F6

#9AD7F1

#7B46F6

rgba(123, 70, 246, 0.16)

#4D4C4C

#9AD7F1

Color Profile

Our color profile is a healthy contrast of vibrant colors like purple and cyan, lighter colors that have a tinge of the primary hue, as well as grayscale for text bodies.

In color theory, the color purple is generally associated with creativity and imagination, which is what we want to convey with our product.

Satoshi

Light

Regular

Medium

Bold

Black

We have a new primary typeface that is unique to our brand. We chose this font for its modern outlook and flawless letterforms.

Bringing it all together

When brought together, our design system gives us a much stronger and memorable brand identity.

