



Who's Driving Branding  
App / Logo Design



Who's Driving



Who's Driving

WHO'S DRIVING ICON



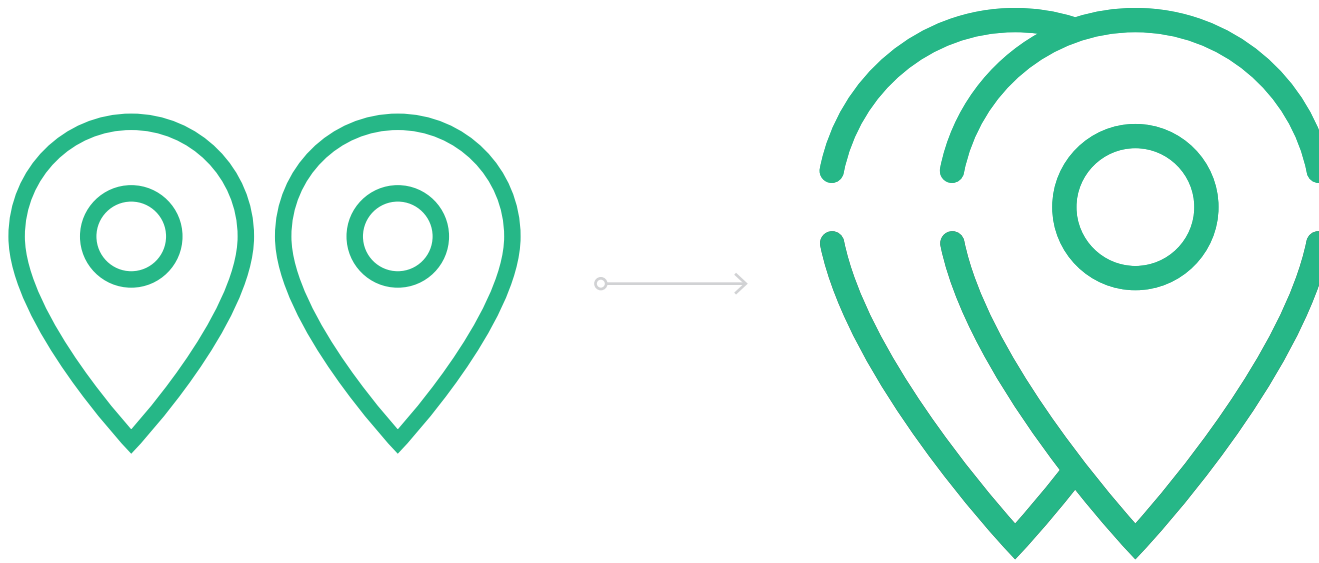
THE NEW ICON IS...

Clean  
Modern  
Techie

Simple  
Clever  
Cool

Fresh  
Sharp  
Masterful

## CONSTRUCTION OF THE WHO'S DRIVING ICON



In the Who's Driving app, each carpool involves two drivers, one for Drop-Off and one for Pick-Up, so it seemed natural that we incorporate two pin markers.

## CONSTRUCTION OF THE WHO'S DRIVING ICON



In addition to the two pins, the new icon also incorporates a 'W', constructed by the combination of the bottom of the two pin markers. The 'W' is understated but skillful in its delivery to someone viewing the brand. The subtlety allows a first time viewer of the icon to have that 'Aw-Ha' moment.

NEW ICON WITH REWORKED TYPOGRAPHY



Who's Driving



Who's Driving

With the updated icon, we revisited the typography as well and found that the all-caps did not blend as well as the sentence-case in the font.

ALTERNATIVE COLOR SCHEME FOR IDENTITY



Who's Driving



Who's Driving

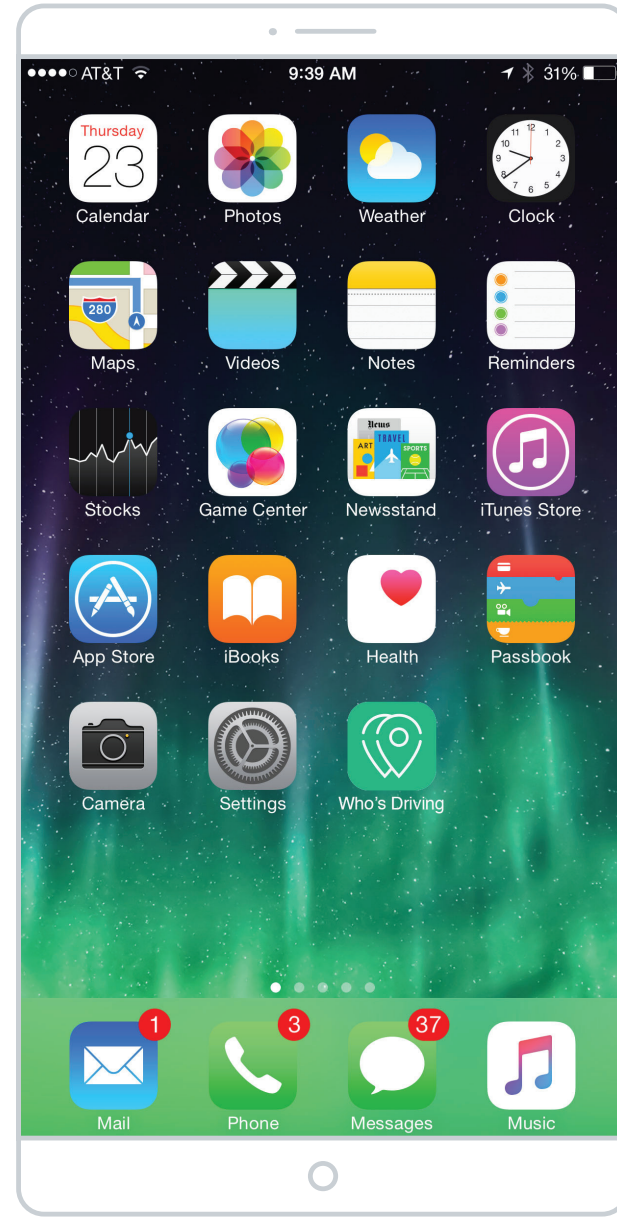
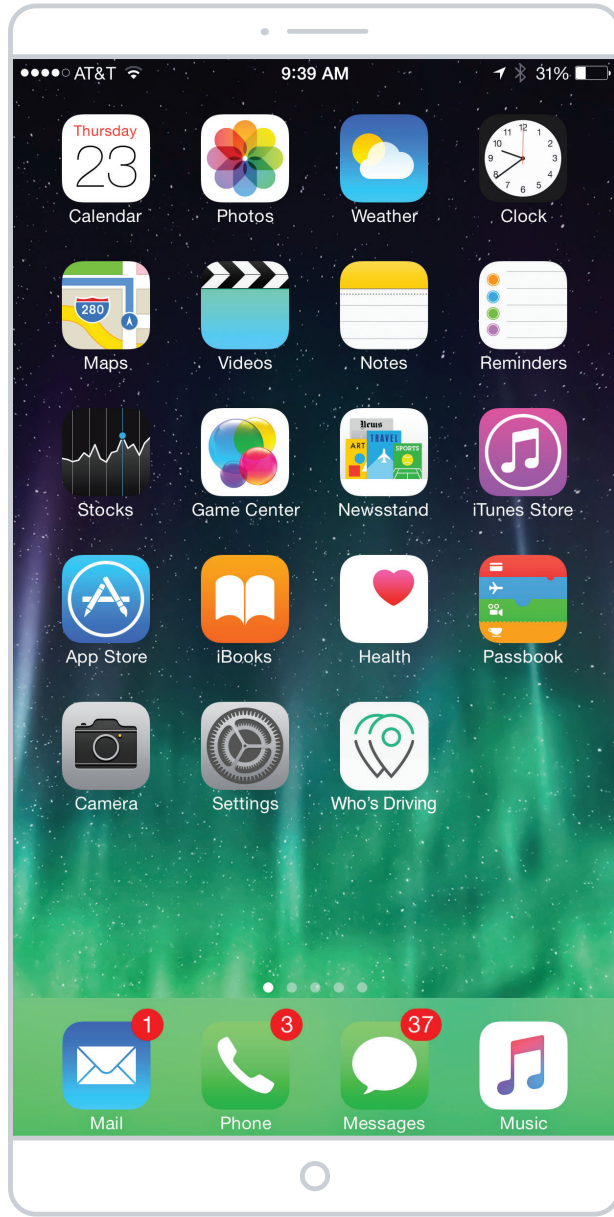


Who's Driving



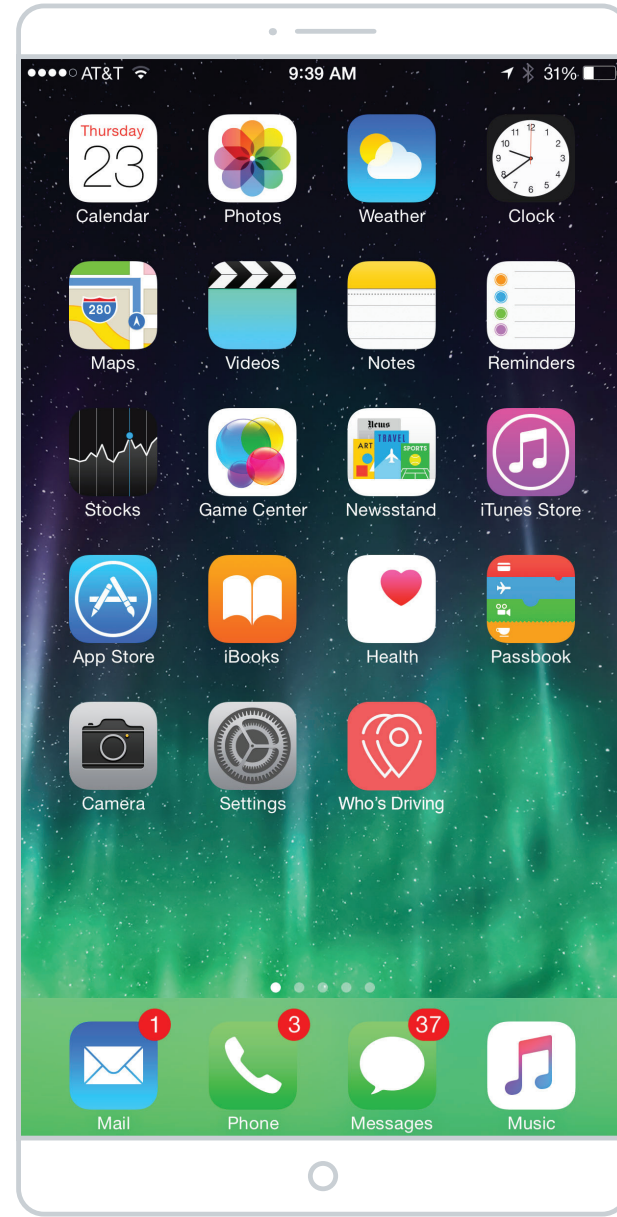
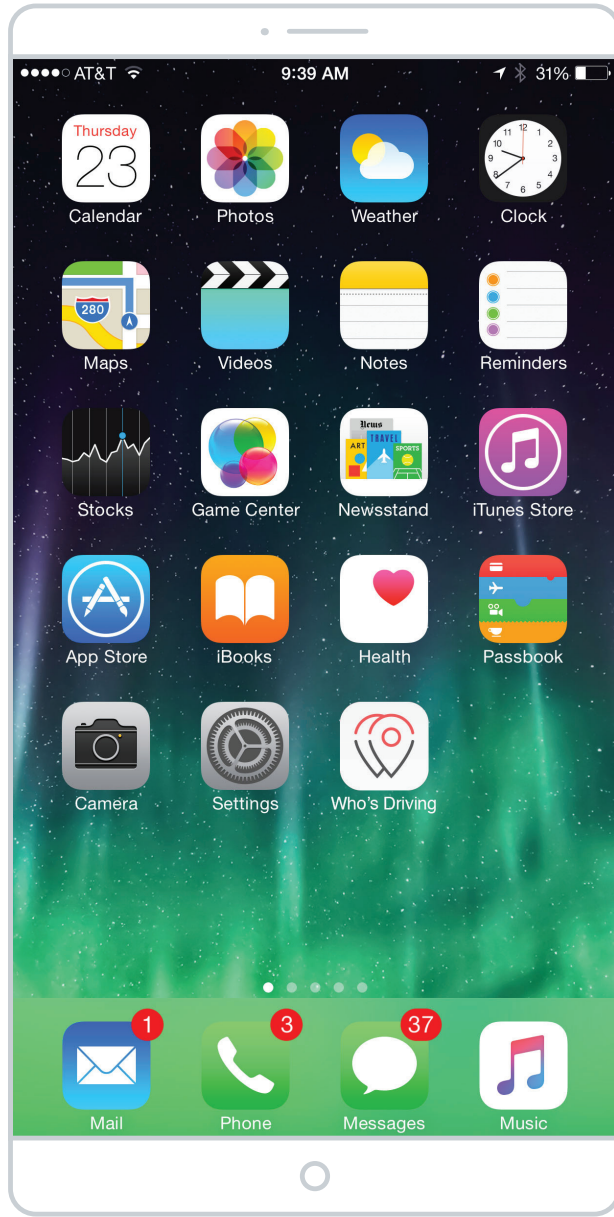
Who's Driving

# IPHONE APP MOCKUP - GREEN

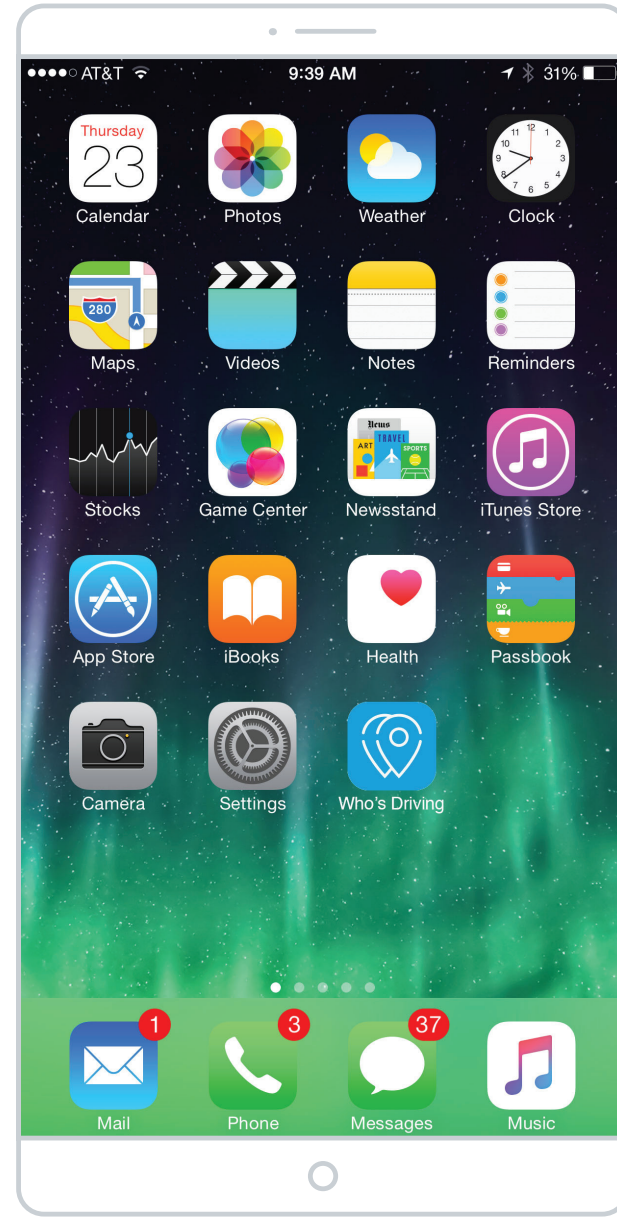
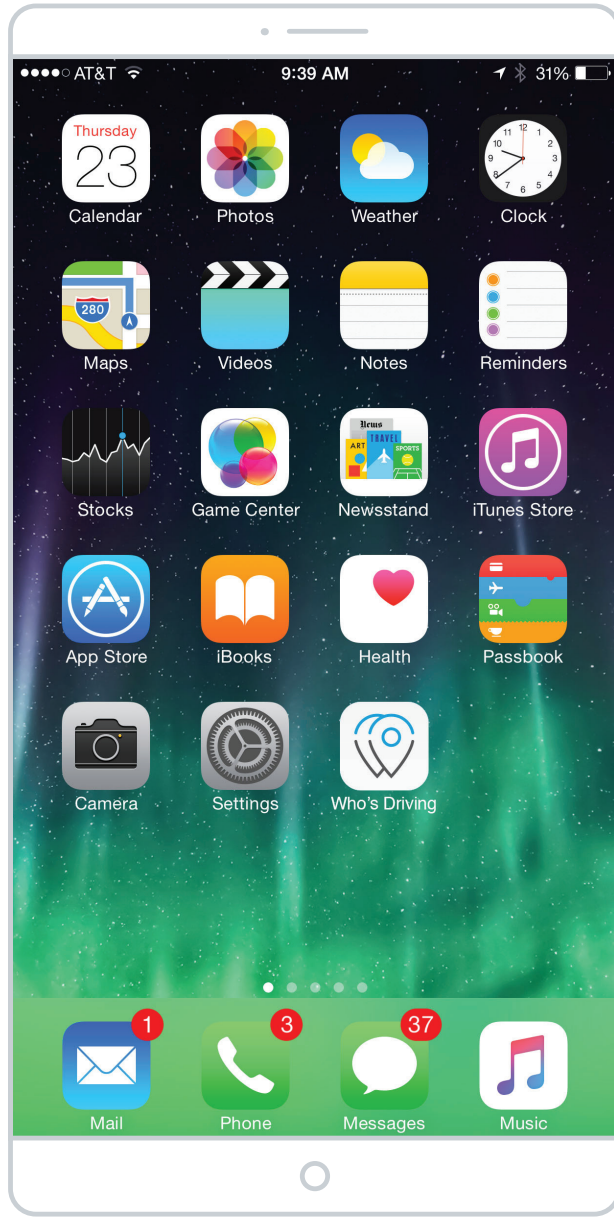




# IPHONE APP MOCKUP - RED



# IPHONE APP MOCKUP - BLUE





Thank You!