

A hand holding a smartphone displaying a mobile application interface. The screen shows a blue header with the text 'TelePath' and 'Keren Aylin'. Below the header, there are several icons and text elements, including a blue icon of a person, a blue icon of a person with a speech bubble, and a blue icon of a person with a speech bubble. The background is a solid blue color.

Virasoft Logo Presentation

Bant.

Virasoft is a software company that produces solutions on digital pathology. It has a young and dynamic team that also uses artificial intelligence. This presentation is the first step in the rebranding.

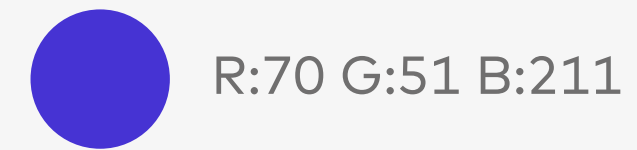
The existing logo for Virasoft features a blue checkmark symbol on the left, followed by the word "IRASOFT" in a grey, sans-serif font. The letter 'I' is a simple vertical line, 'R' has a wide gap between its vertical stem and the curved part, 'S' has a distinct cut at the bottom, and 'O' has a cut at the top.

EXISTING LOGO

Problems

Tick mark different from letters in both thickness and color.

Low legibility. Too much space in the letter R.
Unnecessary cuts in S and O.



R:70 G:51 B:211



R:6 G:187 B:249



Editor Bold

We designed an emblem made up of circles to reference cells. We prepared the center like a drop. Our font selection was the Editor Bold font that looks both modern and classic, compatible with the emblem.





● R:26 G:51 B:86

● R:43 G:211 B:224

● R:3 G:117 B:254

Ⓣ Amica Pro Medium

We designed the logo with waveform, water drop and abstraction of the "letter V". A form that was energetic, fluid and dynamic emerged.





R:26 G:51 B:86

R:12 G:181 B:226
R:0 G:236 B:229R:12 G:41 B:213
R:0 G:190 B:229

Amica Pro Medium

A human-focused logo design. It references both the tick sign and the "letter V". It is a friendly icon with the rounded lines of the form.

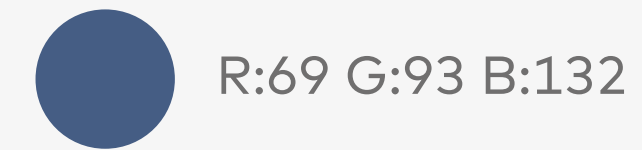




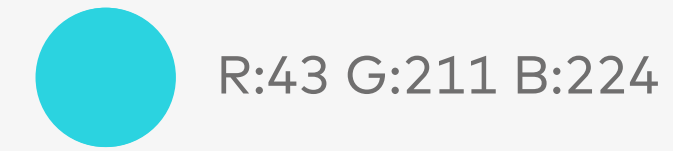
- R:10 G:22 B:76
- R:12 G:181 B:226
R:0 G:236 B:229
- R:12 G:181 B:226
R:10 G:22 B:76
- T Bill Corp Mx Regular

It references the letter v, as in the original idea. But it is more balanced, more powerful and exclusive.





R:69 G:93 B:132



R:43 G:211 B:224



R:3 G:117 B:254



Bill Corp Mx Regular

An alternative where the letter V is dominant. Also a form about the use of Virasoft product.

The font we chose is suitable for being a technological and software company.



Thank you.

