ROUND 5 · MONOGRAM AND COLOUR STUDY

dG, drawn.

A monogram for diGeniusAI, drawn from the octopus's own sphere, and a colour system in navy and orange as Christian asked, with our pastel proposal beside it.

Brief · Look-alikes · 61 sketches · 3 finalists · Stress tests · Two colour tracks · In use · Fresh eyes



THE JOB OF THE MARK

The octopus stays the logo. The dG is its short form.

WHERE THE DG LIVES

App icon	1024 px down to 60 px on a phone
Browser tab	16 px, the hardest test
WhatsApp avatar	the dG DESIGN group, a circle crop
Emboss and foil	business cards, folders, one colour, no ink
Brochure, top left	next to “diGenius AI Back Office”, as Christian asked

WHAT IT HAS TO DO

C1
Legible at 16 px

C2
Reads as dG, not one letter

C3
Not confusable with any DG mark

C4
Works in one colour

C5
Belongs to the octopus

C6
Modern, serious, energetic

CHRISTIAN, IN HIS OWN WORDS

“This is where we will be communicating about design, website, product brochures, videos, etc. All the creative processes to launch fabulous dG products”

DG DESIGN GROUP · 14 OCT · HE CALLS THE COMPANY “DG”

“Use navy and orange consistently; let the design feel modern, serious and energetic.”

CREATIVE OPERATING THESIS V1CHY · §15

“Be punchy, but never sound like a carnival.”

CREATIVE OPERATING THESIS V1CHY · §15

“…who this is for, what painful problem it solves, and why the promise is worth another thirty seconds of attention.”

THE FIRST TEN SECONDS TEST · §4

CLEAR THE GROUND FIRST

What is already out there, and what that rules out.

Collected before drawing. Third-party marks are shown at their own favicon size, for comparison only.



Dolce & Gabbana

Uppercase D and G side by side, geometric. Registered “D&G” trademark.

No uppercase DG pair



Dollar General

Heavy black DG on yellow, app icon.

No heavy DG block



Toast

Orange disc icon, red-orange #EA4824.

No orange disc icon



Voosh

Red-orange #EA482A tick. Delivery disputes.

Keep orange away from red



DeliverGuard

Blue radial symbol with 8 rays. Delivery disputes.

Watch the octopus at small sizes



Restaurant365

Red ring, R365.

No red



MarginEdge

Blue [me] wordmark.

Letters in brackets are taken



A2X

Indigo tile, white lowercase.

Navy tile is shared territory

WHAT THIS RULES OUT

1. No uppercase D and G side by side. That is Dolce & Gabbana’s shape, and they hold the D&G trademark.
2. No heavy block letters on a bright tile (Dollar General).
3. The app icon is never an orange disc (Toast, Voosh). Navy tile, white letters.
4. Orange stays #F97316. Logo B’s red-orange (about #E85000) sits close to Toast and Voosh.
5. The octopus is not the small-size mark: at 16 px eight blue arms read like DeliverGuard’s rays. That is the dG’s job.

A web search found no registered lowercase-d / capital-G mark. That is not a legal search: see the last page.

DRAW, DON'T TYPE

61 structures, one colour, no fonts.

Every letter is built from circles, stems and bars, then cut with boolean geometry. Six families. Orange ring = became a finalist.



Spine kept **Rising bar** dropped: reads as d alone **Nest** kept **Pair** kept **Arm** dropped: reads as @ **Badge** dropped: fills in below 32 px

THREE FINALISTS

Built on a grid, shown in black first.

If a mark works in one flat colour, it works in every colour. F-A2 is the revision of F-A after the fresh-eyes check said its G looked like a 5.

F-A2 · SPINE

★ RECOMMENDED





One stem does two jobs: it is the d’s stem and the G’s left side. The octopus sphere sits in the d.

F-B · NEST





The sphere is the d’s bowl, held inside an open G. Sized like the octopus: 29% of the width.

F-C · SPHERE D

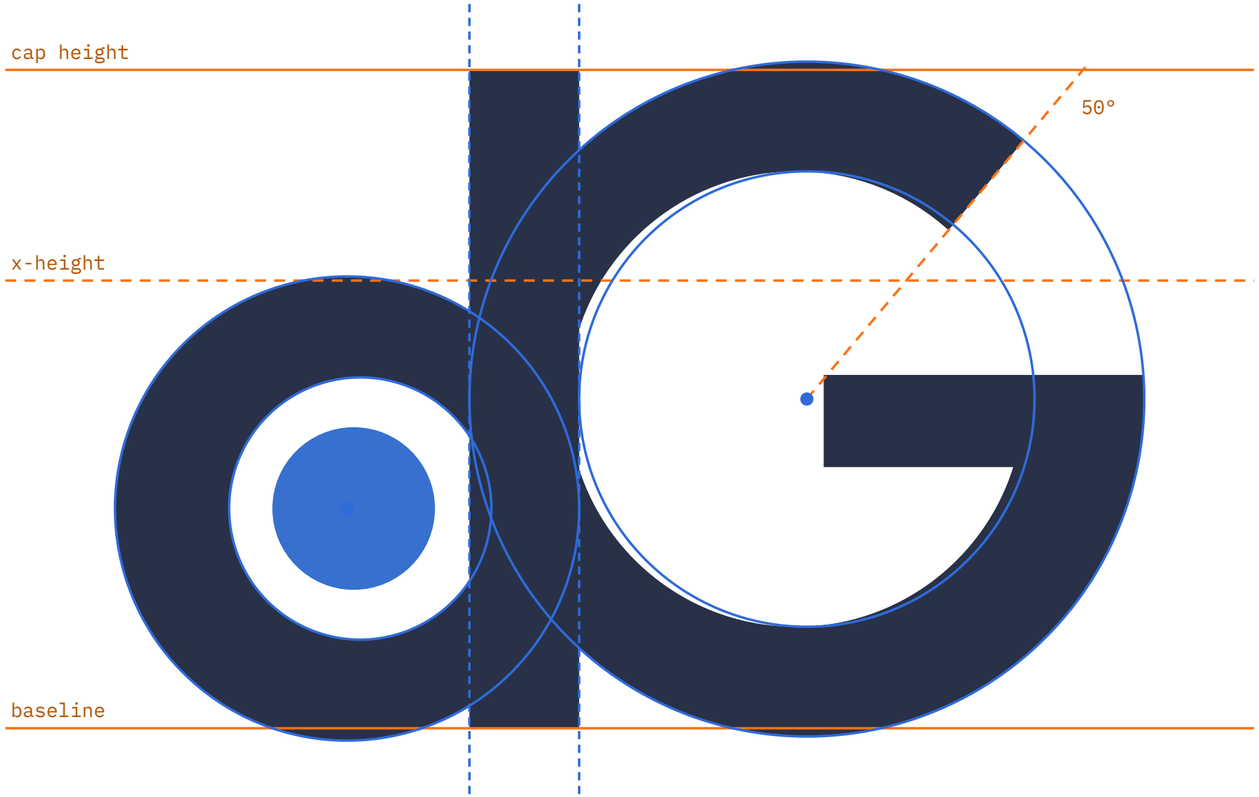




The plainest: a drawn d whose bowl is the sphere, and a G. Clean at 16 px.

CONSTRUCTION · F-A2 SPINE

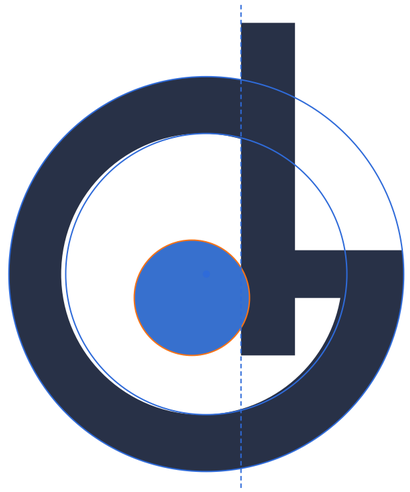
Two circles, one shared stem, one sphere.



Unit	Stroke w = 20 units. Stem = 1 w. The G’s round stroke = 1 w.
Shared stem	The d’s stem is also the G’s left stroke. One line does two jobs; that is what makes it a ligature, not two letters.
Optical: crossbar	The G’s bar is 84% of the stem. Horizontals look heavier than verticals at the same width.
Optical: thinner joins	The d’s counter is moved 2.4 units toward the stem, so the bowl thins where it meets it. No dark knot at the join.
Optical: overshoot	Rounds pass the baseline and cap height by 1.5 units so they look the same height as the flats.
Aperture	The G opens at 50°, wide enough to stay open at 16 px.
The sphere	The octopus’s blue sphere sits in the d’s counter, at 62% of it. Below 24 px a small-size master drops it, because it fills in.

CONSTRUCTION · F-B NEST AND F-C SPHERE D

The other two, built the same way.



Proportion	The sphere is 29% of the mark’s width: the same ratio as the sphere in the octopus master.
Ligature	The d’s stem rises through the G’s opening; the G’s bar starts at the stem.
At 16 px	Sphere and stem merge. It reads as a G with a dot.



Proportion	The sphere is the d’s bowl, one x-height across, touching the stem.
Spacing	G set 9 units from the stem, optically, not by the numbers.
Weakness	Fresh eyes read “lG and a dot”. Closest of the three to a plain letter pair.

STRESS TESTS, IN BLACK

Real pixels, not vectors.

The 16, 24 and 32 px cells are the actual rendered pixels, enlarged without smoothing. Green passes; orange is a weakness.

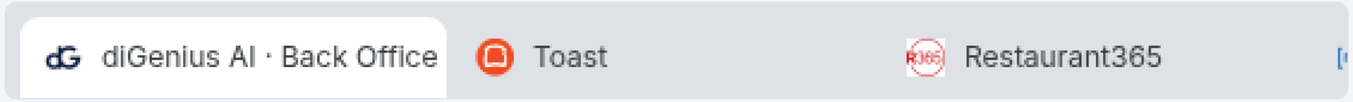
	16 PX	24 PX	32 PX	BLUR	UPSIDE DOWN	MIRRORED	REVERSED	EMBOSS
F-A2 Spine 16 px uses the small master (no sphere).	 PASS	 PASS	 PASS	 PASS	 PASS	 PASS	 PASS	 PASS
F-B Nest 16 px: reads as G with a dot.	 WEAK	 PASS	 PASS	 PASS	 PASS	 PASS	 PASS	 PASS
F-C Sphere d Mirrored it reads “Gb”: weaker balance.	 PASS	 PASS	 PASS	 PASS	 PASS	 WEAK	 PASS	 PASS

NEXT TO EVERYONE ELSE

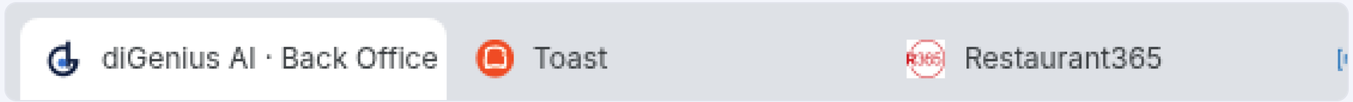
In a browser tab and on a home screen.

Tabs at real 1× pixels, enlarged 3× without smoothing. Home screen at iPhone 3× density. Competitor icons are their public favicons.

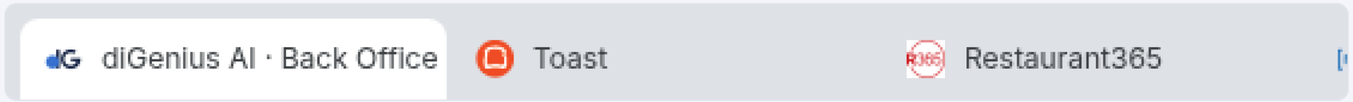
F-A2 · SPINE



F-B · NEST

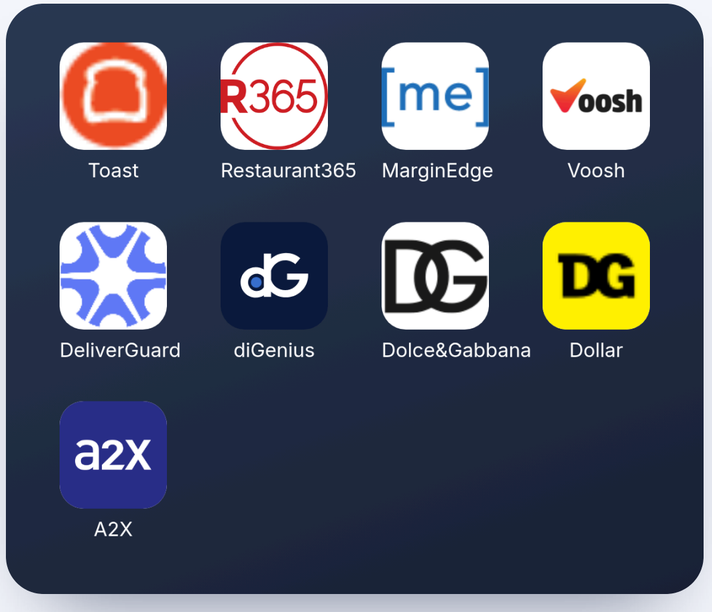


F-C · SPHERE D



At 16 px only F-A2 (small master) and F-C still read as two letters. F-B turns into a single G.

F-A2 · HOME SCREEN



Sitting between Dolce & Gabbana and DeliverGuard, it does not read as either: lowercase, round, with the sphere.

TRACK A · AS BRIEFED

Navy and orange, consistently.

One navy, one orange, one sphere blue: the values already in every official file (David’s manual and logo C). No new colours.

diGenius Navy

#0D1B3D · oklch 0.23 0.07 265

Manual + every logo C file. The app’s #01173C is the same navy; align it.

diGenius Orange

#F97316 · oklch 0.70 0.19 48

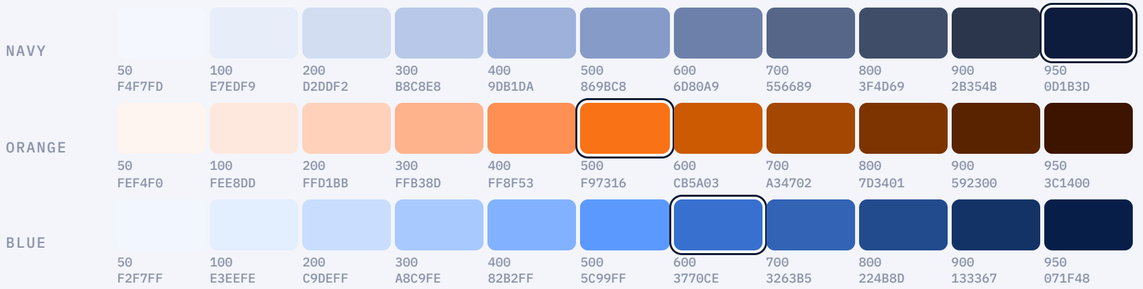
Manual + logo C. Not logo B’s ~#E85000 (near Toast).

Sphere Blue

#3770CE · oklch 0.56 0.16 260

Manual + logo C. The sphere and the dG’s dot.

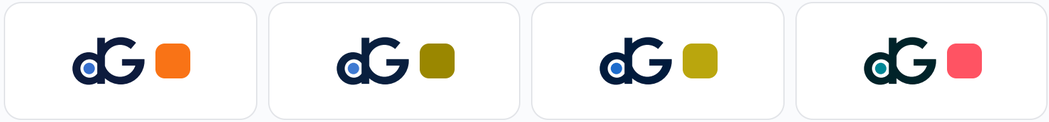
RAMPS 50–950 (OKLCH, OUTLINED STEP = THE BRAND VALUE)



PAIR	WCAG	APCA Lc	USE
Aa Navy text on white	16.9	104	Body text
Aa White text on navy	16.9	106	Body text
Aa Orange text on white	2.8	53	Decoration only
Aa Orange 700 text on white	6.1	80	Body text
Aa Orange on navy	6.0	47	Large text, icons
Aa Navy on orange	6.0	48	Large text, icons
Aa Blue on white	4.8	73	Body text

Body text needs WCAG ≥ 4.5 and APCA Lc ≥ 60. Brand orange fails as text on white, so text uses Orange 700. Orange is for marks, buttons with navy text, and highlights.

COLOUR-BLIND CHECK (MACHADO 2009, FULL SEVERITY)



Normal · Protanopia · Deuteranopia · Tritanopia

Navy, orange and blue stay distinct in all three. Orange never carries meaning alone.

TRACK B · OUR PROPOSAL

The same navy and orange, with light made from them.

Every pastel here is a tint of the three brand hues: same hue angle, high lightness, low chroma. No new colours enter the system, so it stays navy and orange.

Apricot
#FEECE3
orange hue

Peach
#FFD6C1
orange hue

Mist
#F0F3FA
navy hue

Ice
#F3F7FE
blue hue

Sky
#D9E7FE
blue hue





PAIR	WCAG	APCA Lc	USE
Aa Navy text on Mist	15.2	96	Body text
Aa Navy text on Peach	12.6	84	Body text
Aa Navy text on Sky	13.5	89	Body text
Aa Orange 700 on Apricot	5.3	70	Body text
Aa White on navy	16.9	106	Body text

Rules: pastels are backgrounds and light, never text. Text on them is navy. At most three hues in one gradient, always cool light from the top, warm glow from below, as in the films.

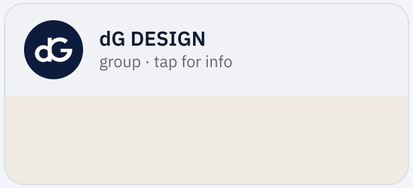
IN USE · TRACK A

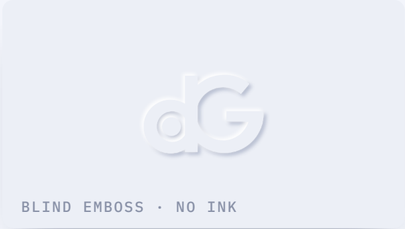
Track A · navy and orange, as briefed

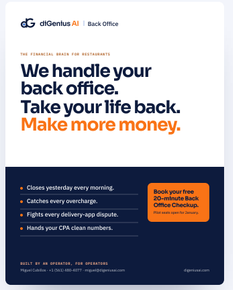
App icon, the dG DESIGN group avatar, a card with blind emboss, and the Back Office brochure cover with the dG top left. Cover words are Christian’s, from his note and v1CL draft.

F-A2
Spine
★ RECOMMENDED



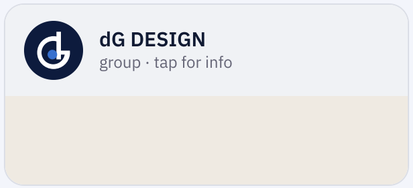




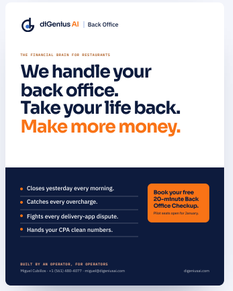


F-B
Nest



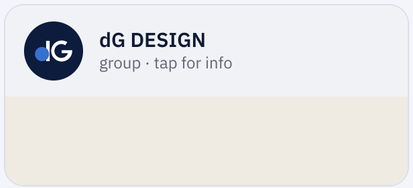




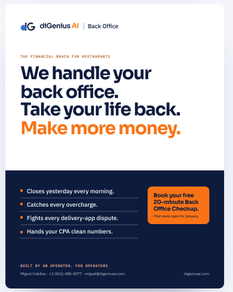


F-C
Sphere d









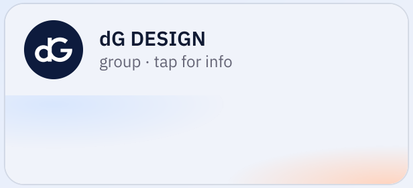
IN USE · TRACK B

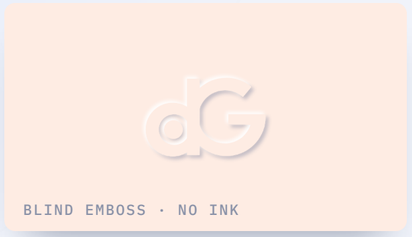
Track B · with our pastel light

App icon, the dG DESIGN group avatar, a card with blind emboss, and the Back Office brochure cover with the dG top left. Cover words are Christian’s, from his note and v1CL draft.

F-A2
Spine
★ RECOMMENDED



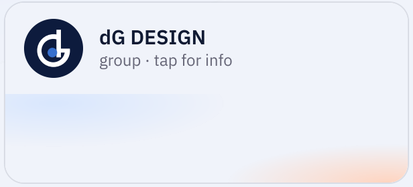






F-B
Nest



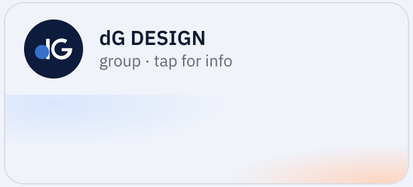






F-C
Sphere d









FRESH-EYES CHECK

Four agents with no context, one mark each.

Each saw only its mark, answered, then saw the cover. This stands in for real people; it is not a substitute for testing with restaurant owners.

MARK	FIRST AND SECOND READING	LEGIBLE / MEMORABLE	MAIN WEAKNESS	OUTCOME
 F-A	dG; second: an eye or target	3 / 4	G “blocky, almost a 5”	Revised into F-A2
 F-A2	dG; second: an eye or lens	4 / 3	Stem can read “dIG” for a moment	Recommended
 F-B	dG; second: a ring with a bar	3 / 3	Takes a second to separate the letters	Kept as option
 F-C	dG; second: “lG” plus a dot	3 / 2	Generic; G close to Google’s	Kept as option

No agent named an existing brand the marks copy. Google’s G and Dropbox-style marks came up as loose associations.

THE COVER, TEN SECONDS

All four answered correctly: diGenius AI, Back Office finance, for restaurant owners.

“We handle your back office” reads like an outsourcing service, while “AI” says software. Worth a word with Christian: which is it?

“Make more money” wants proof right under it. His v1CL draft has the figures; they need his confirmation first.

Fixed after the check: the cropped watermark, the draft label, the missing call to action (now his own: the free 20-minute Back Office Checkup).

RECOMMENDATION

F-A2 Spine, in Track A for print and Track B for screens.



Reads as dG first (4/5), passes every stress test with its small master, sits apart from every DG on the market, and carries the octopus’s sphere.

FILES DELIVERED

SVG and PNG for F-A2: full colour, navy, white, black, small master; 16 to 1024 px. In `round-5/dG-F-A2-kit/`.

WHAT A PERSON STILL HAS TO CHECK

A trademark lawyer	A clearance search in USPTO, EUIPO and WIPO, classes 9, 35, 36 and 42. Our web search is not one.
A print proof	Navy and orange matched to Pantone and CMYK on the real paper; the emboss on real card stock.
Real restaurant owners	A 5-second test and a home-screen lineup with people who would buy. Four agents are a stand-in.
Christian	The choice between the three, and whether Track B’s light belongs in print or only on screens.
David	The app navy #01173C aligned to #0D1B3D, and the small master in the product.