



.inkOperated
DESIGN AT THE SPEED OF LIFE

Sample Downloads **BRANDING**



Chariots of Philly

Chariots of Philly is a bicycle powered taxi cab service originating from Manayunk - a nightlife hotspot of Philadelphia. Originally intending to be a convenient service for mobile bar hoppers, this company quickly popularized and expanded to the bachelor / bachelorette, birthday and block party niches. inkOperated was tasked with developing the brand as well as a mobile device friendly website to add to it's convenience and accessibility.

**PROGRESSIVE
TECHNOLOGY
SOLUTIONS**



Progressive Technology Solutions

Progressive Technology Solutions, or PTS, is a new media design firm with a focus on technology. Specializing in implementing highly functional CMSes, or content management systems, user experience and creating intuitive interfaces are key. inkOperated focused on the direction of evolution and software to develop an attractive identity. With usability and accessibility in mind, it was relatively natural for the progression of this logo to turn out as shown.



Proud Fashions

Christie Proud, owner of Proud Fashions, commissioned inkOperated to create a logo and develop the design of her brand of highly customizable, interactive clothing. After an initial meeting and tour of current works in progress, it became clear that Proud Fashions, is on the brink of becoming a leader in the local fashion scene. It was determined early in the design process that we were to create an ambigram out of the company name to illustrate the interactive aspect of this fashion design company.



Expressway Printing, Inc

inkOperated was hired to create a logo and further develop the brand of Expressway Printing Inc, a multi-disciplinary printshop located in Bensalem, a suburb of Philadelphia. Located on the "expressway" one of the main roads connecting the different sections of Philadelphia, it became clear that it was important to illustrate the accessibility of the company through the look and feel of their brand. Playing off of the literal as well as figurative aspects of the company, we came up with a logo which clearly illustrates the ease of access and movement and motion conveyed. Interactive aspect of this fashion design company.



Figg Technature

We had the distinct pleasure of being commissioned to develop the identity for this unique boutique in center city Philadelphia. Stocked with handmade items of all sorts which draw inspiration from different characteristics found in nature. From clothing and accessories to novelty knick-knacks, it's interesting to peruse the store and see the creativity flourish. For example, a line of accessories which mimic the textures and colors of fruit...A strawberry colored and textured velcro bracelet, and a banana "pleather" belt are just two of many clever items. The logo effectively brands the store by featuring a natural leaf with interlacing as found in digital interfaces.



The Philly Hot Spot

This logo was developed to serve as the identity for The Philly Hot Spot - an online reference guide to good times in the city. Created with 4 color process and a high resolution, this logo is an example of a raster image whose intended use is for online viewing. The color scheme, iconography, type treatment and overall design aesthetic is reminiscent of American currency, as well as feudal times and royalty.



Macto Energy Solutions

inkOperated was hired to develop a brand identity system for Macto Energy Solutions - a green, sustainable energy company. With services that include solar panel distribution and installations to the sale of electrical capacitors which lower energy costs - Macto's main mission is to reduce overall energy consumption as well as to produce clean energy. The logo we created is another example of a primarily online existence. Warm, vibrant colors and a text effect which illustrates clean, unobtrusive energy production and consumption was the direction we went to further emphasize the sustainable aspects of the company.



EnVision Design and Development

EnVision D&D is the parent company to several "green" real estate developer companies. In addition to this parent, there are EnVision Realty, EnVision Marketing & EnVision Financing - all of which play off of the logo we developed pictured to the left. The concept of the identity was to be very literal with the depiction of sustainability, nature and commercial development by combining an illustrative tree with a simplified building structure. The child companies all reflect the icon with their appropriate tx treatment.