

# Software Company Identity

## Pieces & Bits

I was asked to design an identity for Pieces&Bits, a small software company who pride themselves on the fact that all their coding is bespoke and hand written.

This element of 'hand-made craft', combined with the cutting edge technology of the market were the basis for the name, and should be considered a possible focus for the branding.

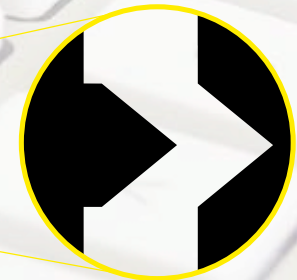
Many of my initial sketches [1] revolved around the 'craft' element or the ampersand, but as I sketched, the idea of incorporating angle brackets (as used in html code) as a device within the logo became prominent. Within my first presentation [2], one version I presented involved hiding these as negative space in the lettering, and another showed them as folded origami paper but neither quite hit the spot. I played with the idea of using elaborate script or blackletter type made up of individual pixel blocks, all contained in pixel angle brackets but again, it wasn't quite what the client was after.



Pieces & Bits 

PIECES&BITS

[2] < Pieces&Bits >



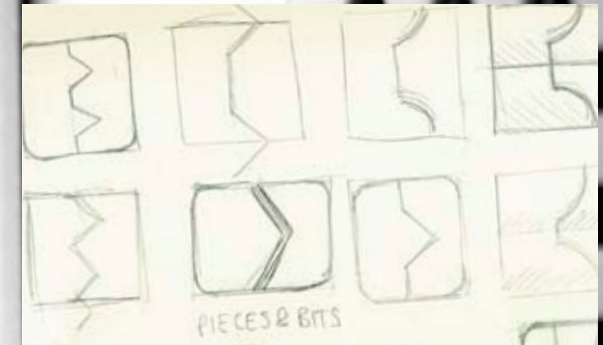
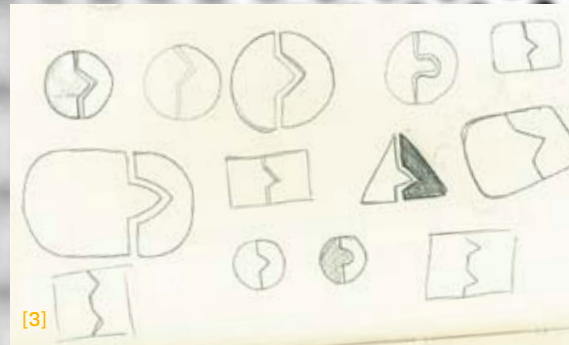
I returned to the idea of locking two elements together as a symbol and sketched out various combinations and layouts [3]. Hinting at the letters 'p' and 'b' within the mark whilst still keeping the angle bracket reference gave the idea more depth and I worked to find the ideal solution. Once the symbol had been crafted I needed to work out a typographic solution for the name. After analysing multiple fonts I picked a bold sans serif font which, with some customisation to the letterforms, was combined with the symbol to produce the final logo [4].

Colours were suggested by the client and I put together some proposals and recommendations for suitable combinations, from which we decided the final palette. I then produced business cards [5] and basic brand guidelines, and the logo was added to the company website.

"We asked Owen to design our identity because we loved his previous work, and we think the end result is now amongst the best in his portfolio. He came up with some inspired ideas, he was very patient when we had trouble making up our minds, he was communicative and enthusiastic throughout the process, and he is a thoroughly nice chap to boot.

We would recommend him to anyone else without hesitation."

**STEPHEN WETTONE, DIRECTOR, PIECES & BITS**



[5]