

sampling colours



Helvetica Neue

HelpDesk

HELPDESK

HelpDesk

HelpDesk

helpDESK

HelpDesk



IT'S LIKE A DESK!

HelpDesk

**RED IS NO GOOD...
IT'S LIKE A BLEEDING CUT :(**

HelpDesk



ANOTHER DESK - MORE ABSTRACT

HelpDesk

HelpDesk 

USEFUL FOR
STICK PEOPLE

HelpDesk

WDB STYLE

HelpDesk

GROUP COLOURS

IDEA # 1



WDB + GROUP



HelpDesk

THE "P" IS LIKE A
MAGNIFYING GLASS,
ON AN ANGLE

THE MAGNIFYING GLASS
ALSO NATURALLY BREAKS
UP "HELP" AND "DESK"

HelpDesk HelpDesk

THE HANDLE ALSO
NEEDS TO LOOK 3D
TO HELP WITH THE
PERSPECTIVE EFFECT

IDEA # 2



FUN LENS
REFLECTION
EFFECT

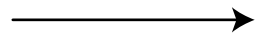


Oswald

WITH THIS FONT,
THE "K" WORKS
WITH A CURSOR

HELPdesk ↗

HELPdesk ↗



A SLIGHT GRADIENT
MAKES "DESK" POP

IDEA # 3



Lato

HELPDESK

helpdesk

HELPDESK

HELDESK

**USING A "MULTIPLY" FILTER
TO CREATE BLENDING EFFECTS
BETWEEN OVERLAPPING
LETTERS OF BRAND COLOURS**

IDEA # 4



HELPESK

THE "P" AND THE "ESK"
CREATE A FLAG SHAPE

HELPESK

"D" FROM DESK
FITS IN THE "P"

THE FLAG EFFECT
CAN BE ENHANCED
WITH A LONGER
STEM ON THE "P"
... NOT SURE IF IT'S
NECESSARY

IDEA # 5

HELPESK

candidates

1 HelpDesk

HELPdesk

4

2 HelpDesk

HELPEDESK

5

3 HELPdesk