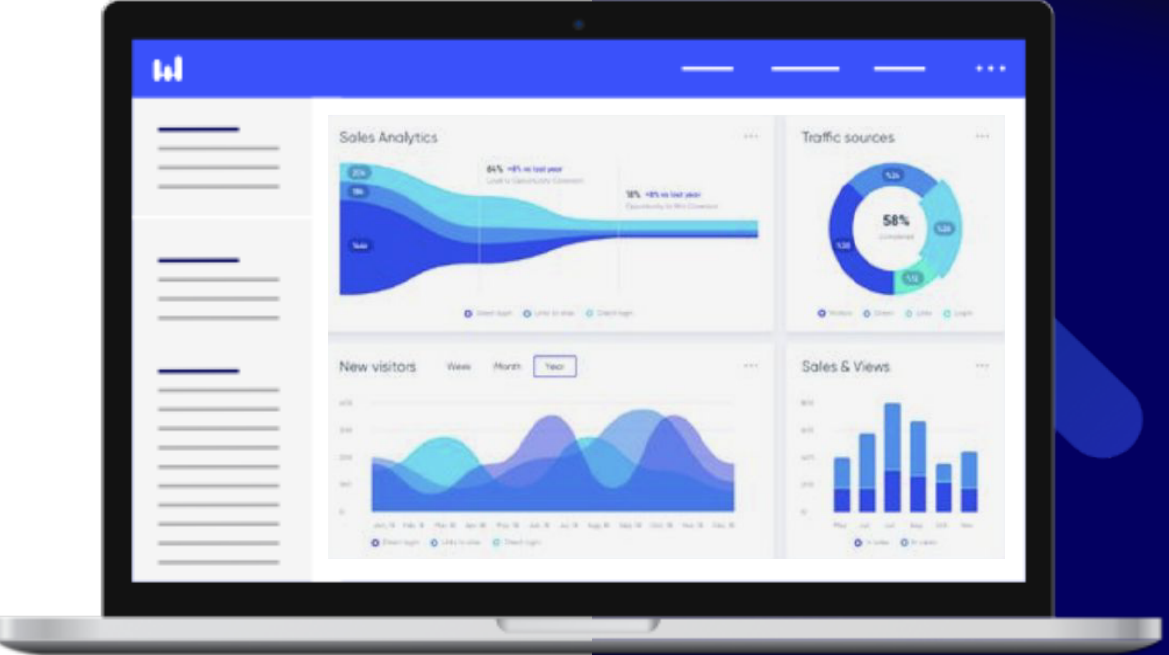
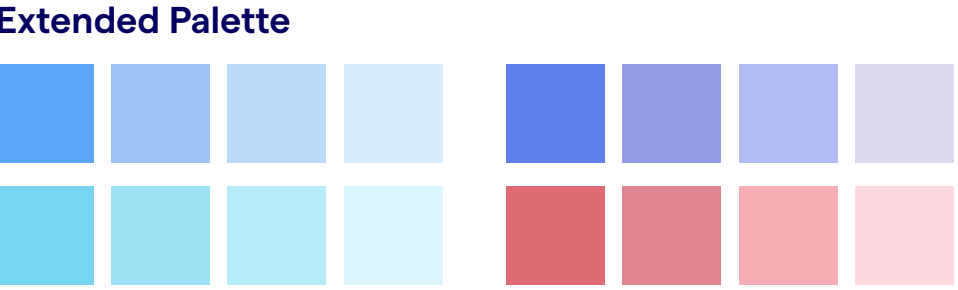


# Direction 1

## Adding to Wisely's existing brand

More of a continuation of Wisely's current assets, with a slight color tweak in palette and new iconography. More colors and shades have been added to enhance and showcase data visualization. Real devices are represented here with overlay and transparency as an important visual language. Icons move toward a flat, simplified "spot" color approach that also utilizes transparency.



## Direction 2

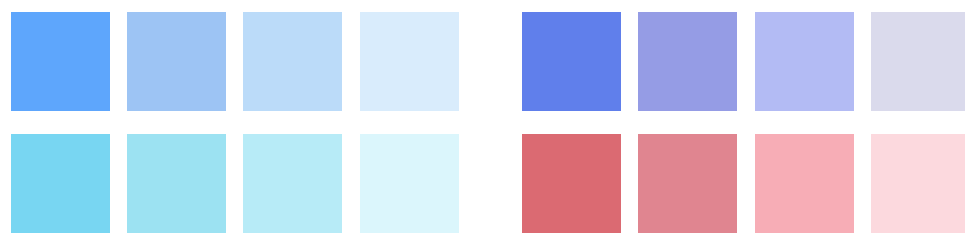
### Leaning into approachability

A shift of device styling and iconography, with a slight color tweak in palette (more colors and shades have been added to enhance and showcase data visualization). In this direction, phones and tablets become more abstract, and with them the dashboards they display. Iconography turns 3D, bringing a more animated feeling to the brand. Buttons also change to a conversational sentence case.

#### Core Palette



#### Extended Palette



#### Button Style



#### Iconography

