

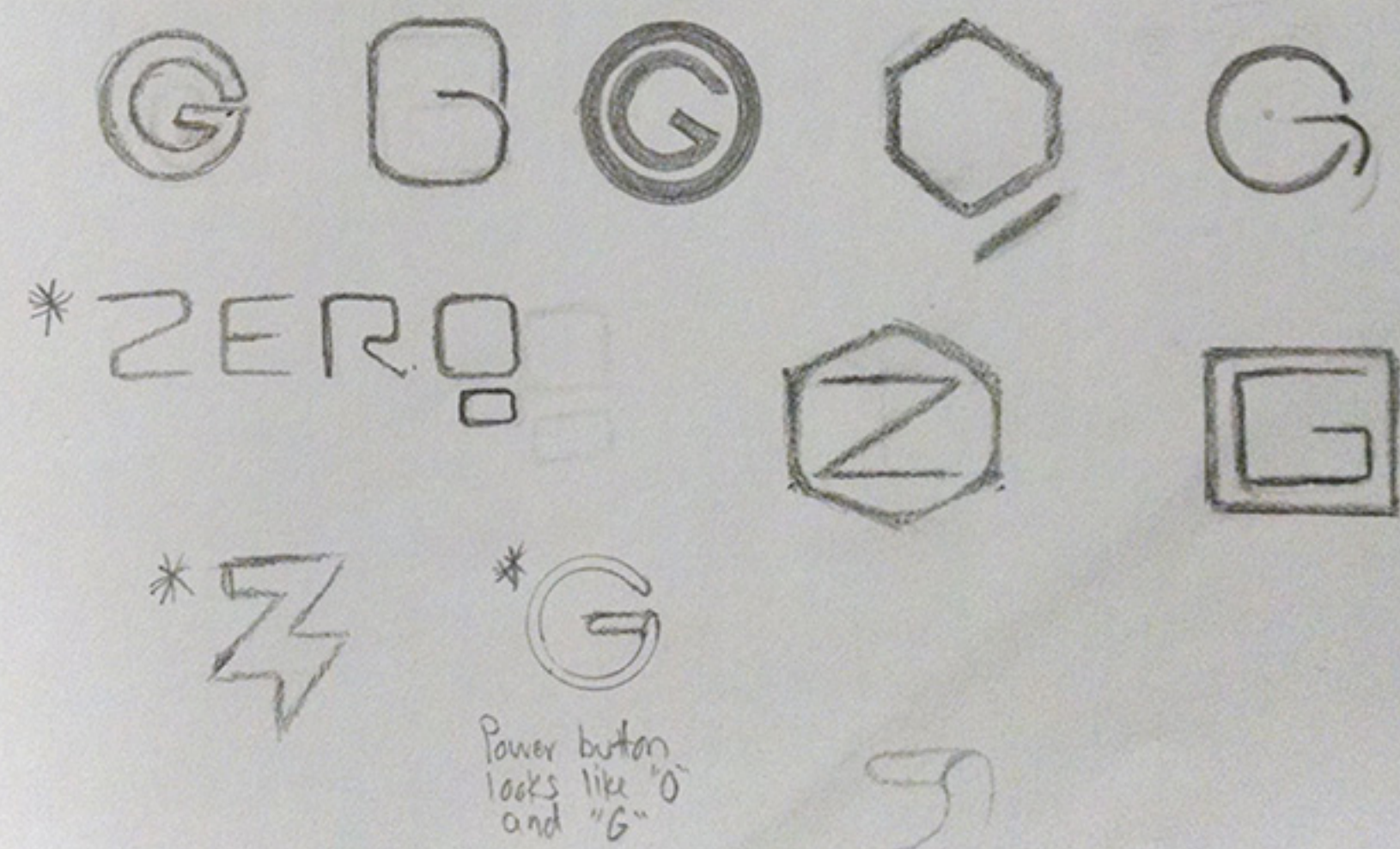
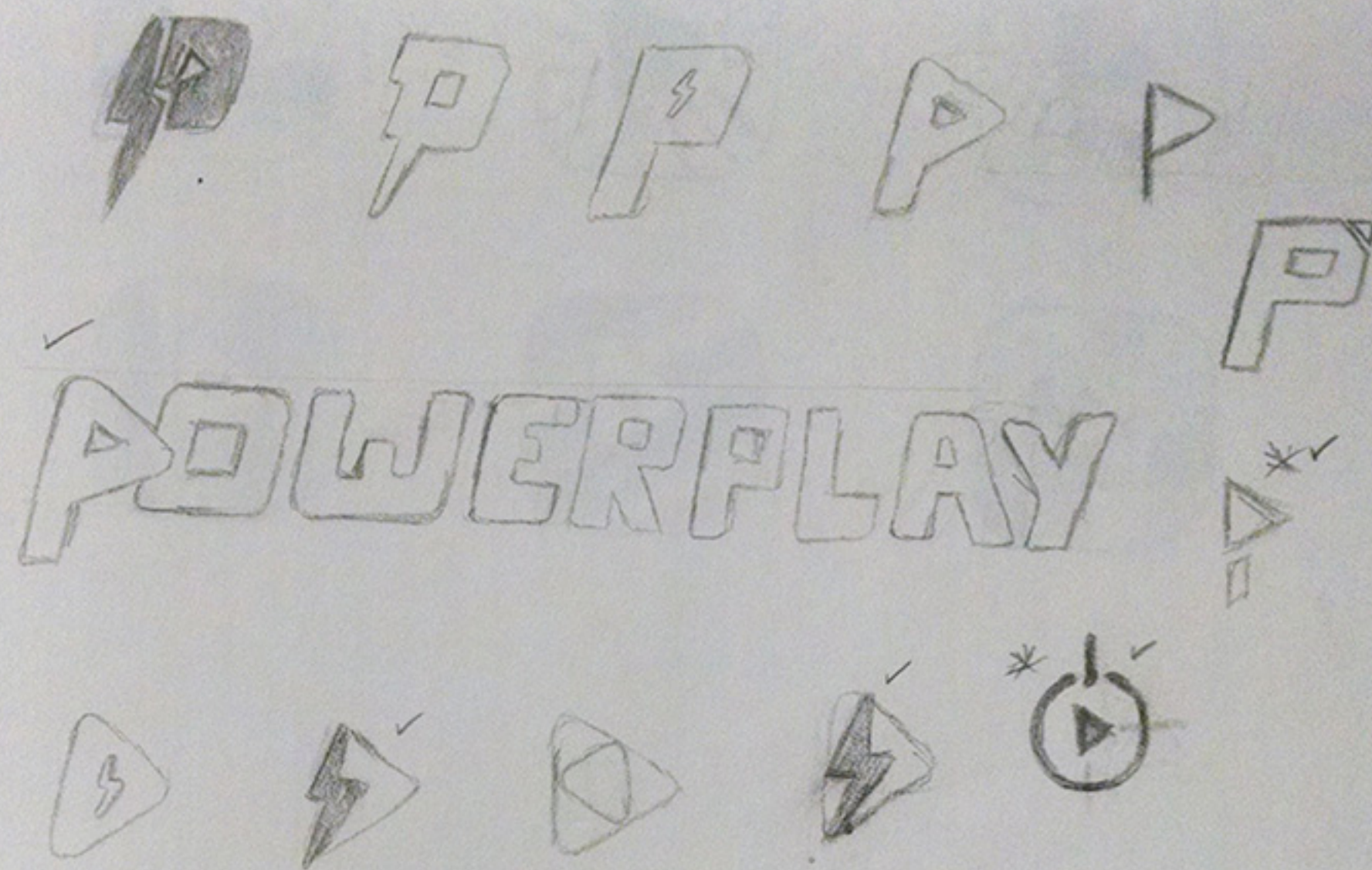


powerplay™

BRANDING / IDENTITY by Toby Fitch

IDEAS FOR POWERPLAY

Powerplay
Sept '13



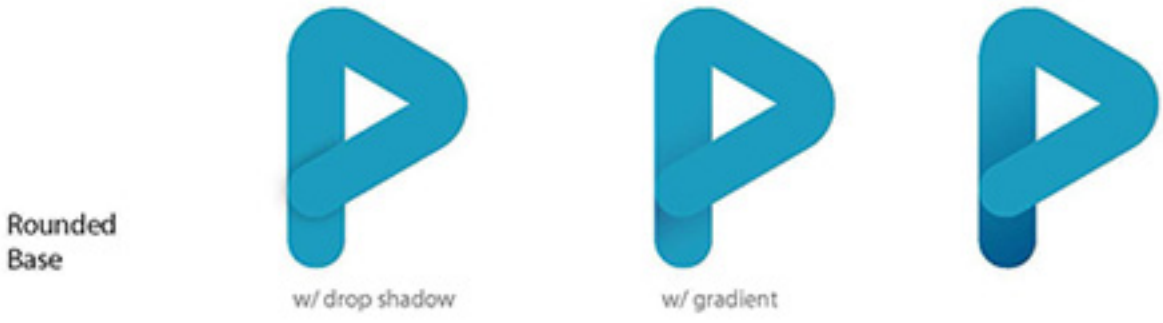
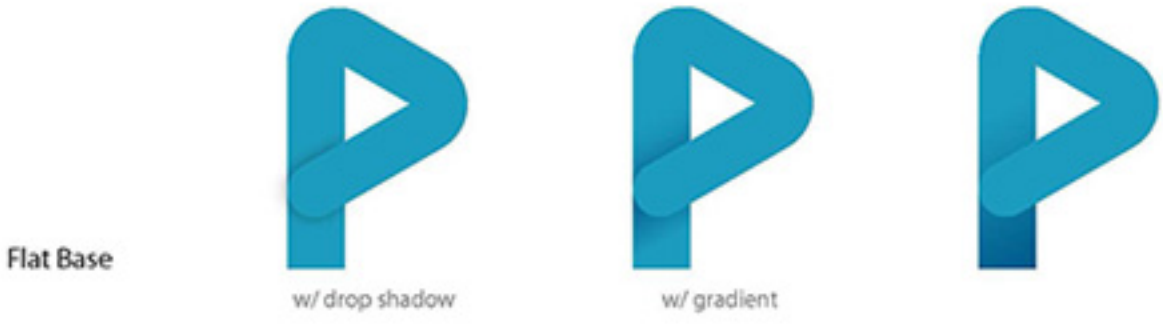
Power button
looks like "0"
and "G"

Zero-G logo options



ZERO

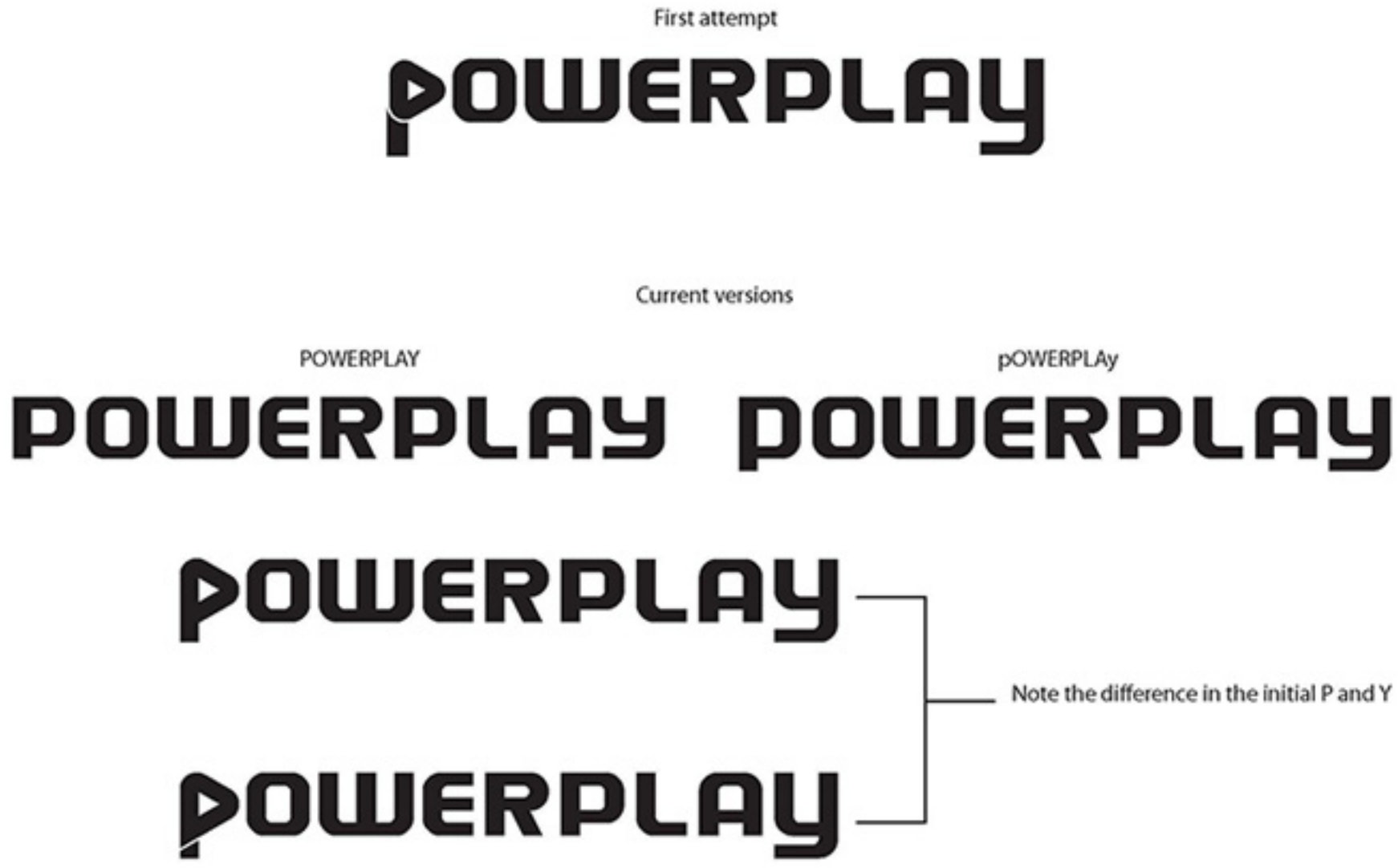




Font options

Blaster	POWERPLAY	powerplay
	<i>POWERPLAY</i>	<i>powerplay</i>
	powerplay	powerplay
	<i>POWERPLAY</i>	<i>POWERPLAY</i>
Electrofiend (Italic)	<i>POWERPLAY</i>	<i>powerplay</i>
SF TransRobotics	POWERPLAY	powerplay

I like how the blue font looks
(this is without any iterations)



Standard



Gradient



Flat-style



Standard



Gradient



Flat Style



Standard



Gradient



Flat-style



Standard



Gradient



Flat Style

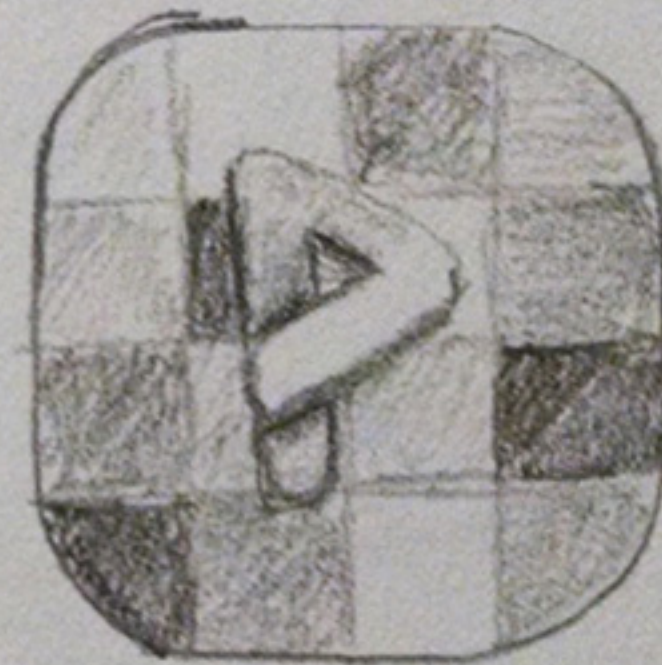
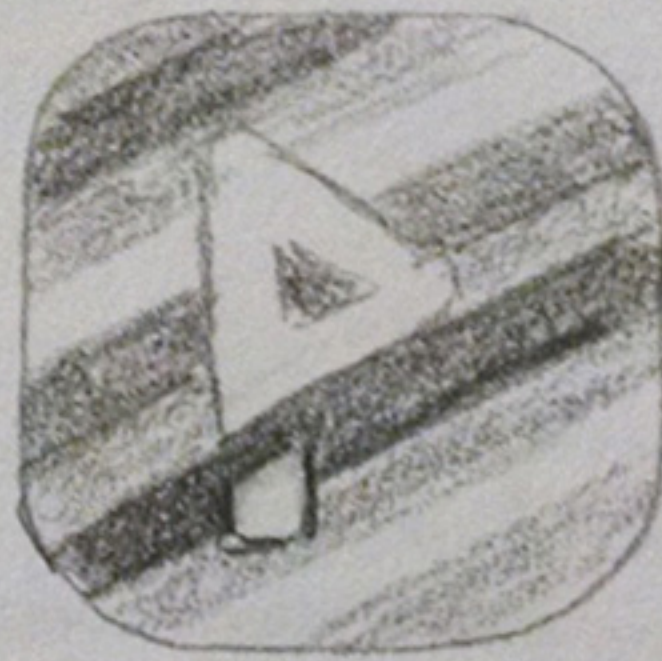




powerplay™



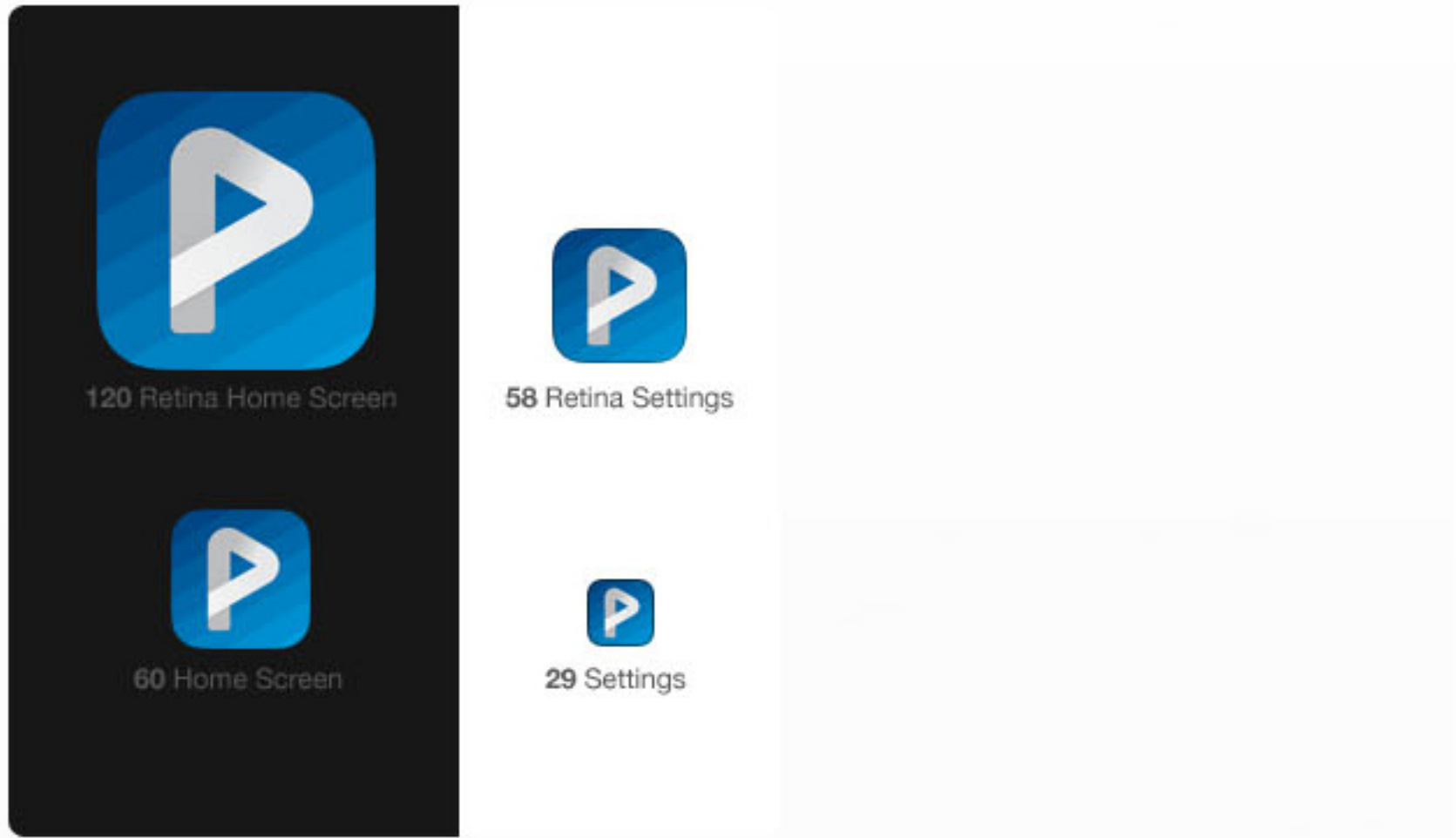
powerplay™

Powerplay
Oct '13

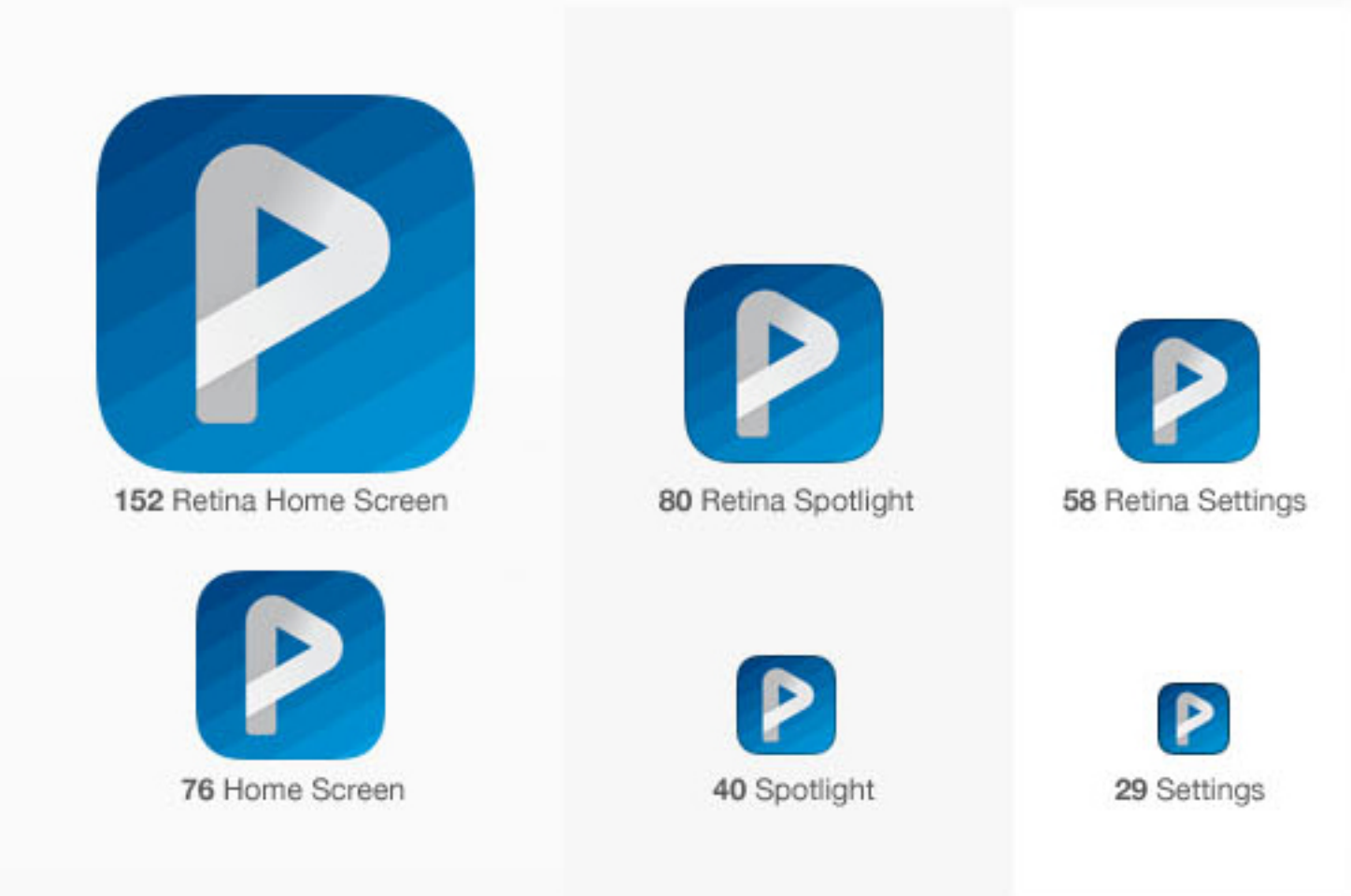


1024 Retina App Icon for App Store

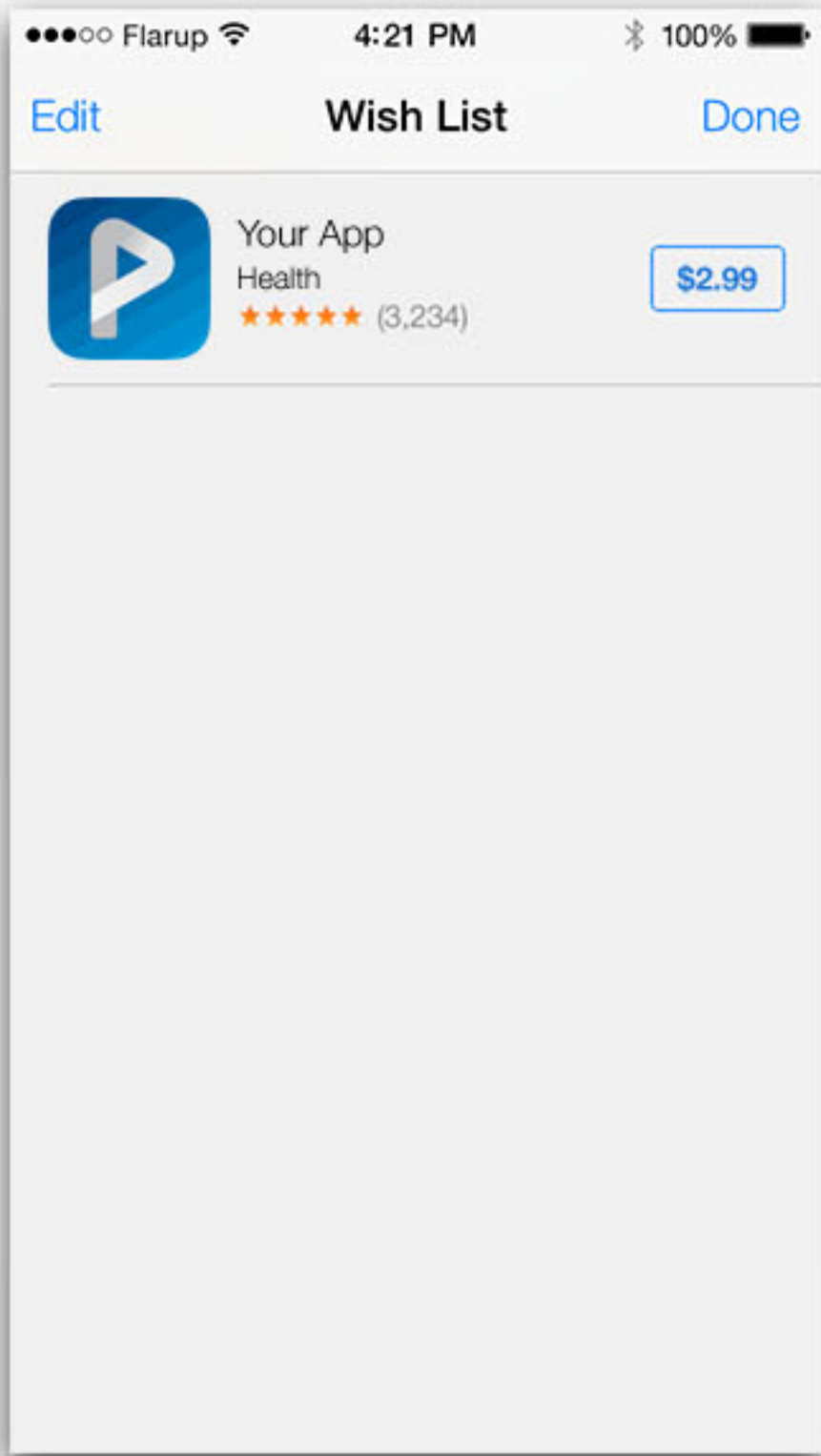
iPhone



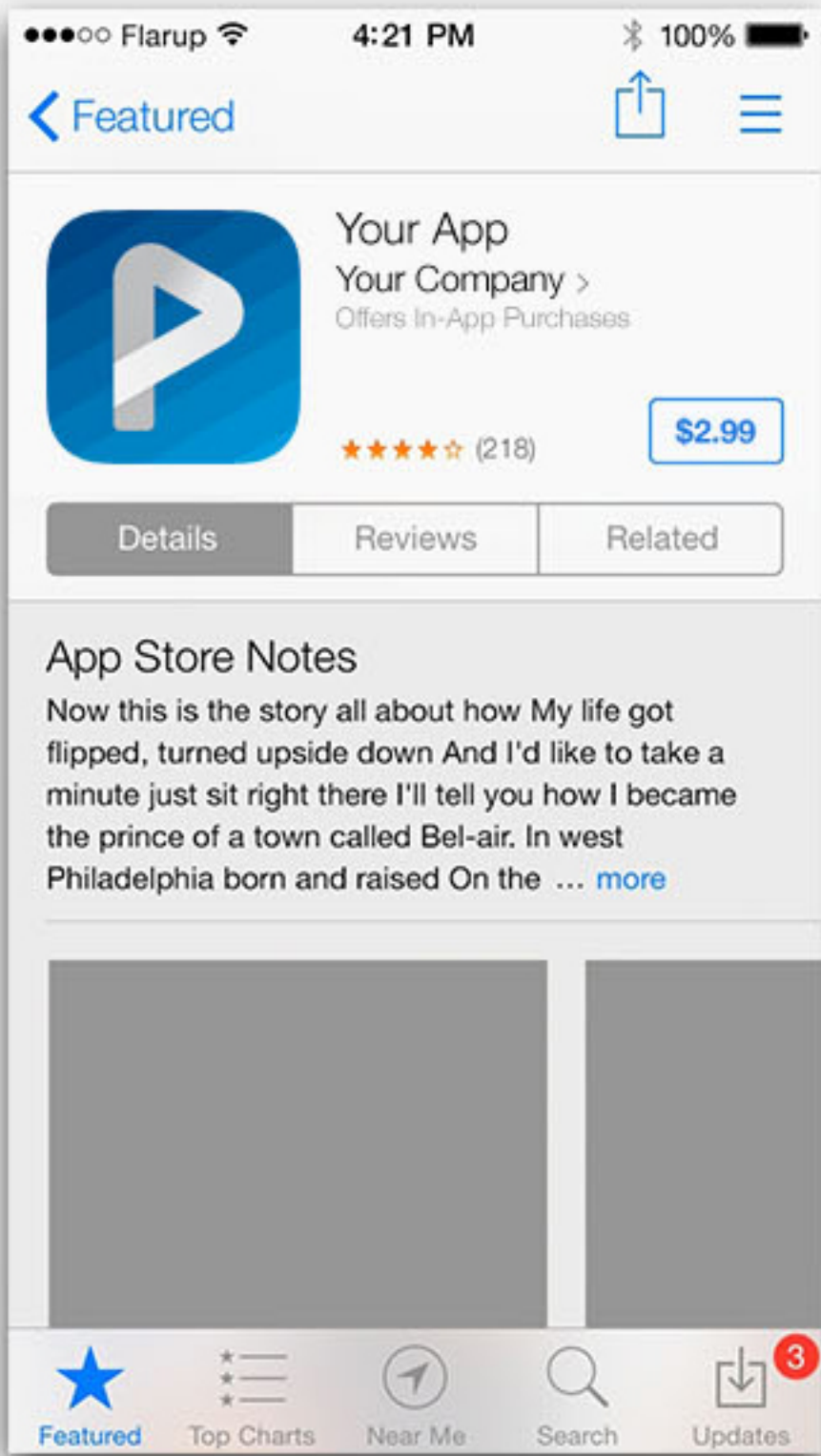
iPad



512 App Icon for App Store



App Store Wish List



App Store App

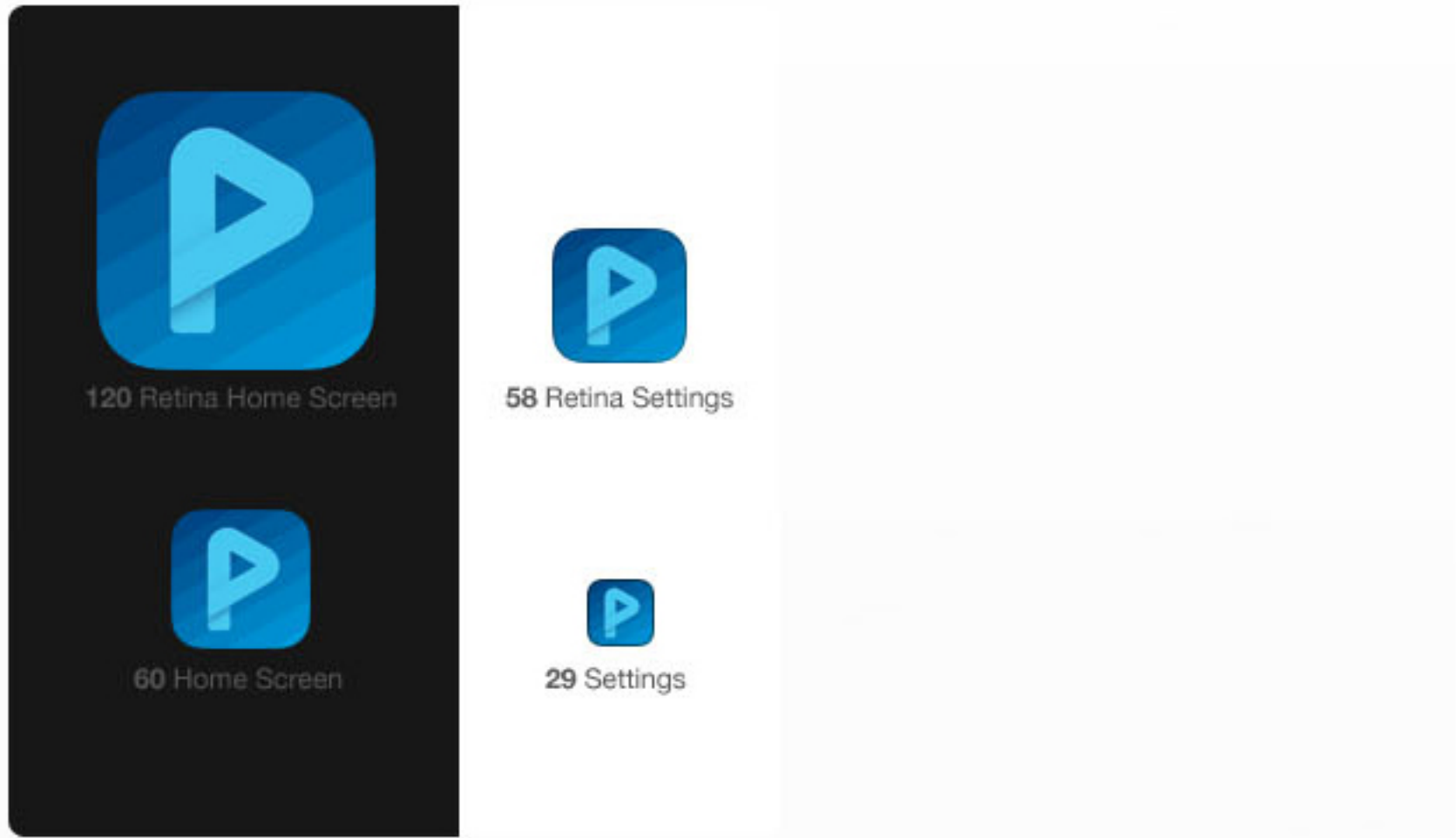


Home Screen

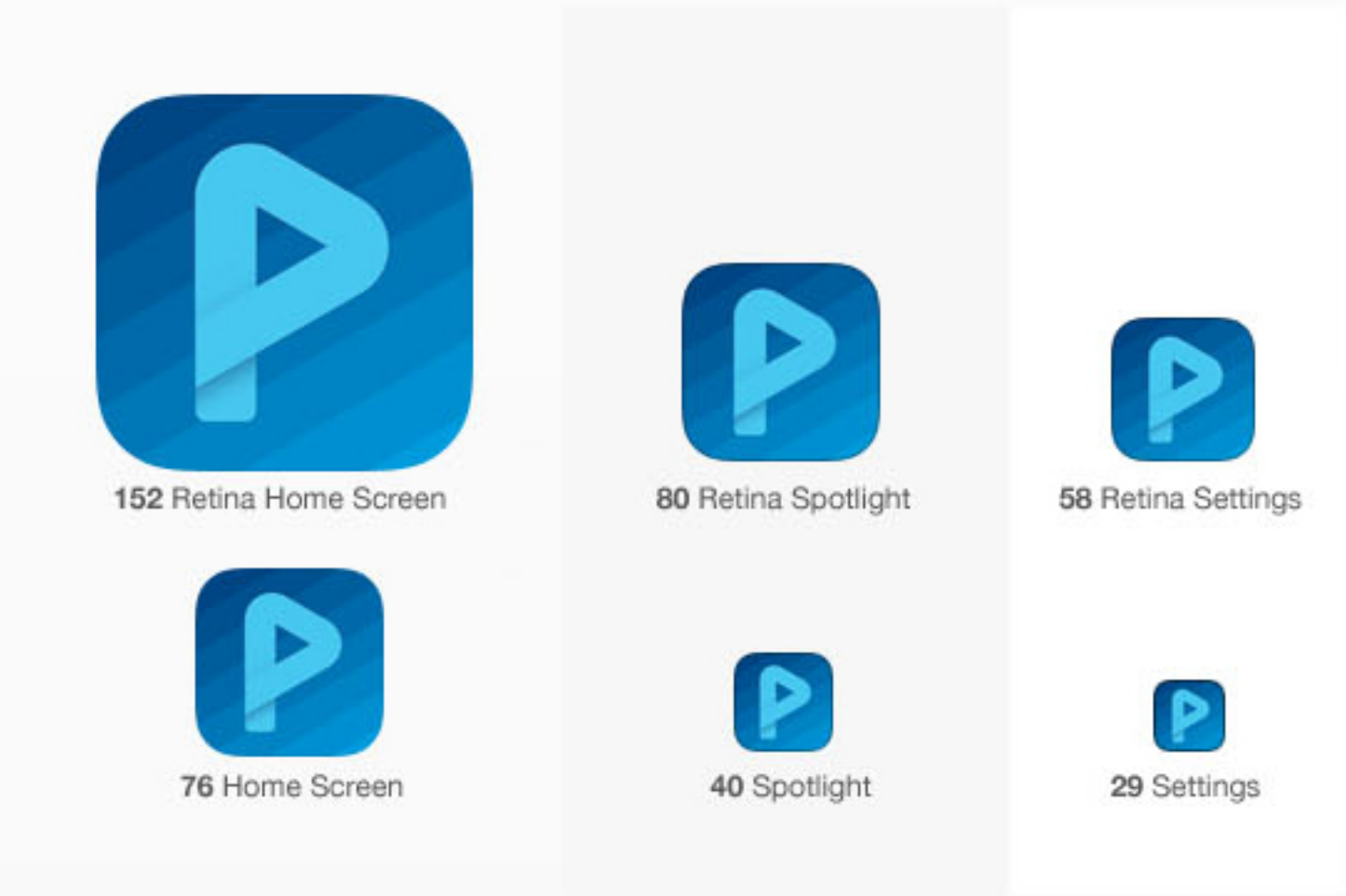


1024 Retina App Icon for App Store

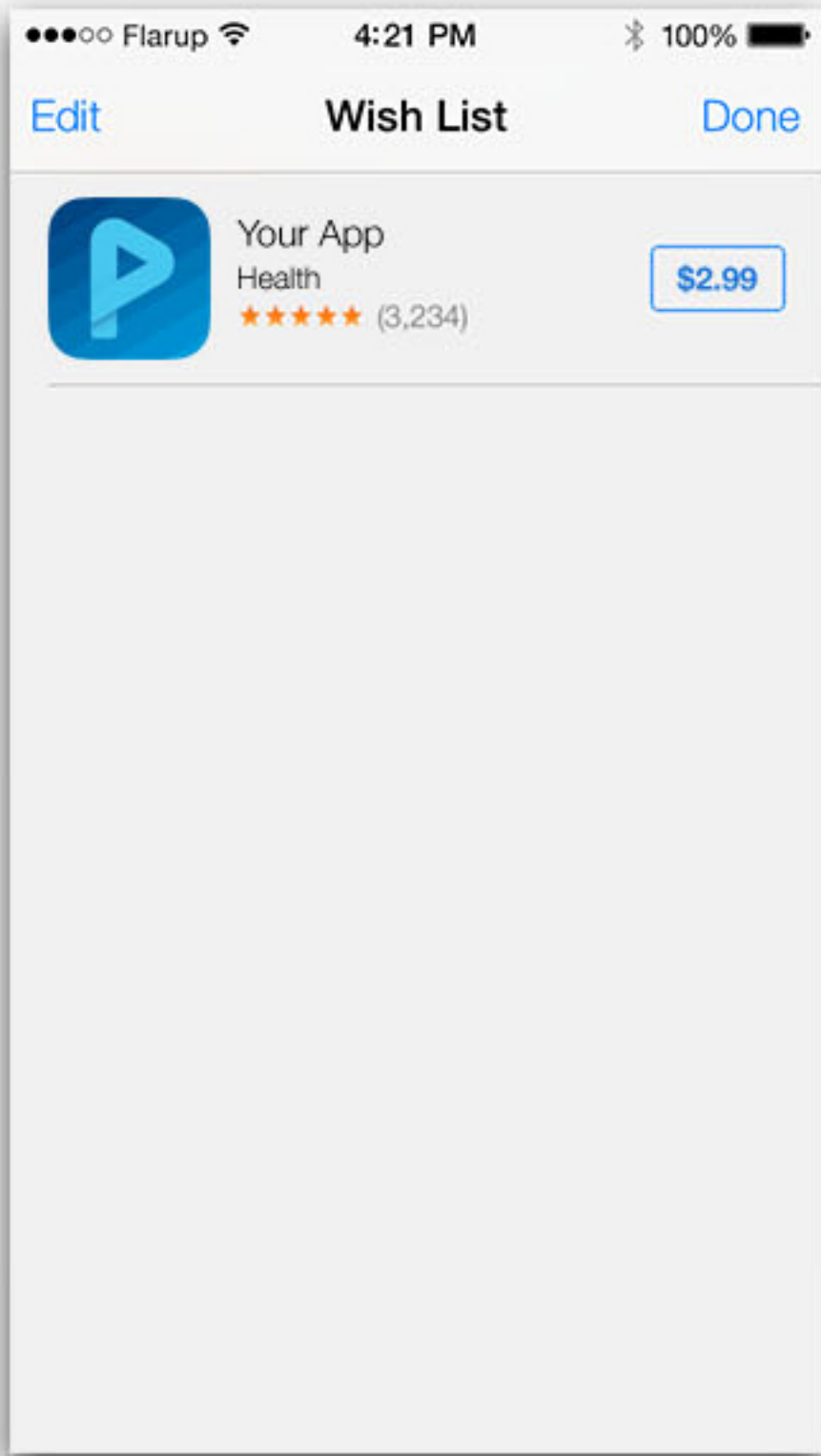
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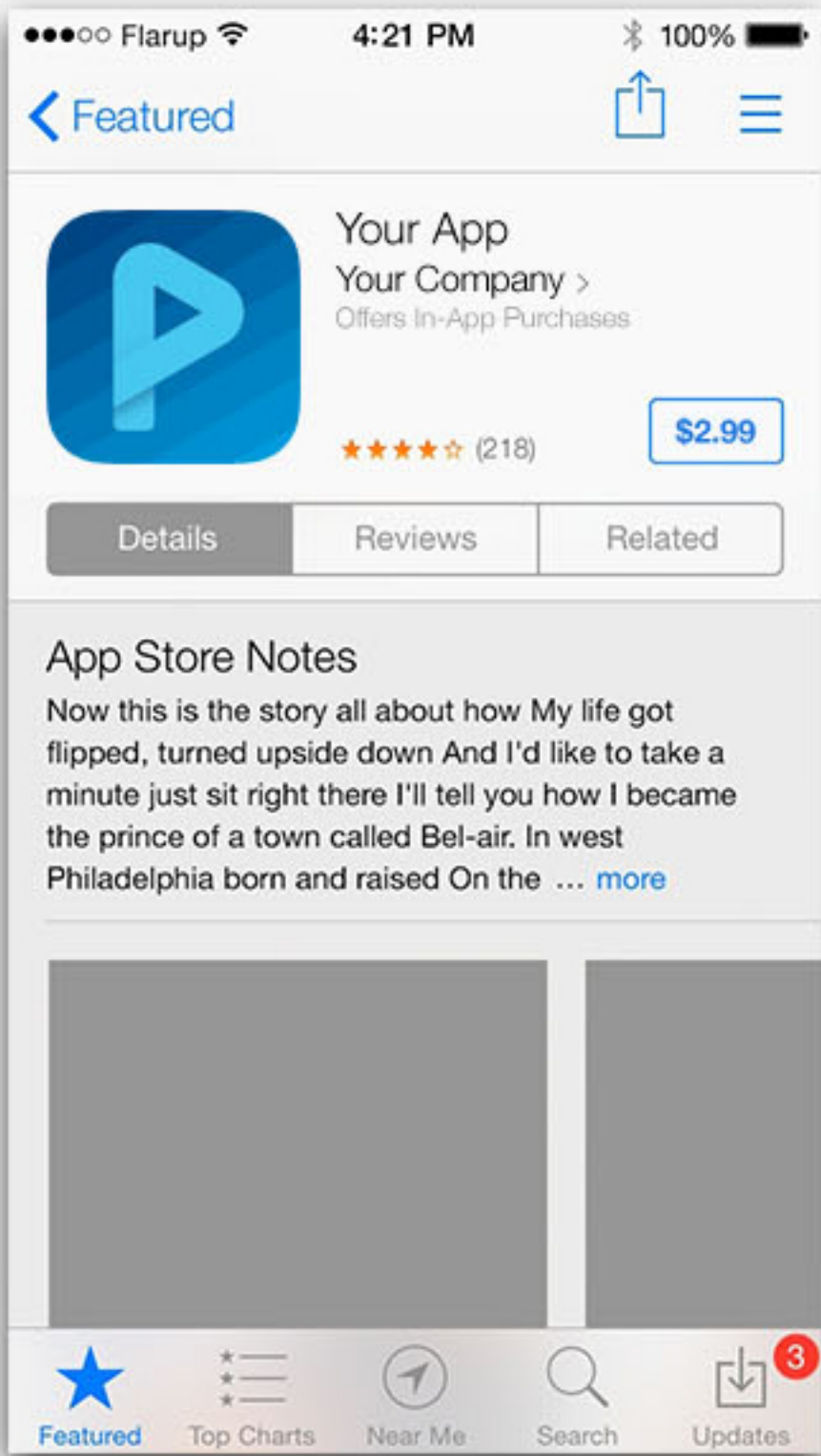
iPad



512 App Icon for App Store



App Store Wish List



App Store App

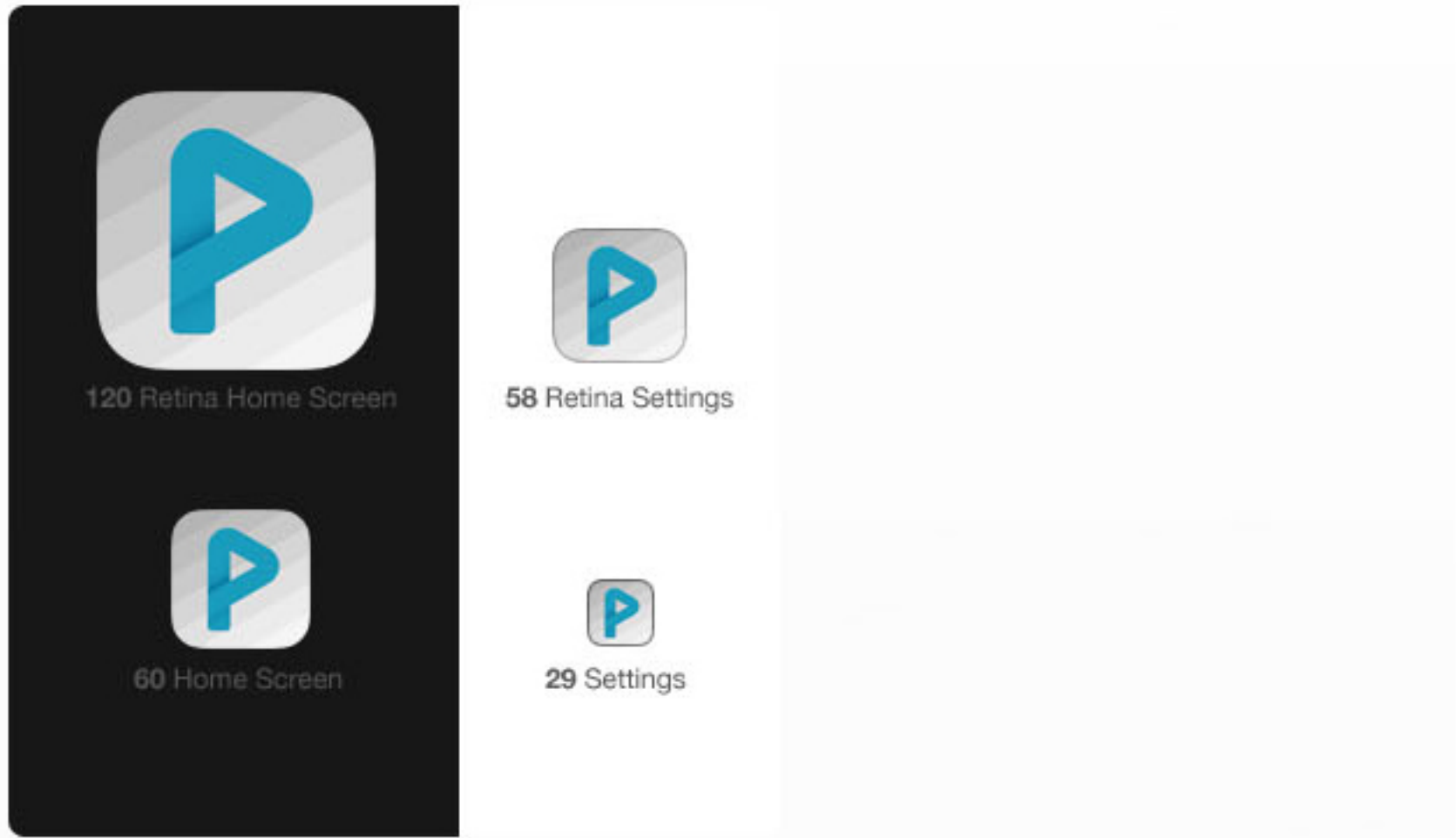


Home Screen

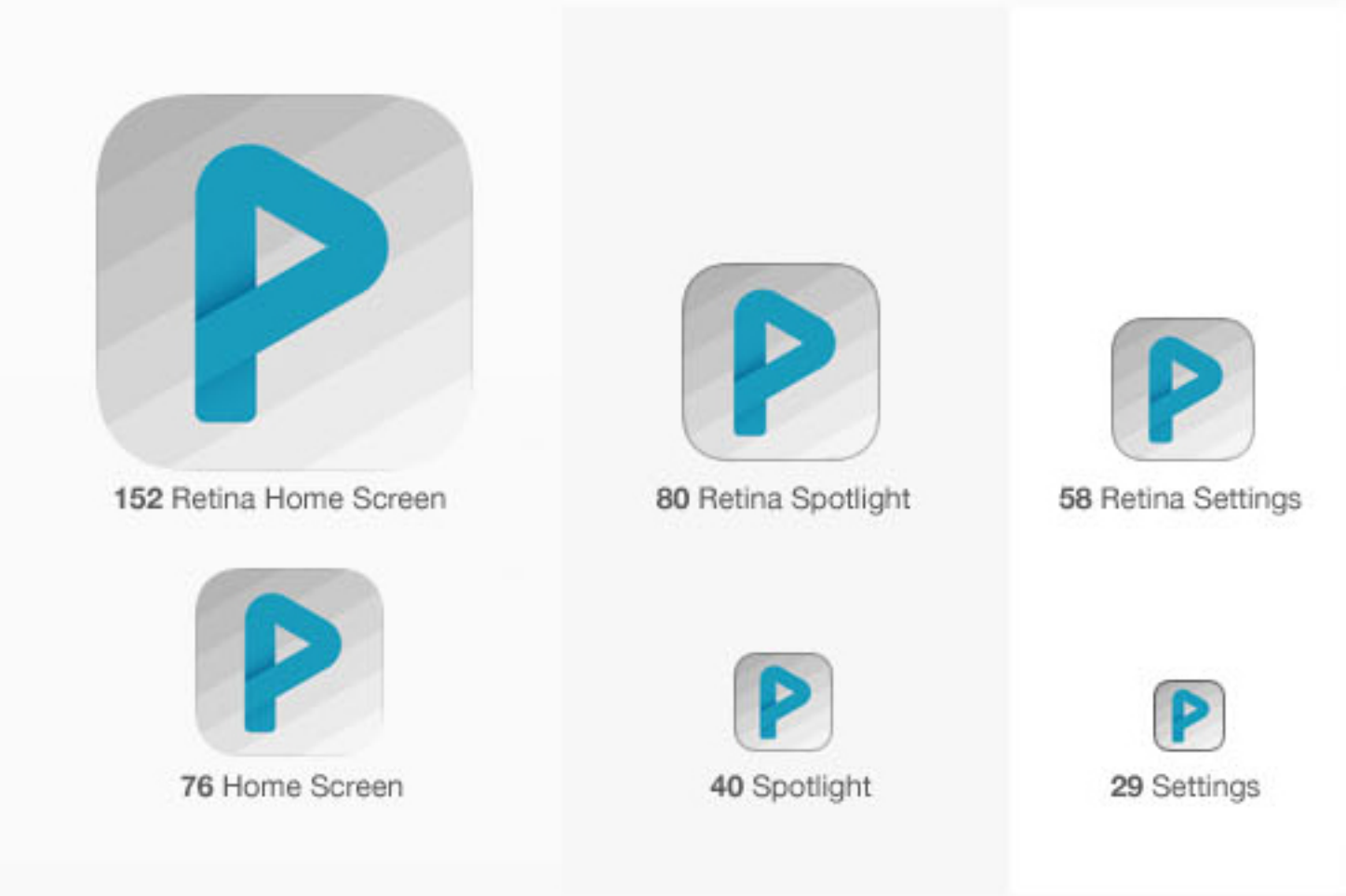


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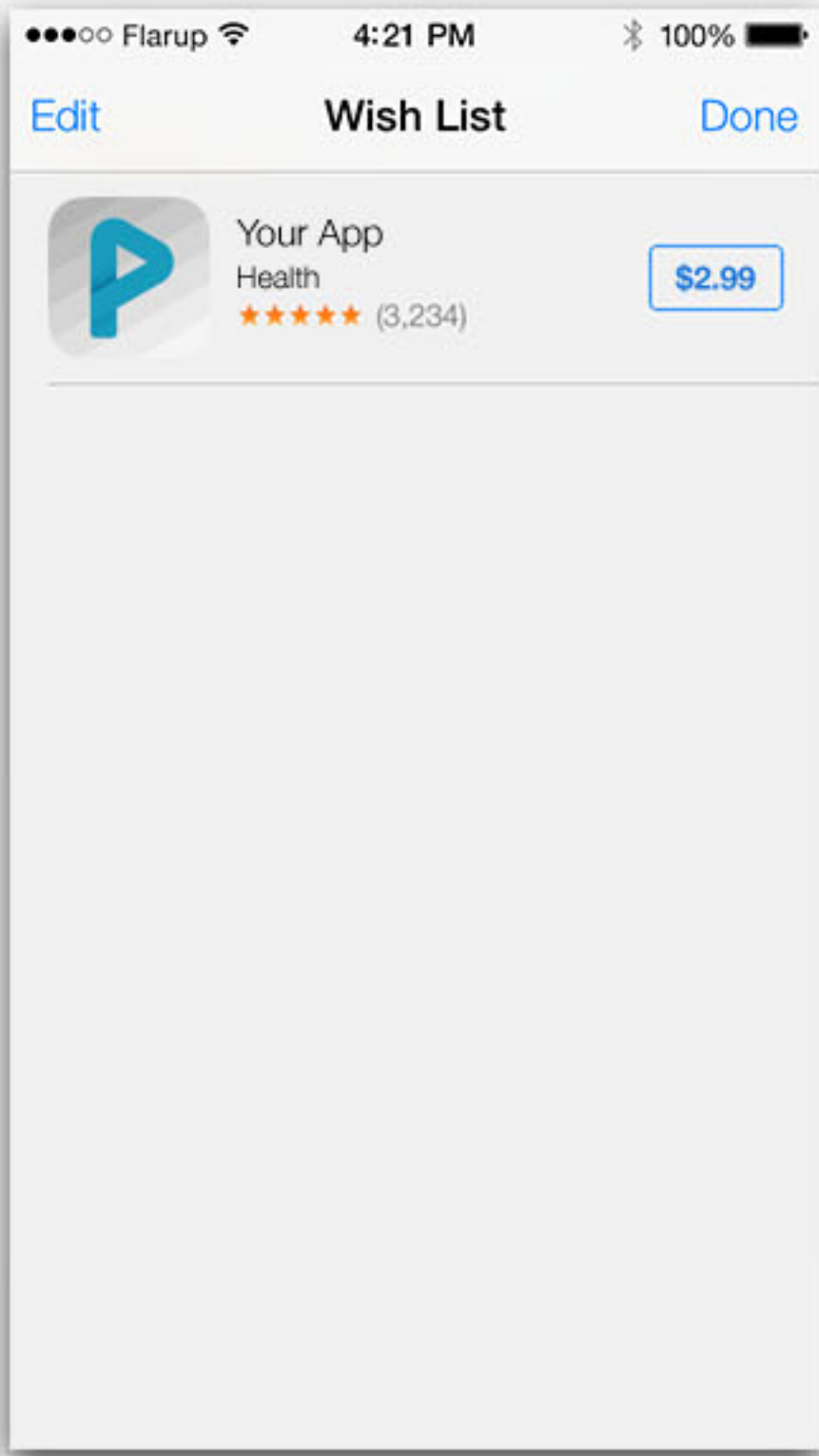
iPhone



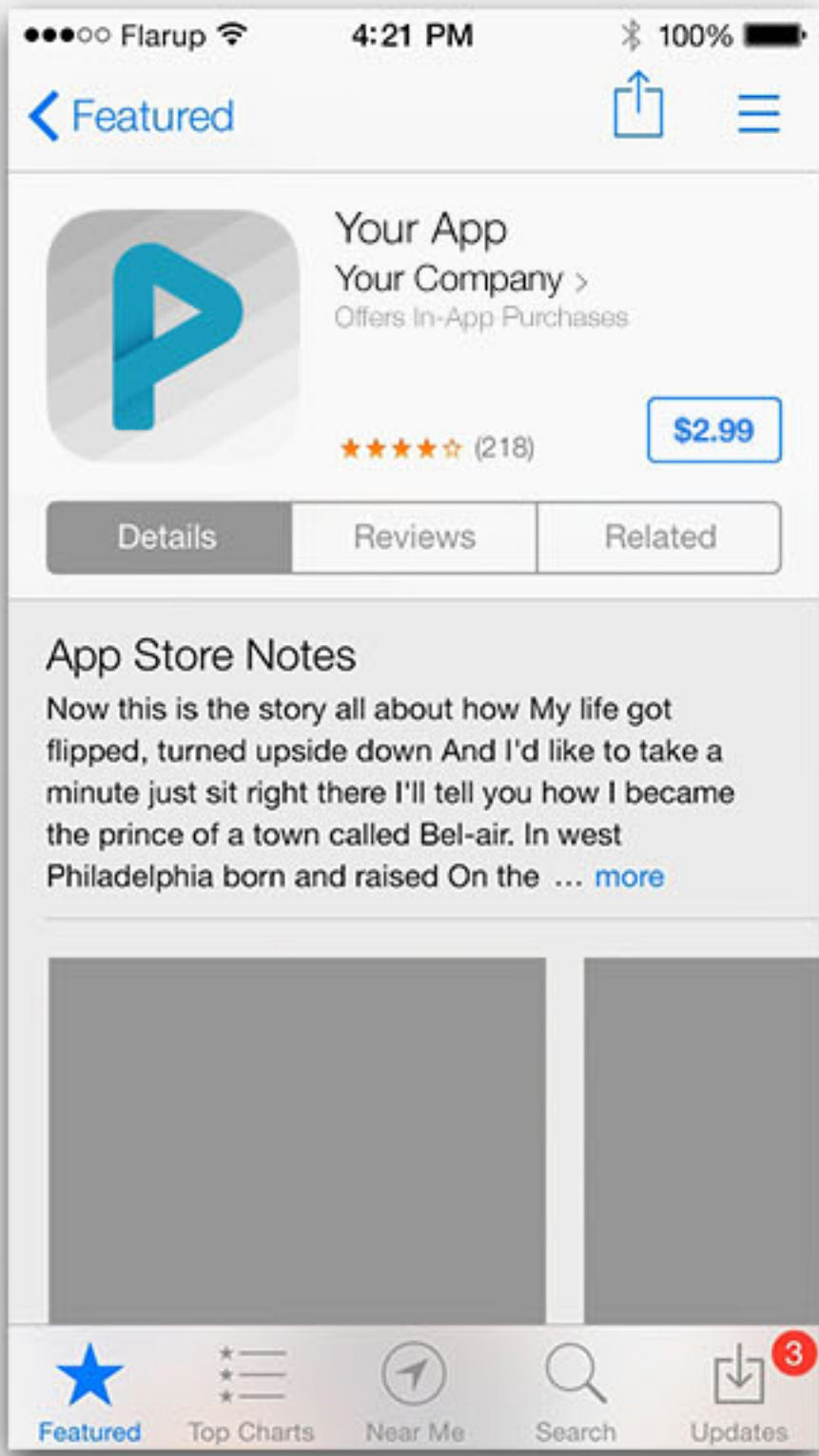
iPad



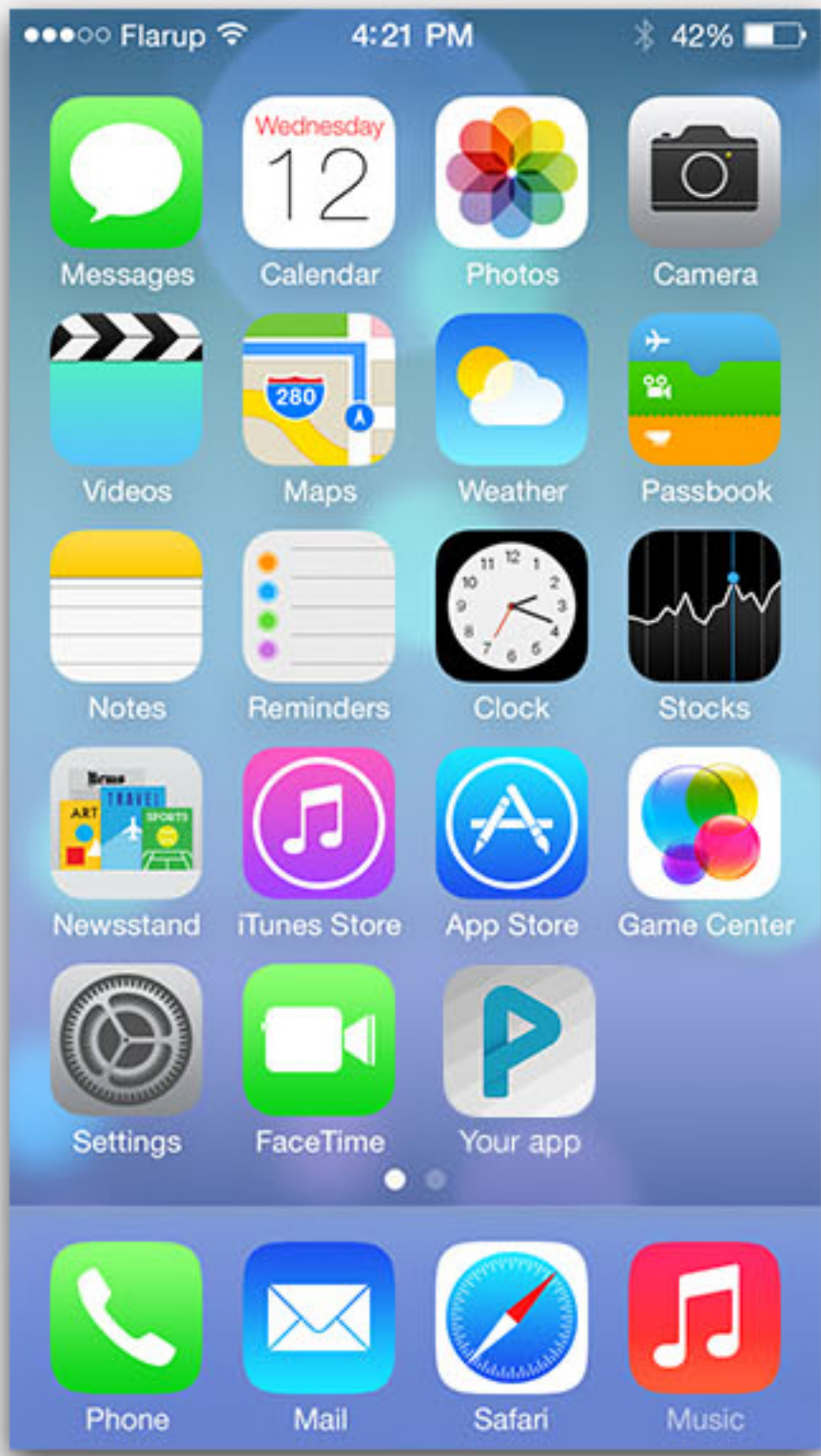
512 App Icon for App Store



App Store Wish List



App Store App

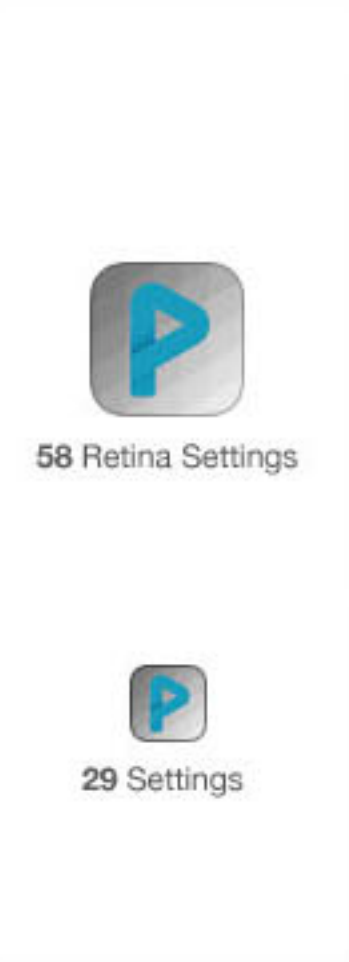
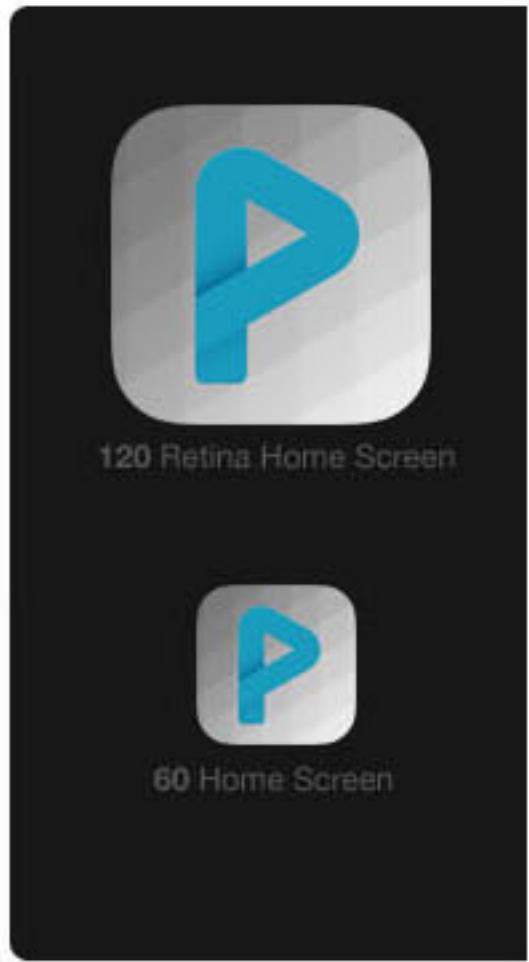


Home Screen



1024 Retina App Icon for App Store

iPhone



iPad



152 Retina Home Screen



80 Retina Spotlight



58 Retina Settings



76 Home Screen



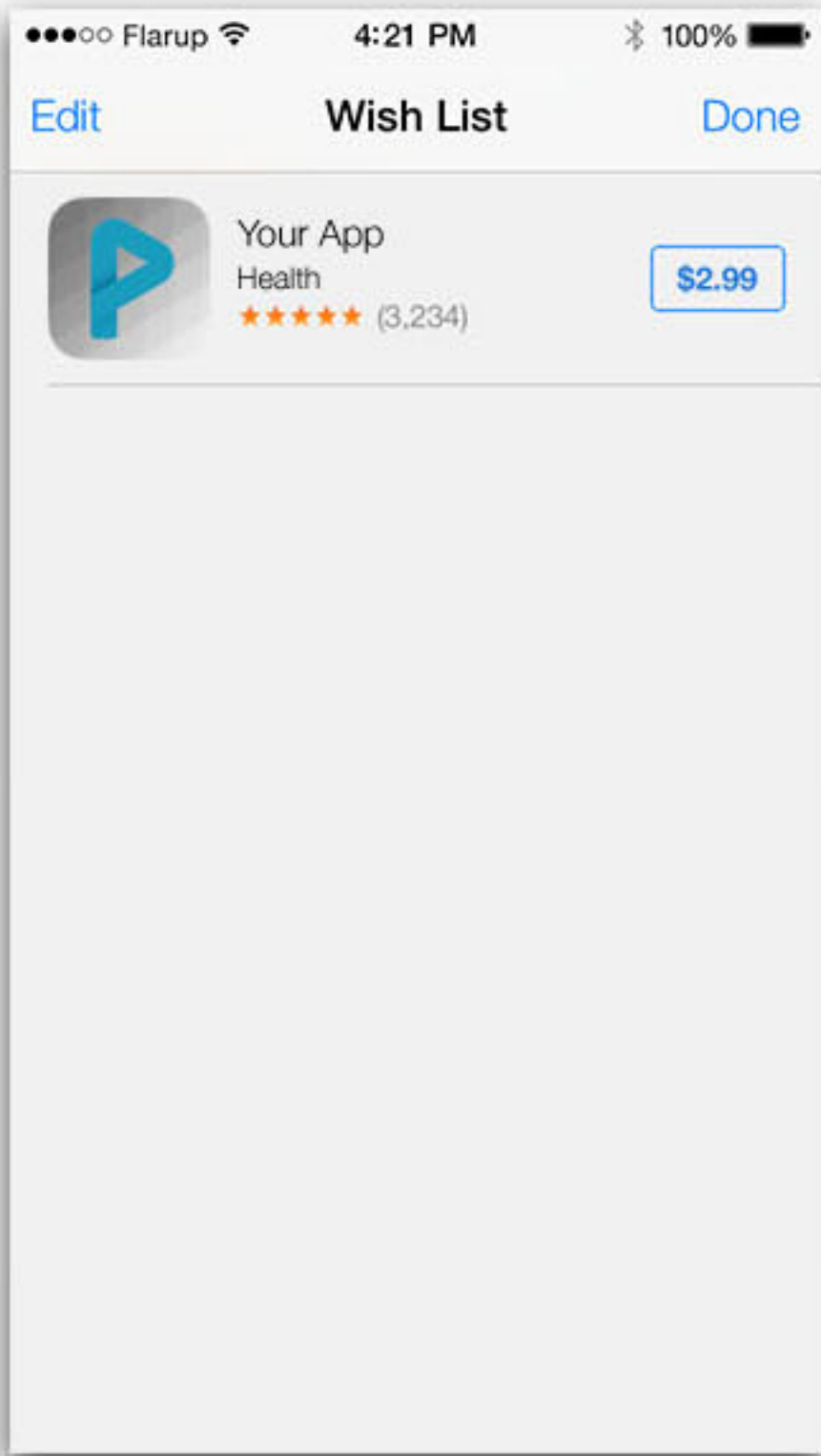
40 Spotlight



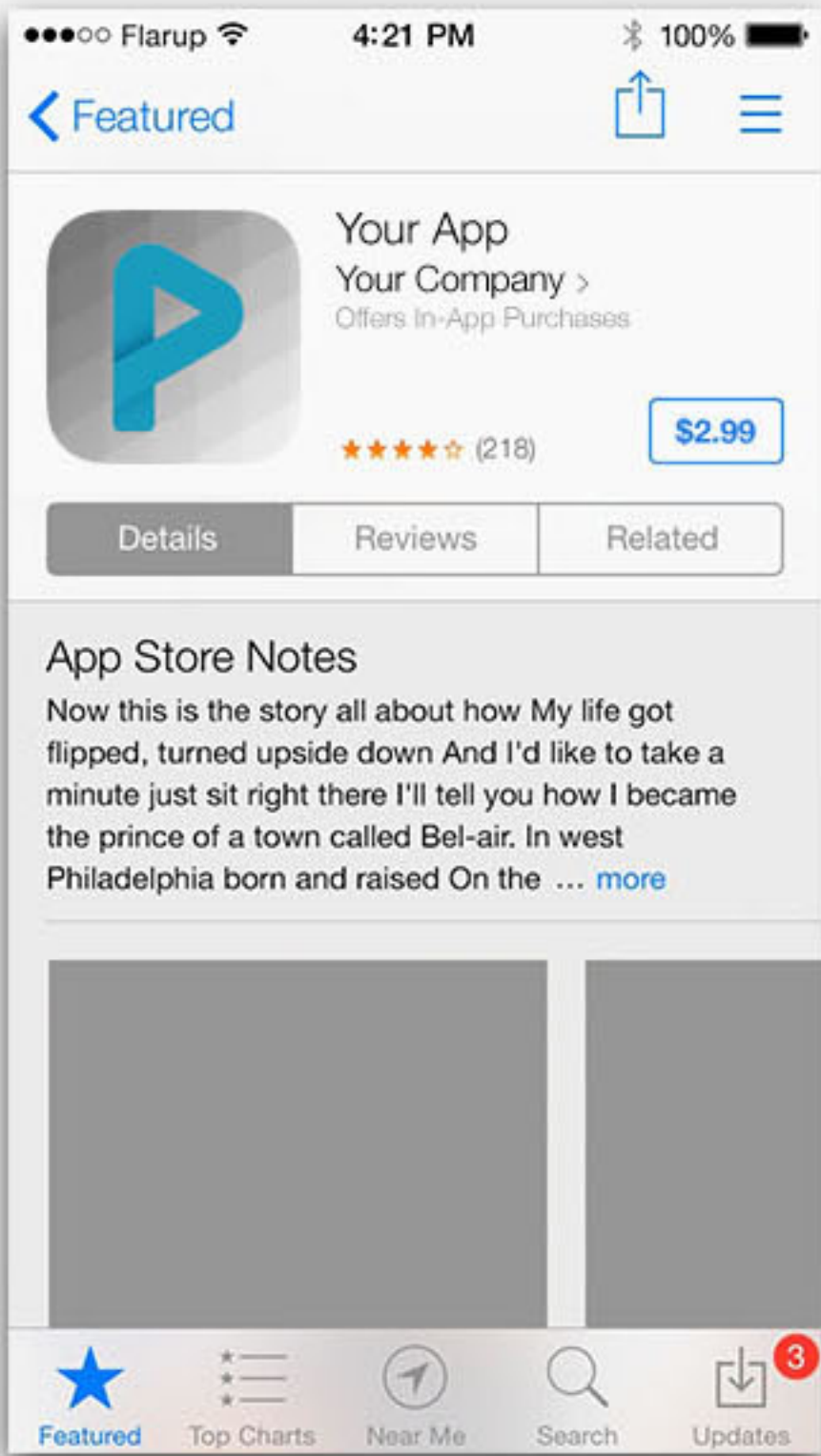
29 Settings



512 App Icon for App Store



App Store Wish List



App Store App

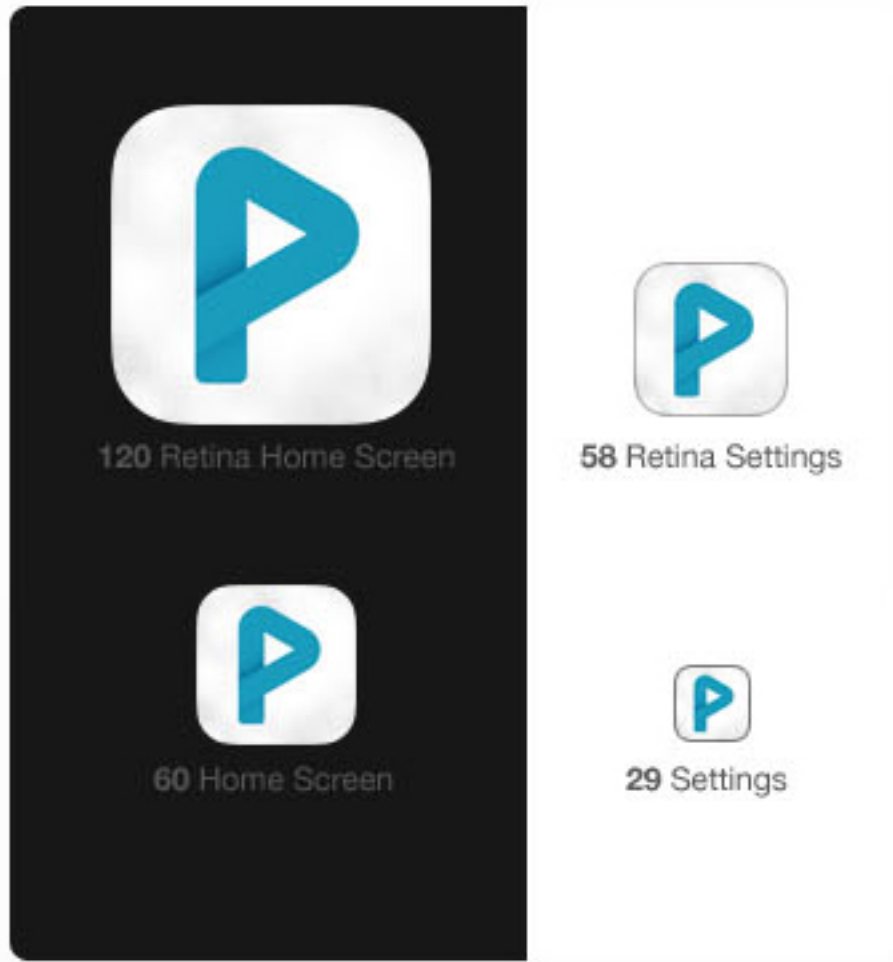


Home Screen

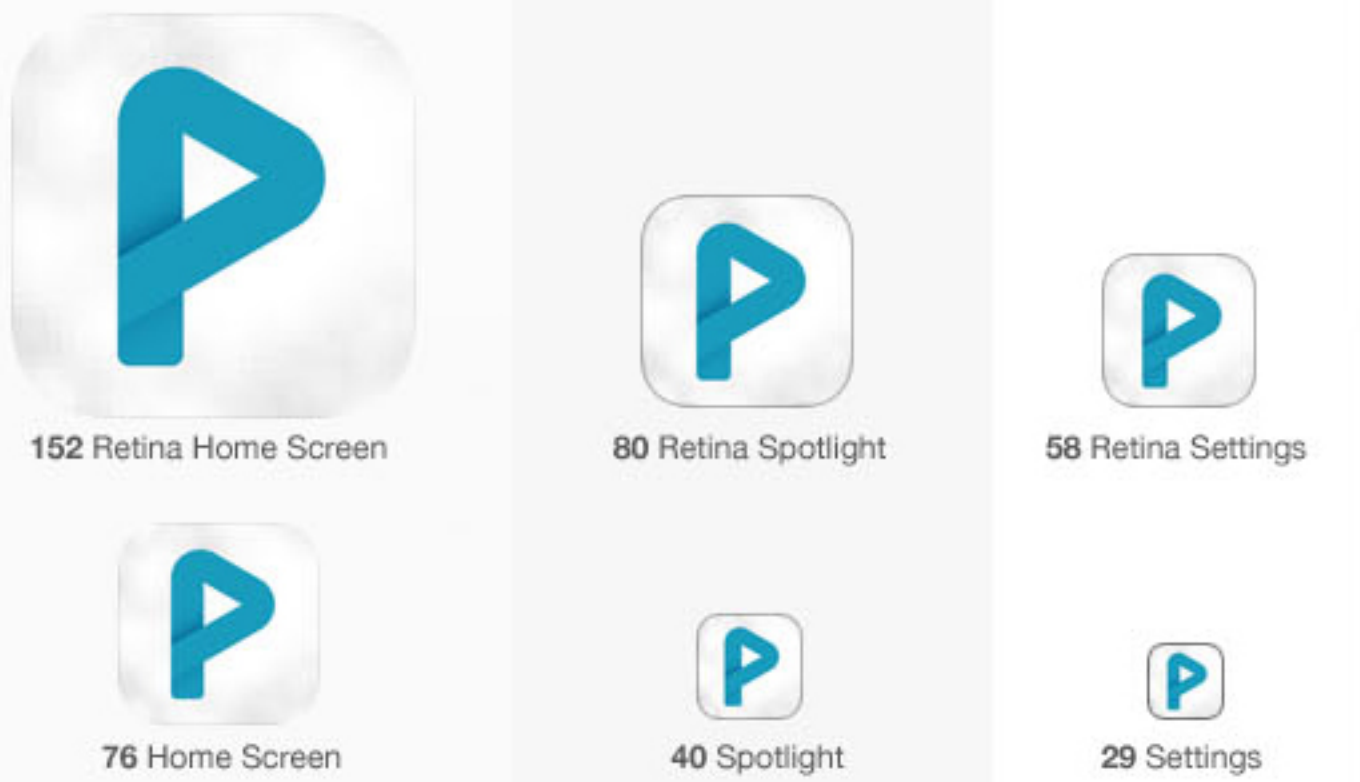


1024 Retina App Icon for App Store

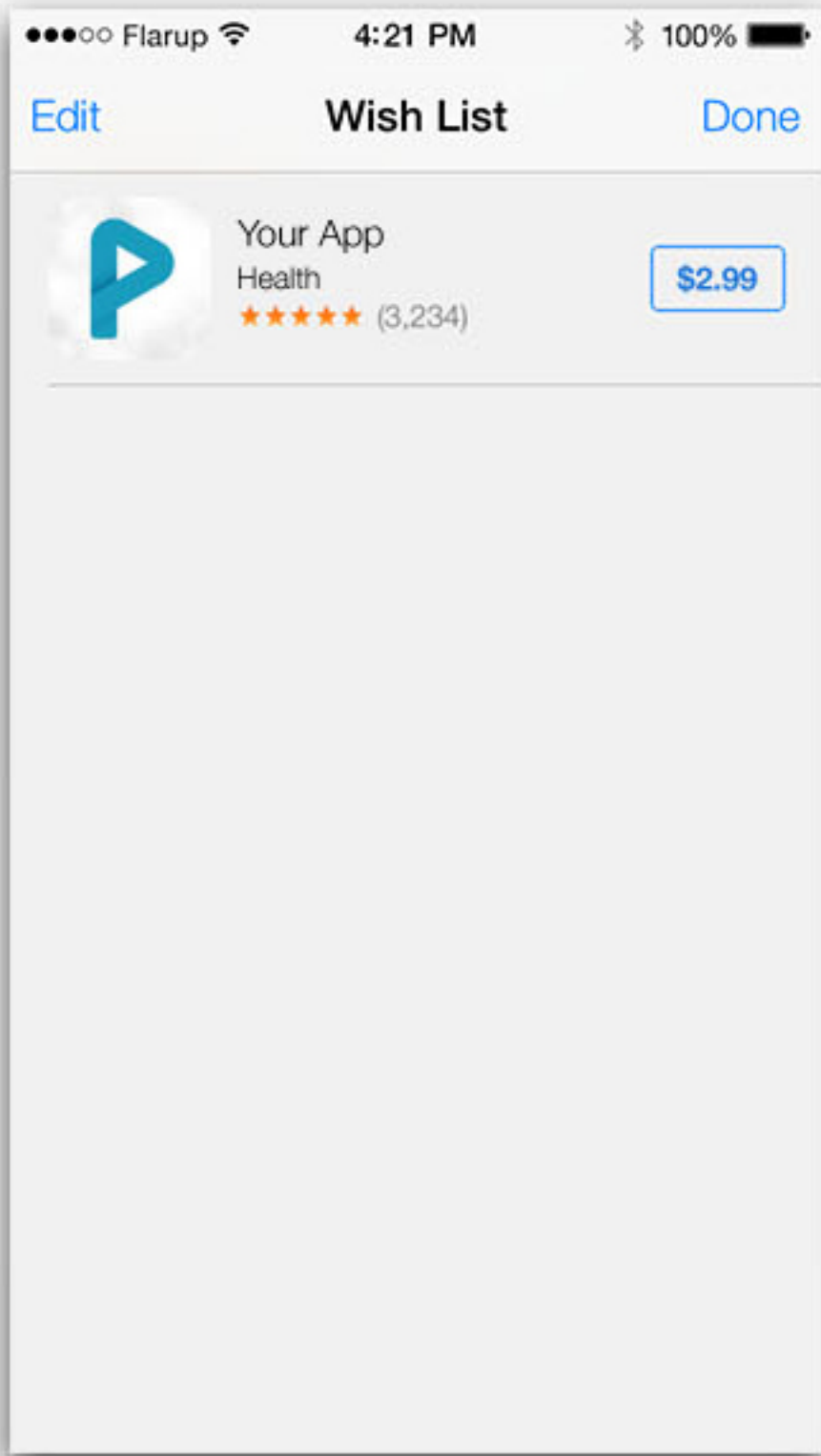
iPhone



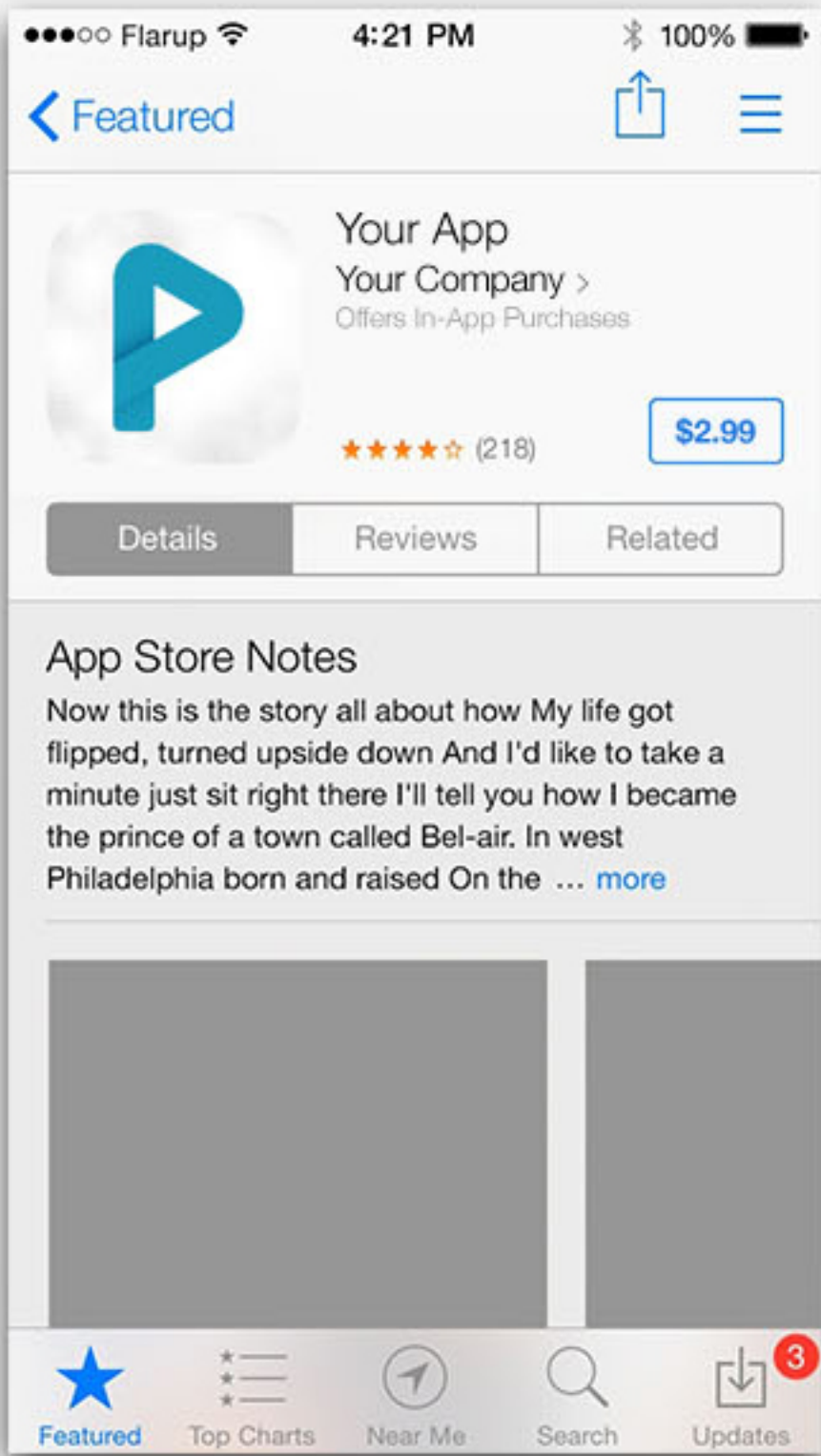
iPad



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App Store Wish List



App Store App

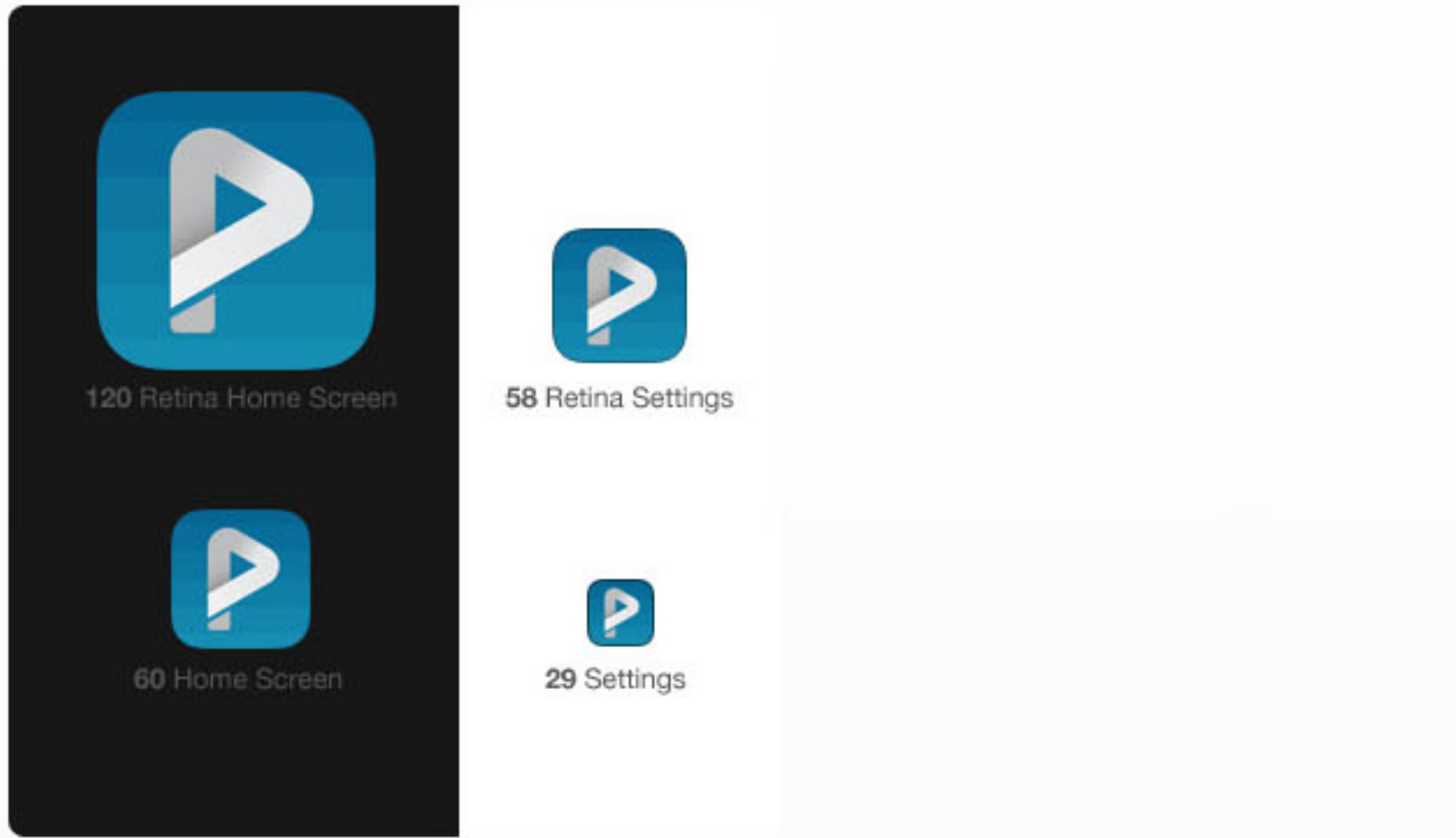


Home Screen

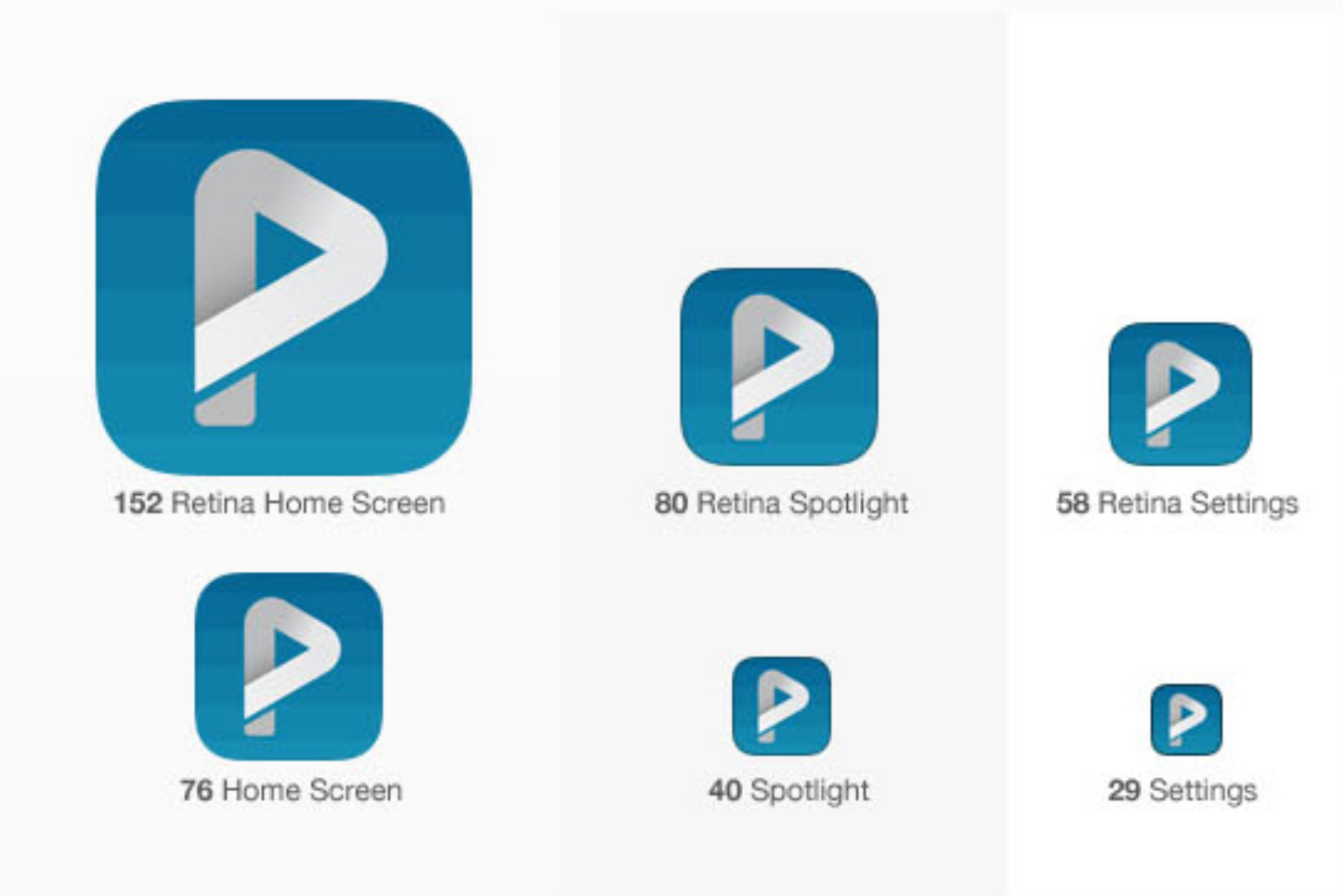


1024 Retina App Icon for App Store

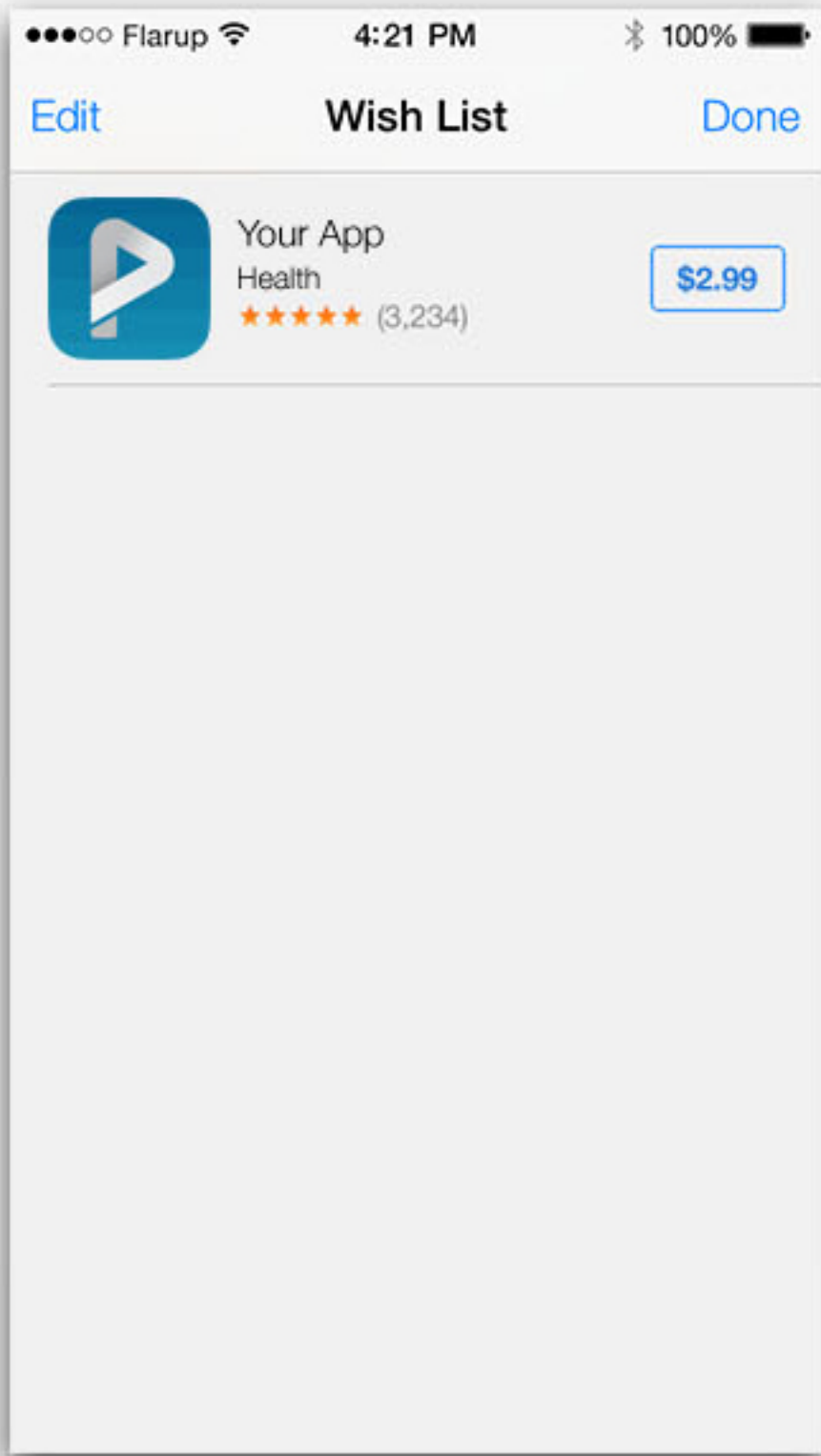
iPhone



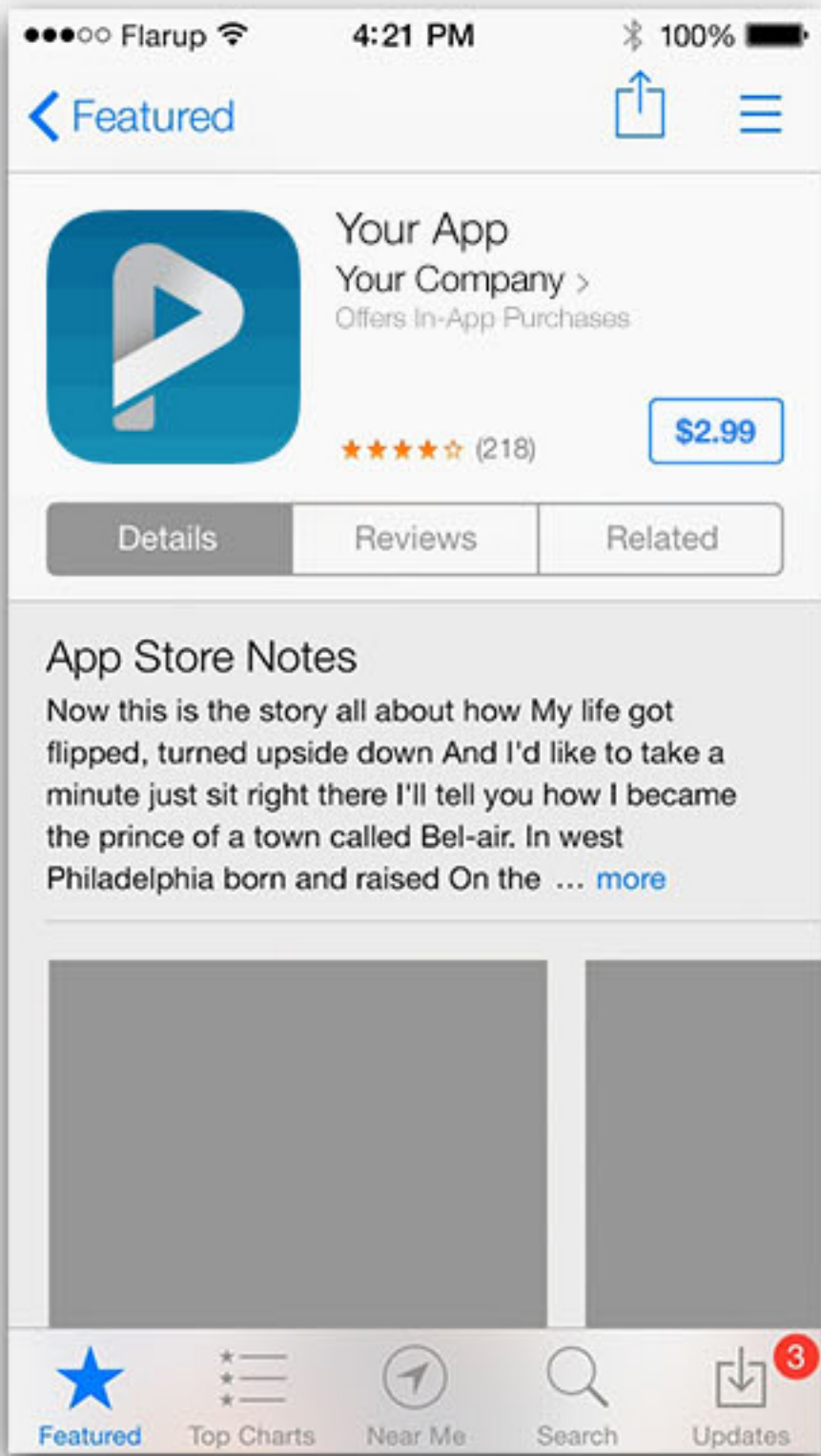
iPad



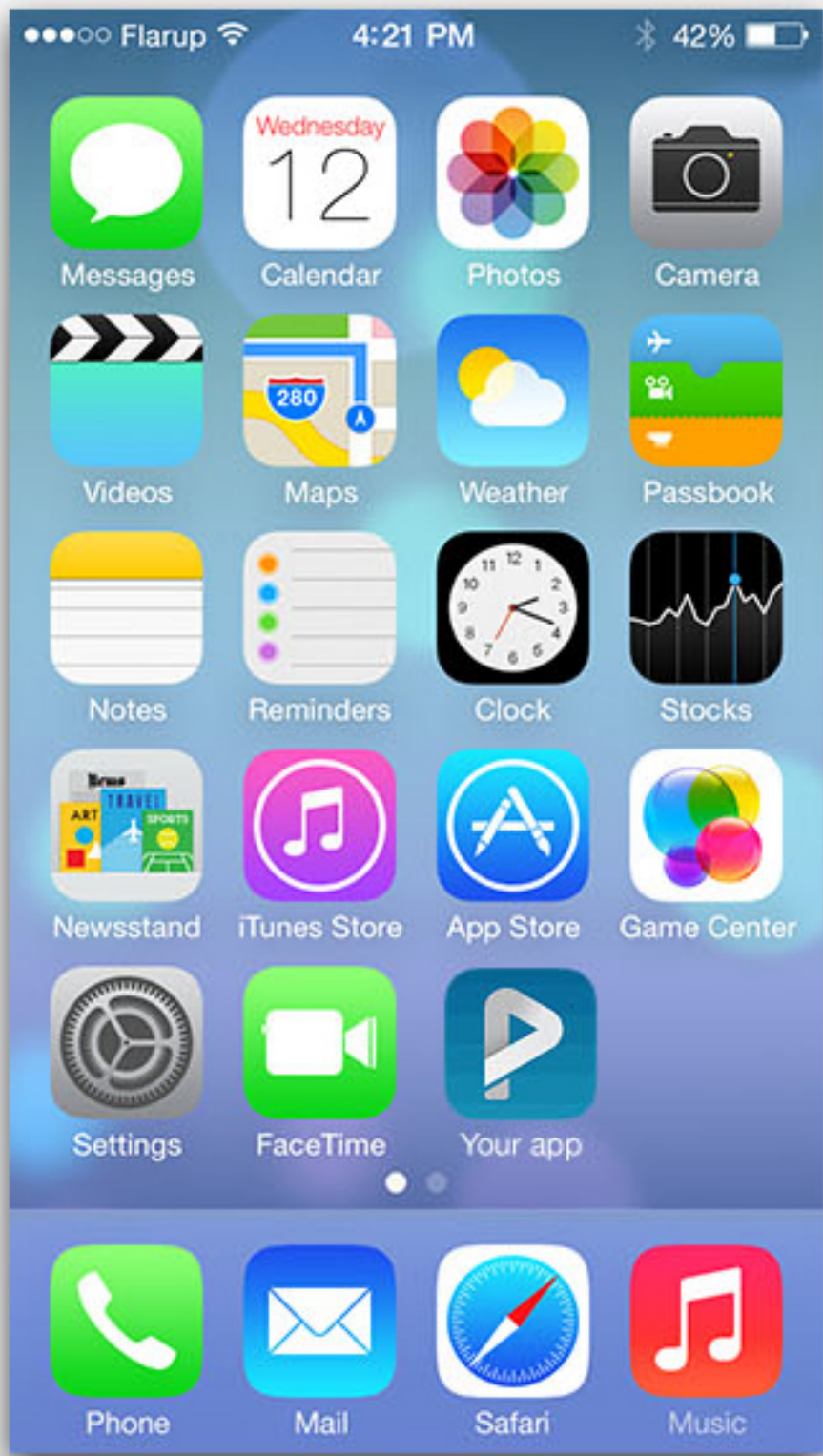
512 App Icon for App Store



App Store Wish List



App Store App

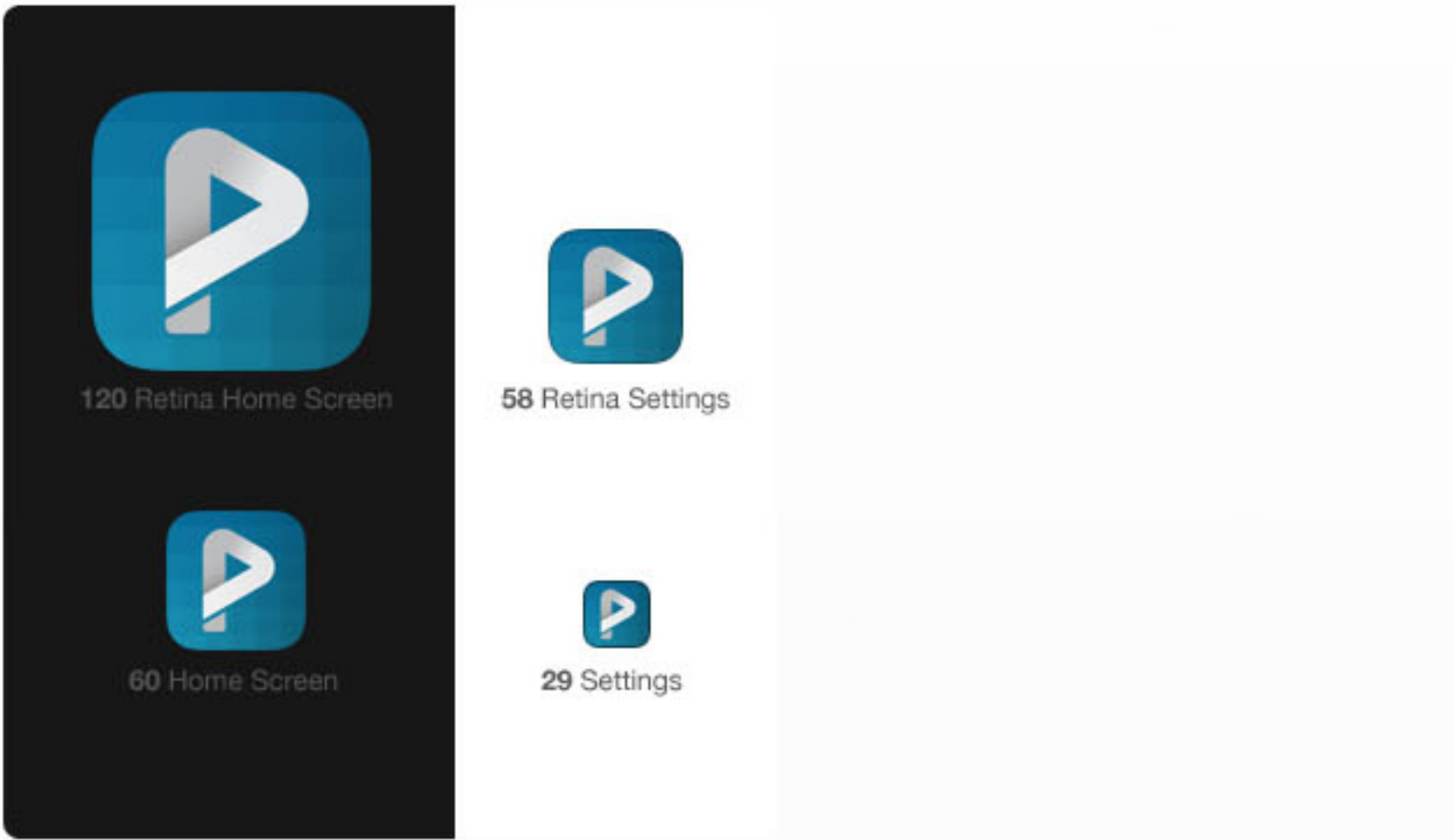


Home Screen

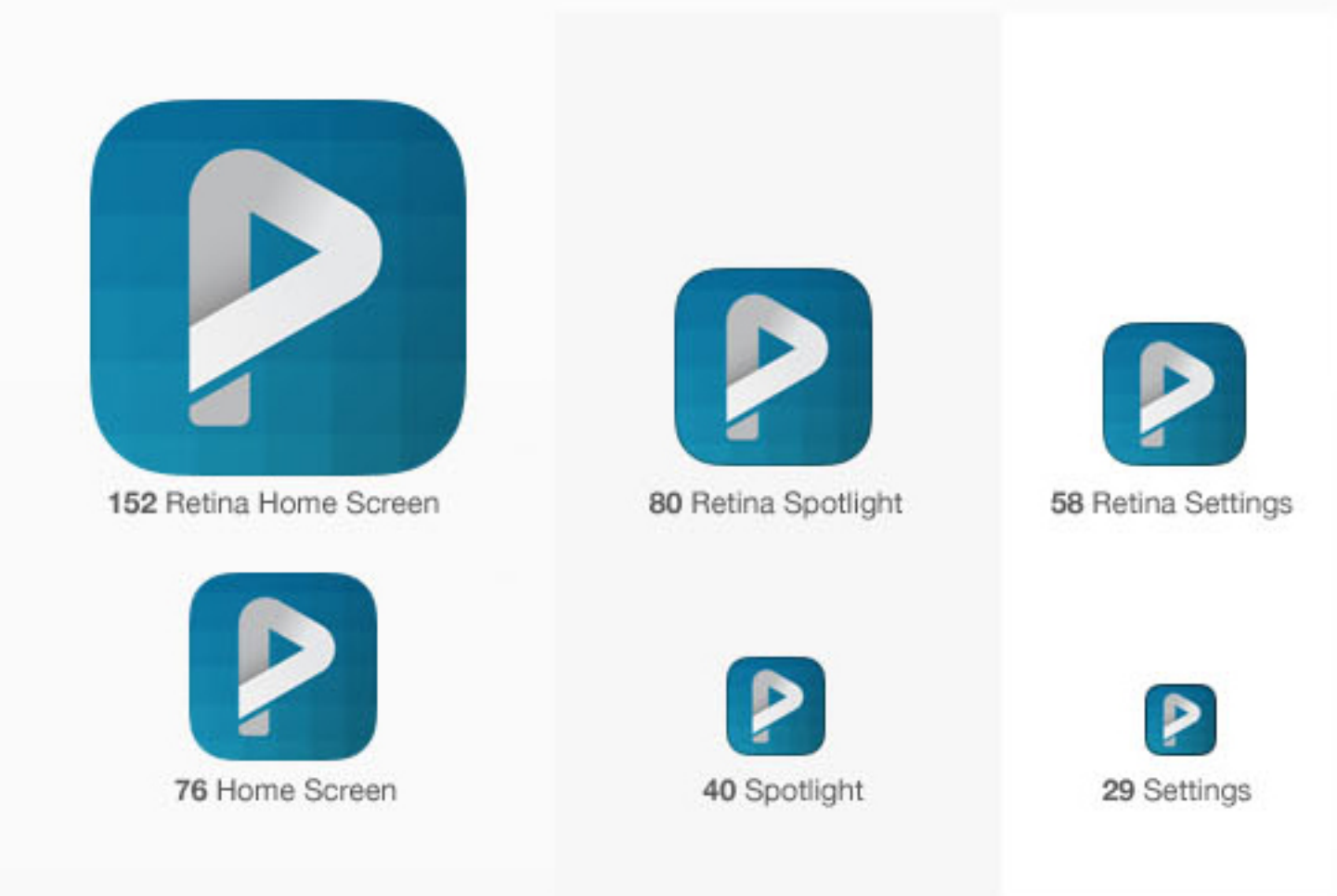


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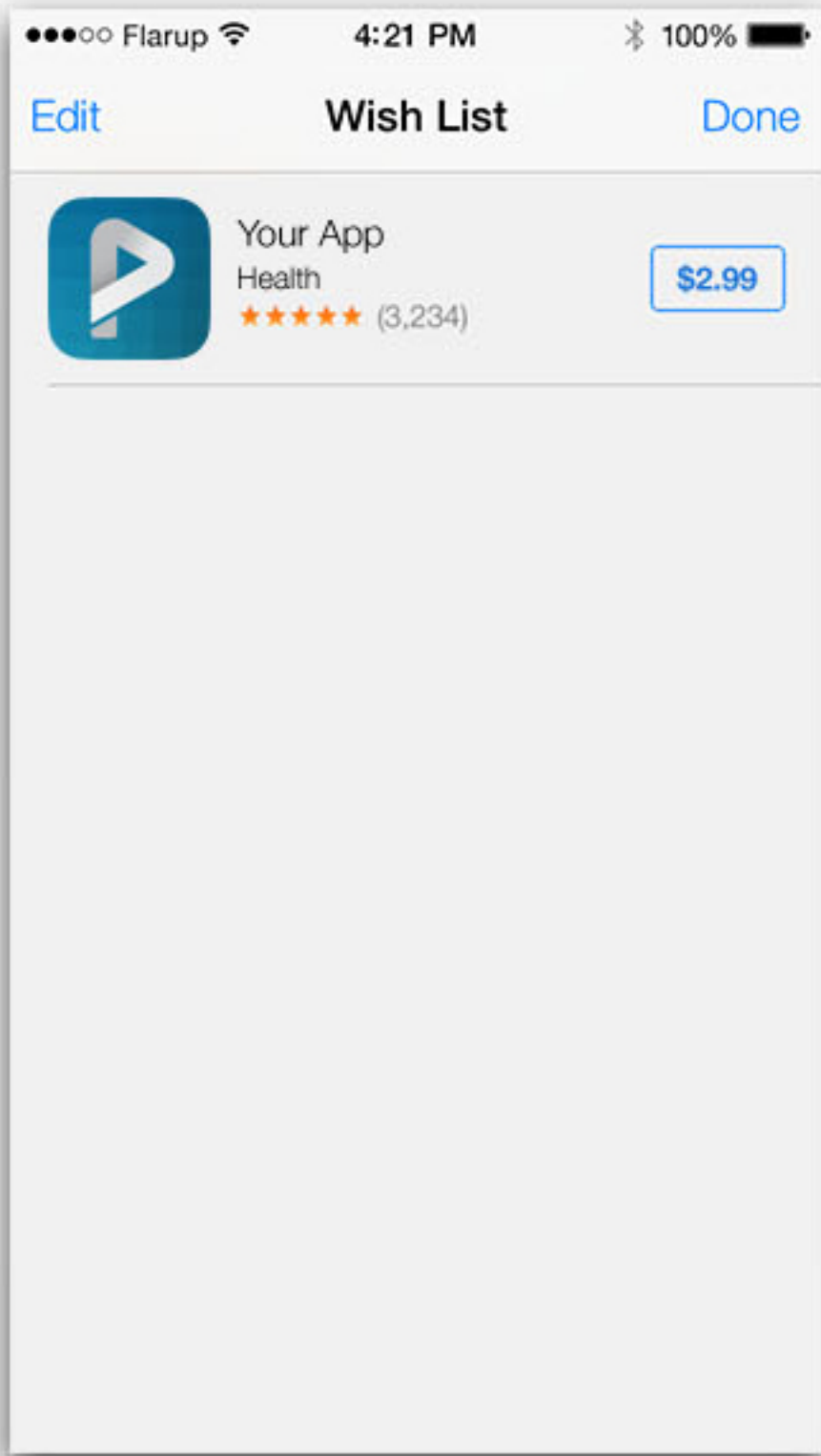
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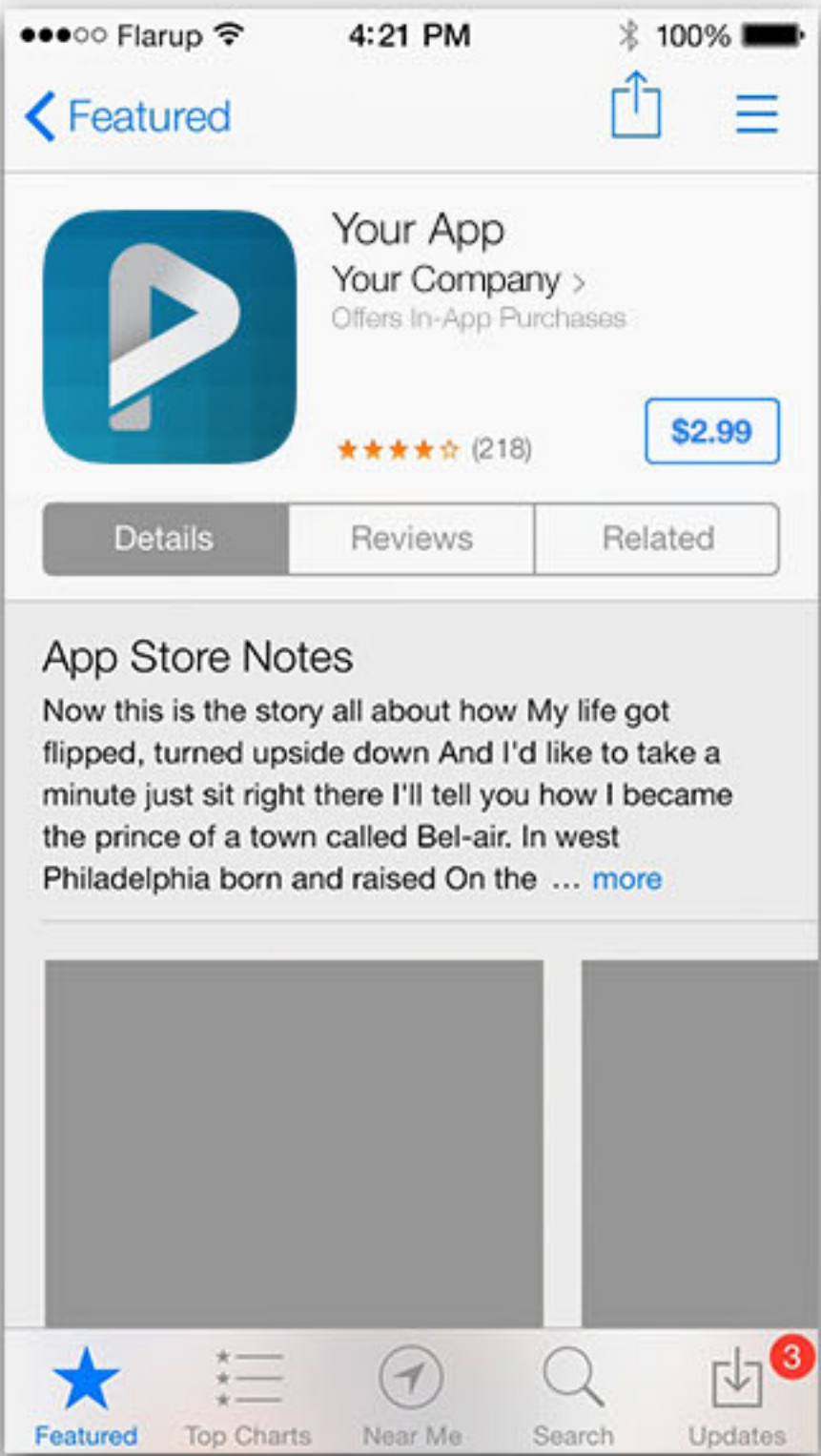
iPad



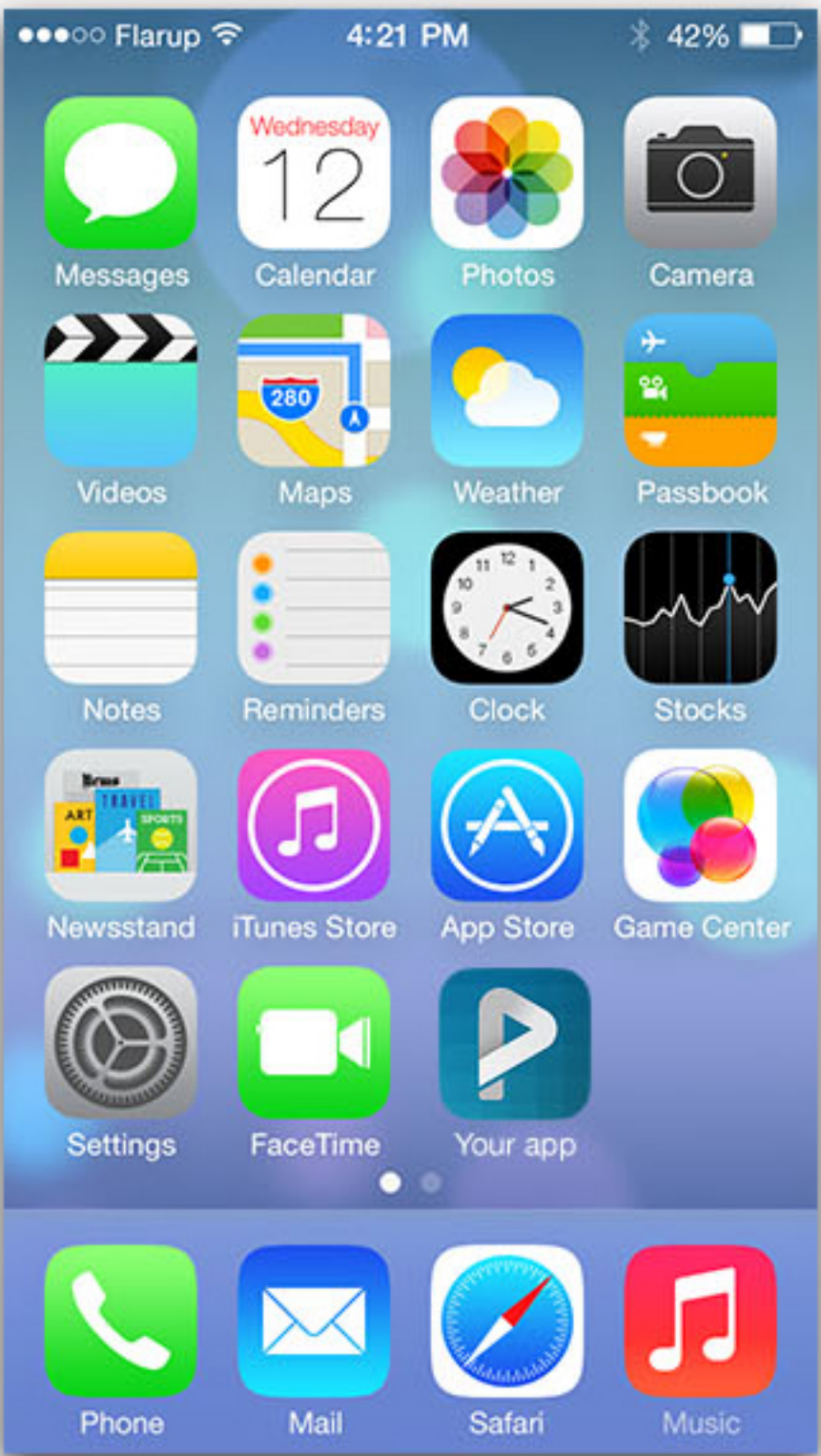
512 App Icon for App Store



App Store Wish List



App Store App

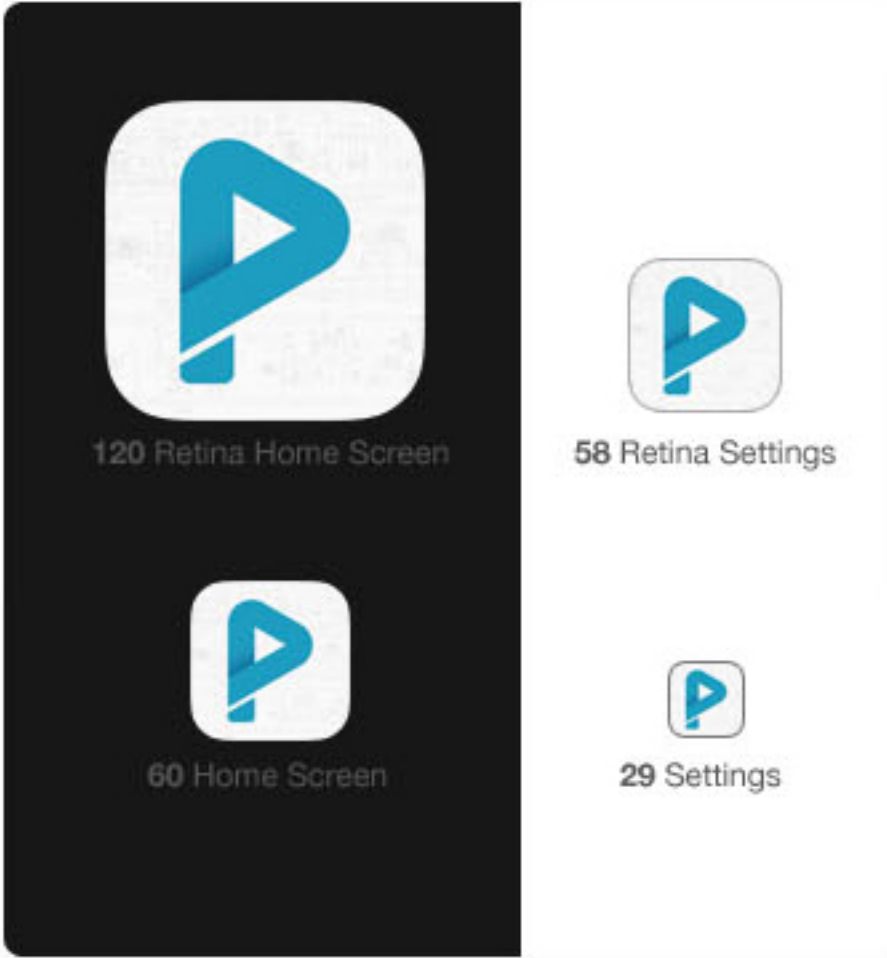


Home Screen

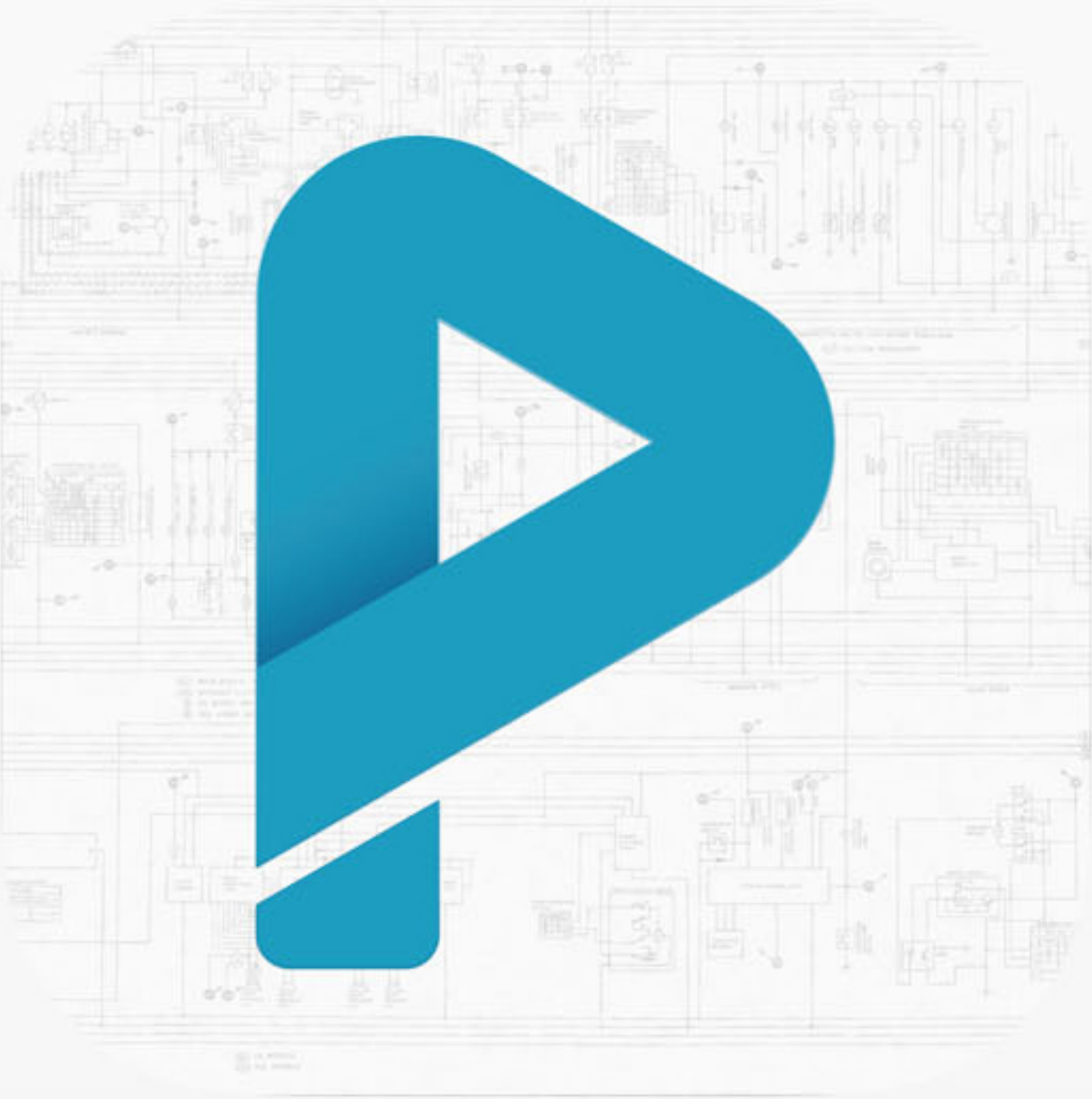
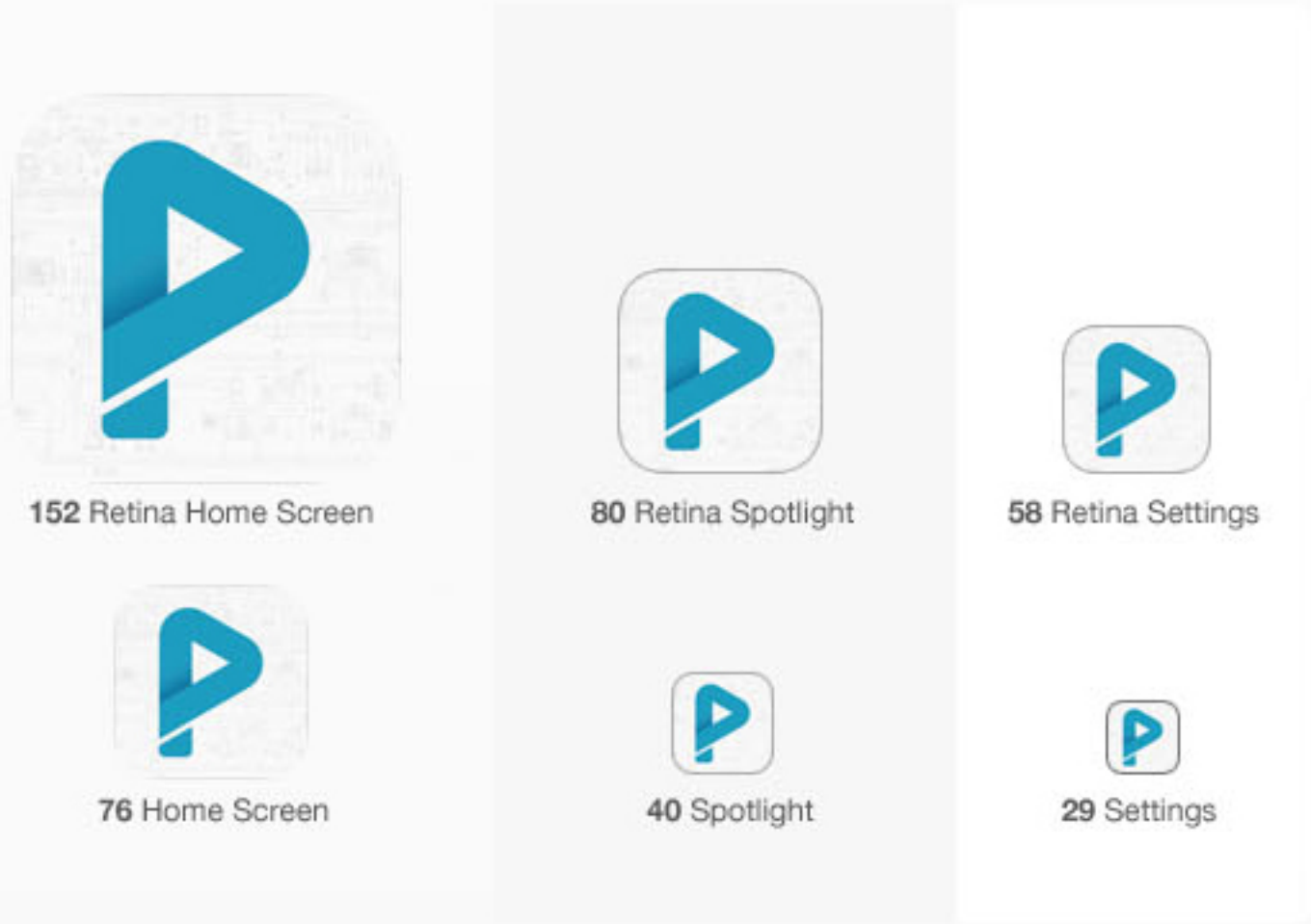


1024 Retina App Icon for App Store

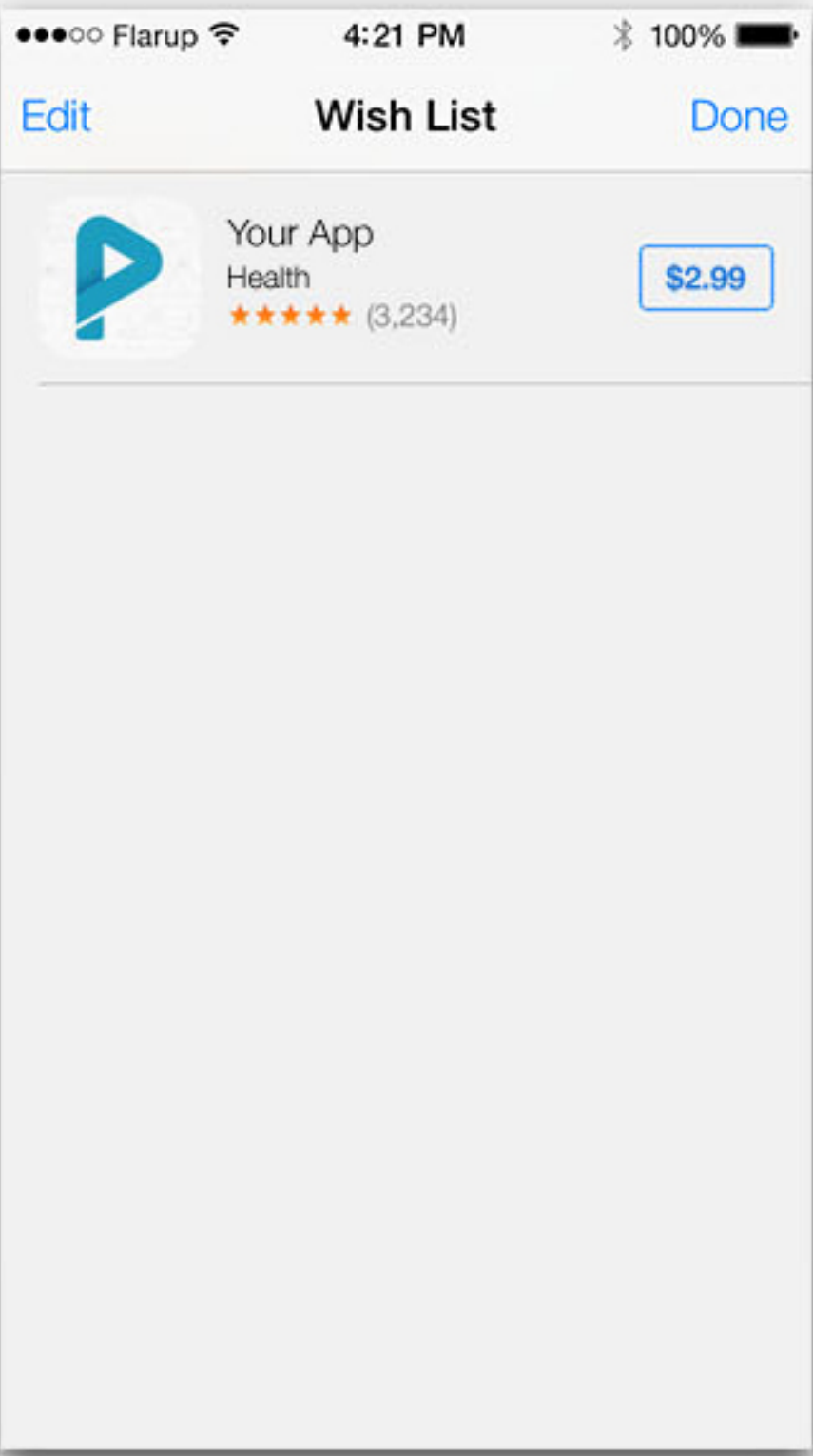
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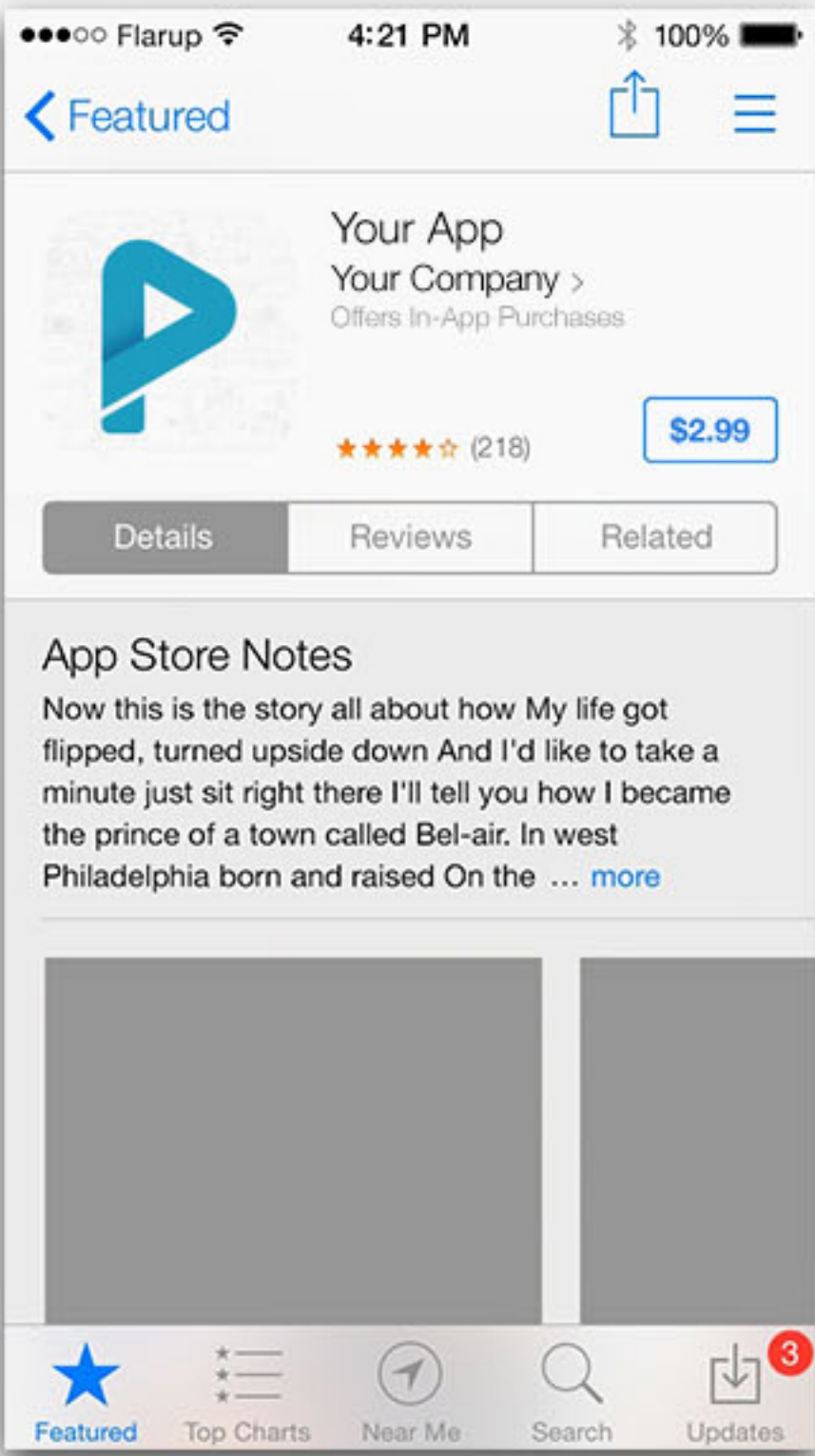
iPad



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App Store Wish List



App Store App

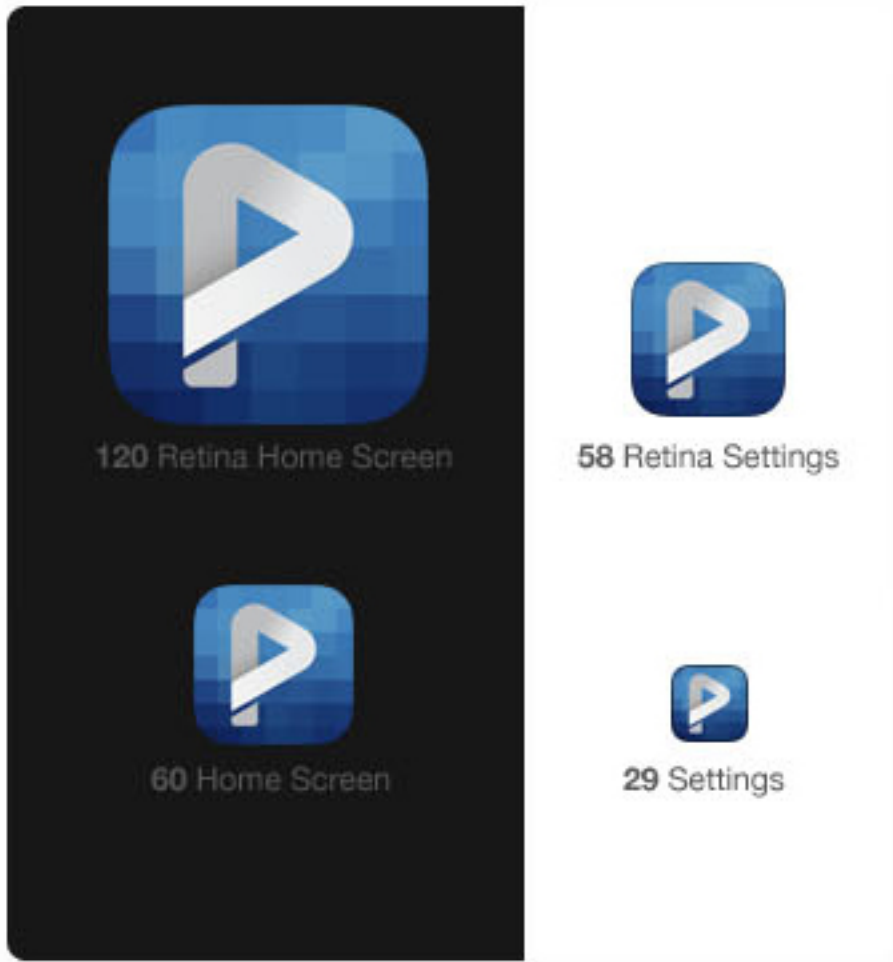


Home Screen

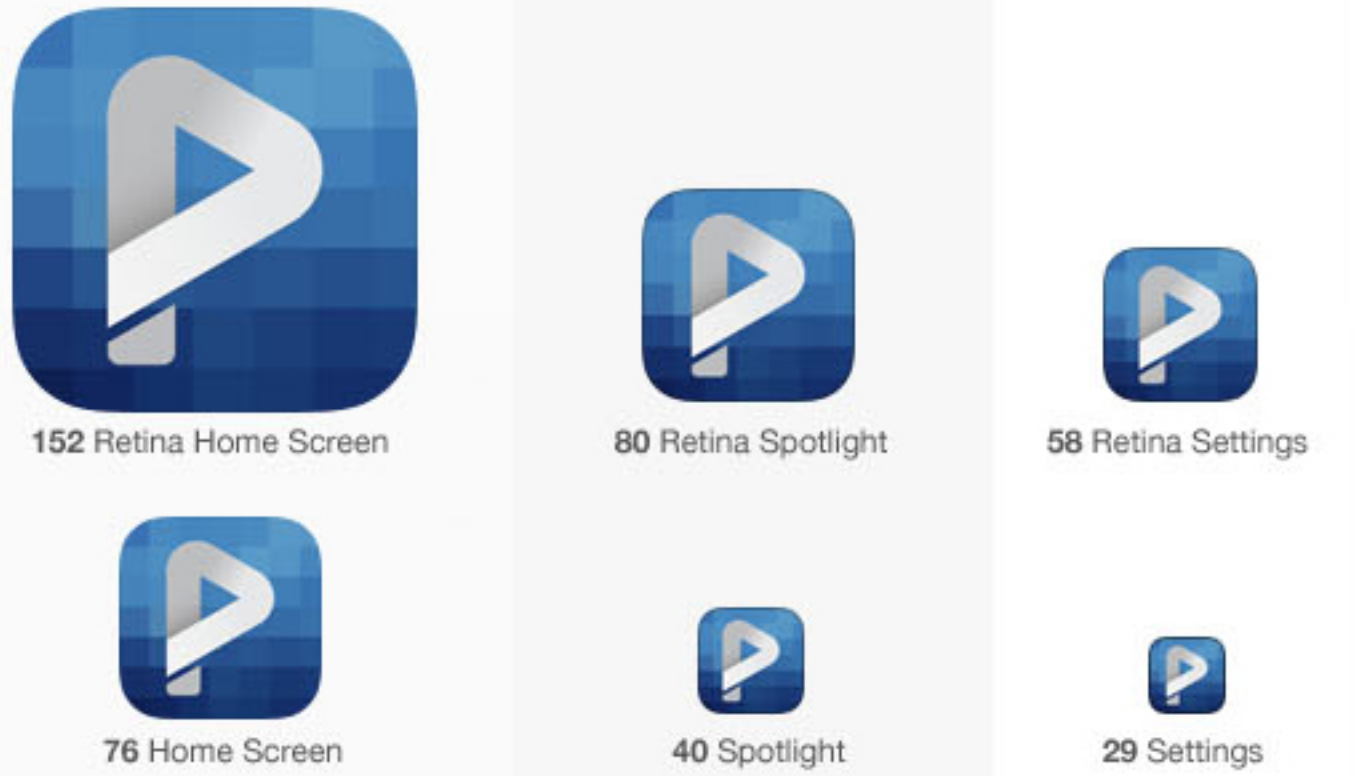


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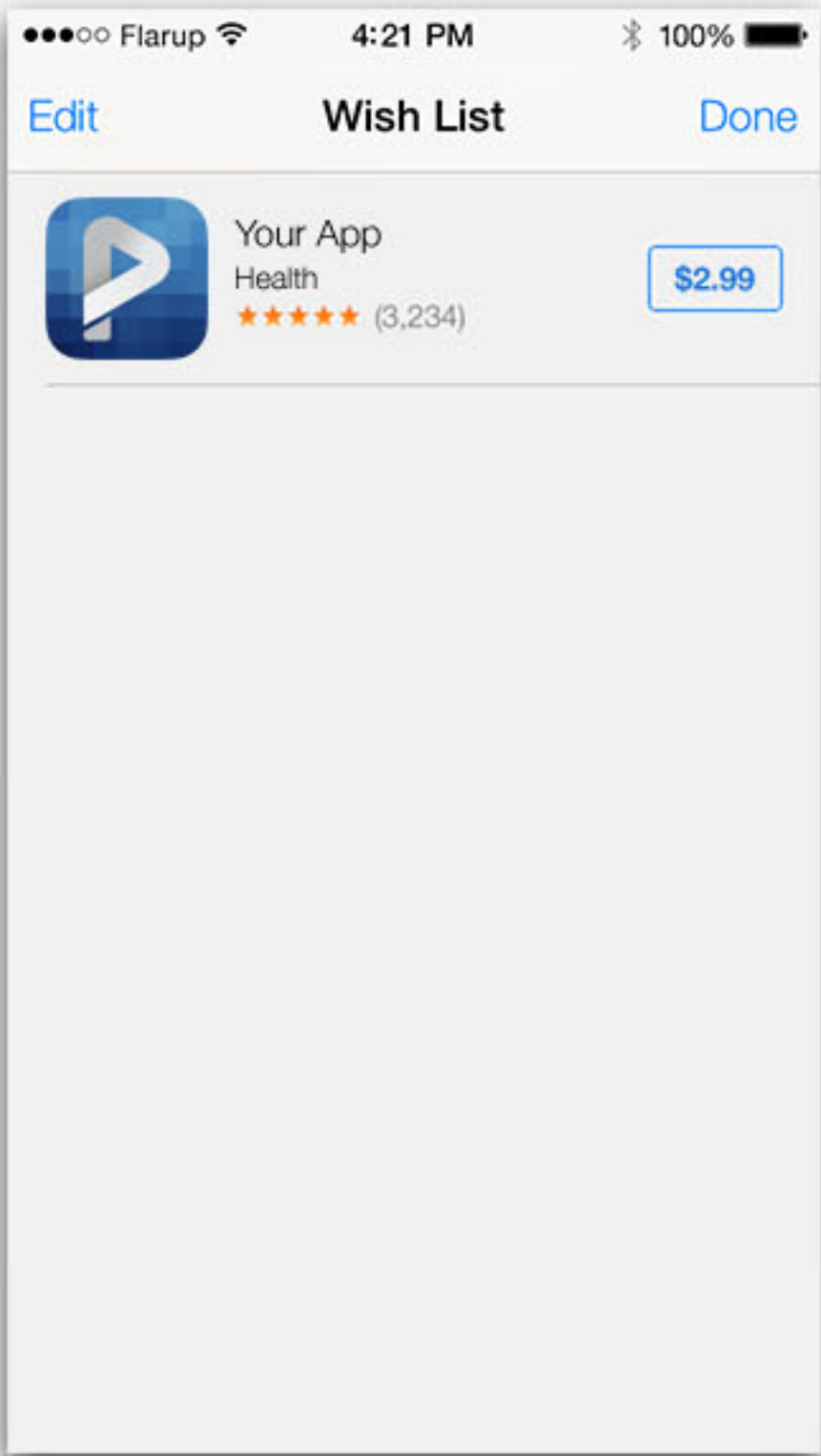
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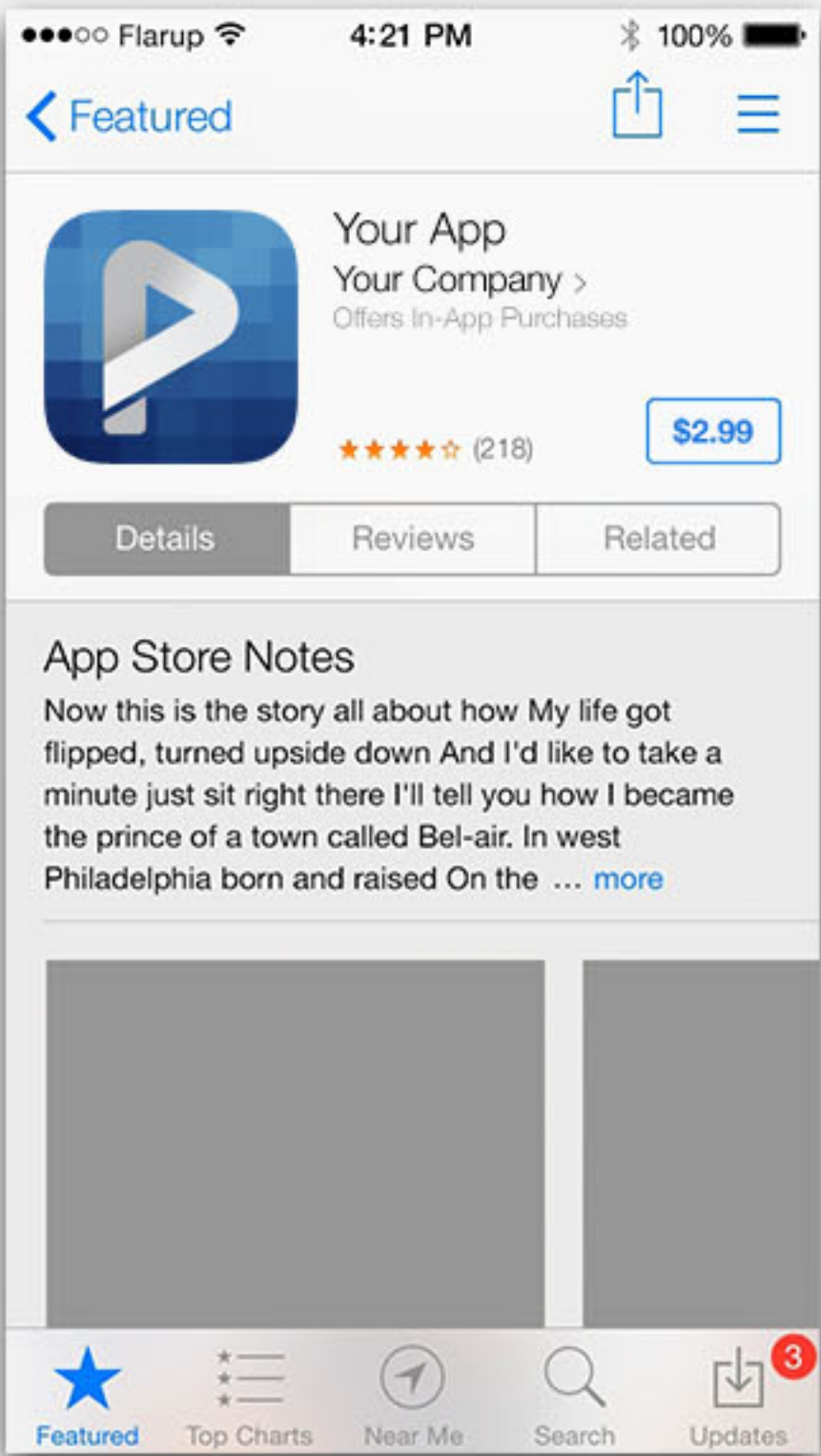
iPad



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App Store Wish List



App Store App



Home Screen