FLIPBOARD

LOGOS

KEY ATTRIBUTES THAT FLIPBOARD SHOULD EVOKE:

CLEVER REAL-TIME ALIVE CLEAN
SIMPLE ANIMATED FREE BEAUTIFUL
FUN UNCLUTTERED EASY-TO-USE
INFORMATIVE PERSONAL ARTISTIC
CLASSIC RICH-EXPERIENCE
CONNECTED RELEVANT CURIOUS
UNIQUE FAMILIAR INVENTIVE

~~Fast~~

Timeless

DIFFERENTIATORS:

- The emphasis on design and clean simple aesthetics
- 1000x faster than conventional web browsing
- Updates in real-time
- Shows what you care about the most
- Curated by people you trust
- Flip through content without waiting—no scrolling required
- Easy-to-view content ranking system (important items larger, less important items smaller)
- Living magazine
- No known competitors

MAIN OBJECTIVES:

- Everything from the logo to the product to the company should have one look and feeling
- Take the trusted editorial process of magazines and newspapers and bring it online
- Eliminate information overload and cluttered interfaces
- Be informative and relevant
- Keep the product simple so non-social media users can use it

TARGET AUDIENCES:

- People who buy the iPad
- Social networkers
- Power users who would use Flipboard as a first pass to more in-depth looks at social media sites, e-mail, etc.
- Mainstream audiences (people who may not even use social media)

LIKES:

- Look of Helvetica Neue
- Clever with a twist
- Black & white with a little red
- Like classic/retro looking logos
  –Coke
  –Radio Flyer
  –Leica
- The timelessness of print (Wall Street Journal and National Geographic)
- Edward Tufte
- Paul Rand
- Stamen Design
- TED

DISLIKES:

- Designs that will not endure
- Bubble/jelly logos
- Cluttered interfaces/webpages
- Products that are not intuitive

MOOD BOARD

MOOD BOARD

RADIOLAB

IBM

rk Times
Last Update: 7:00 PM ET
Try the New
Times Skimmer

PRODUC

Story of a Typeface
Helvetic
forever

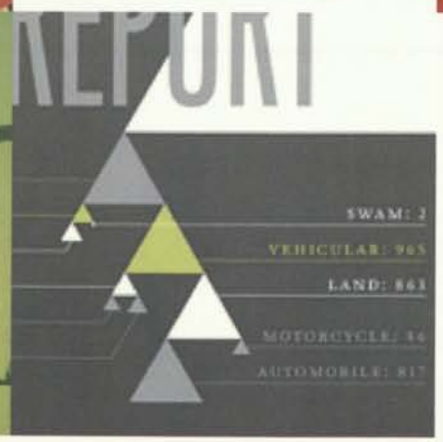
BAUHAUS

FIOT

Coca-Co
classic

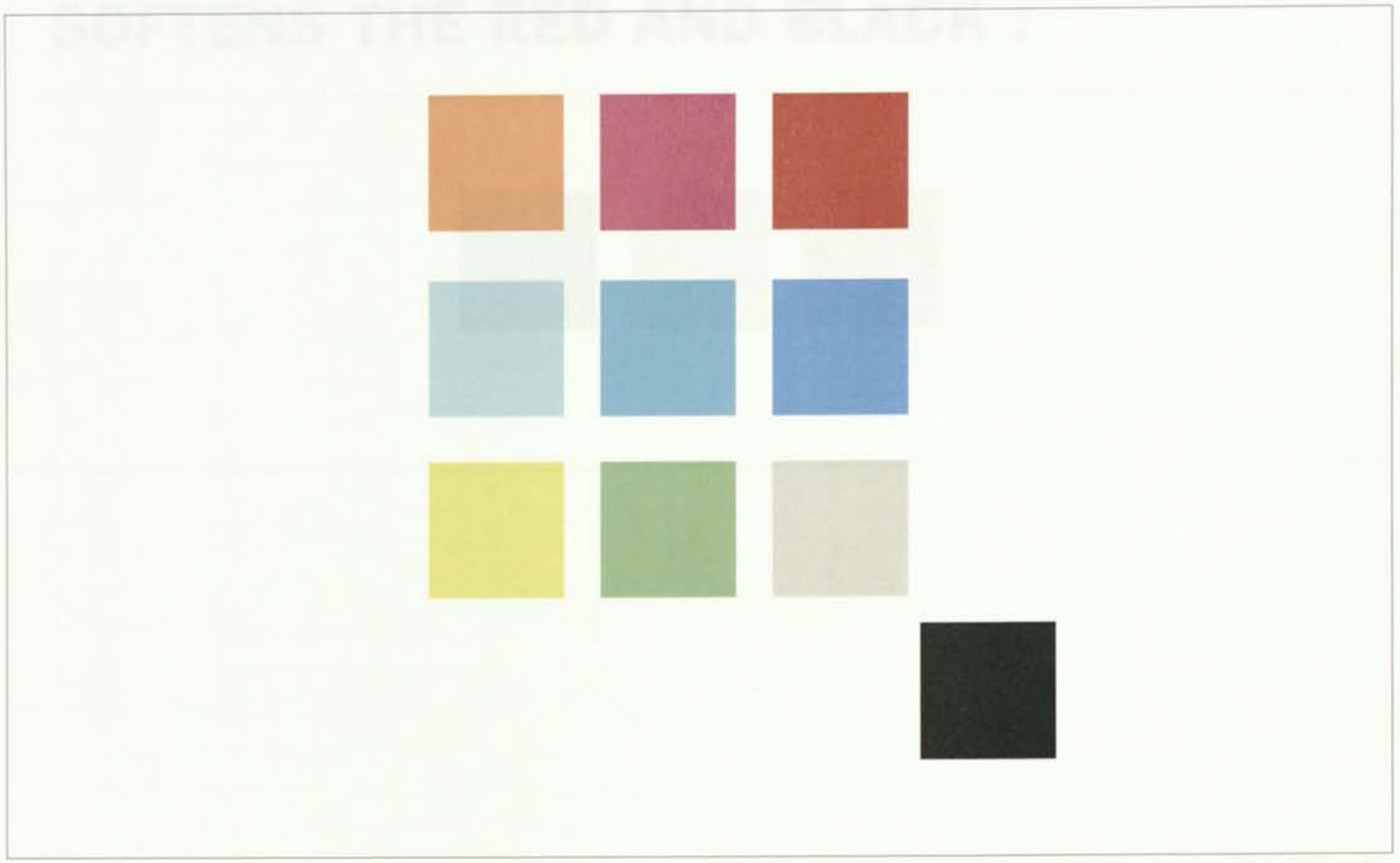
160
21
255
180
17
22
33
51
258
Office

SWING
STUDIOS

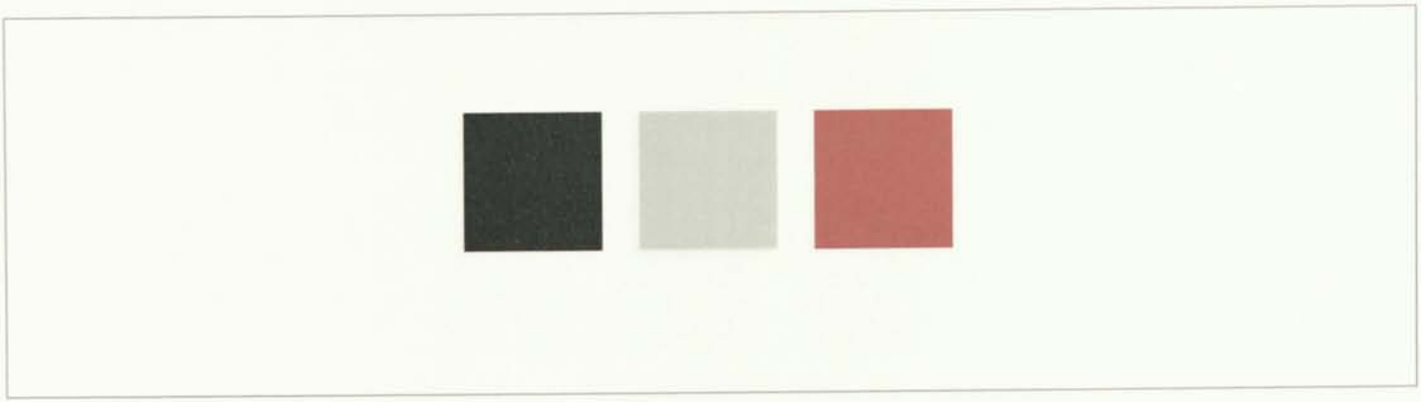

REPORT
SWAM: 2
VEHICULAR: 965
LAND: 863
MOTORCYCLE: 46
AUTOMOBILE: 817

ups

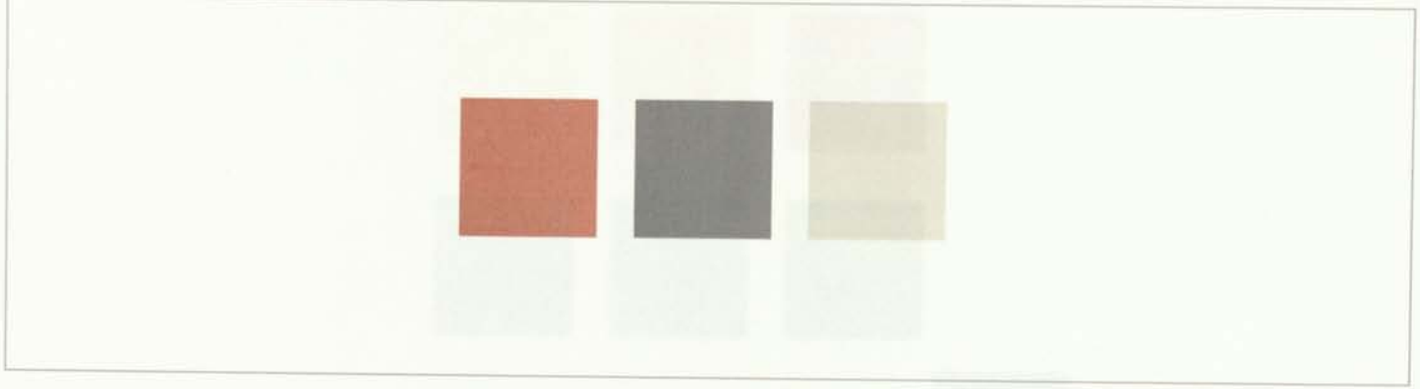
SOCIAL MEDIA LOGO COLORS:



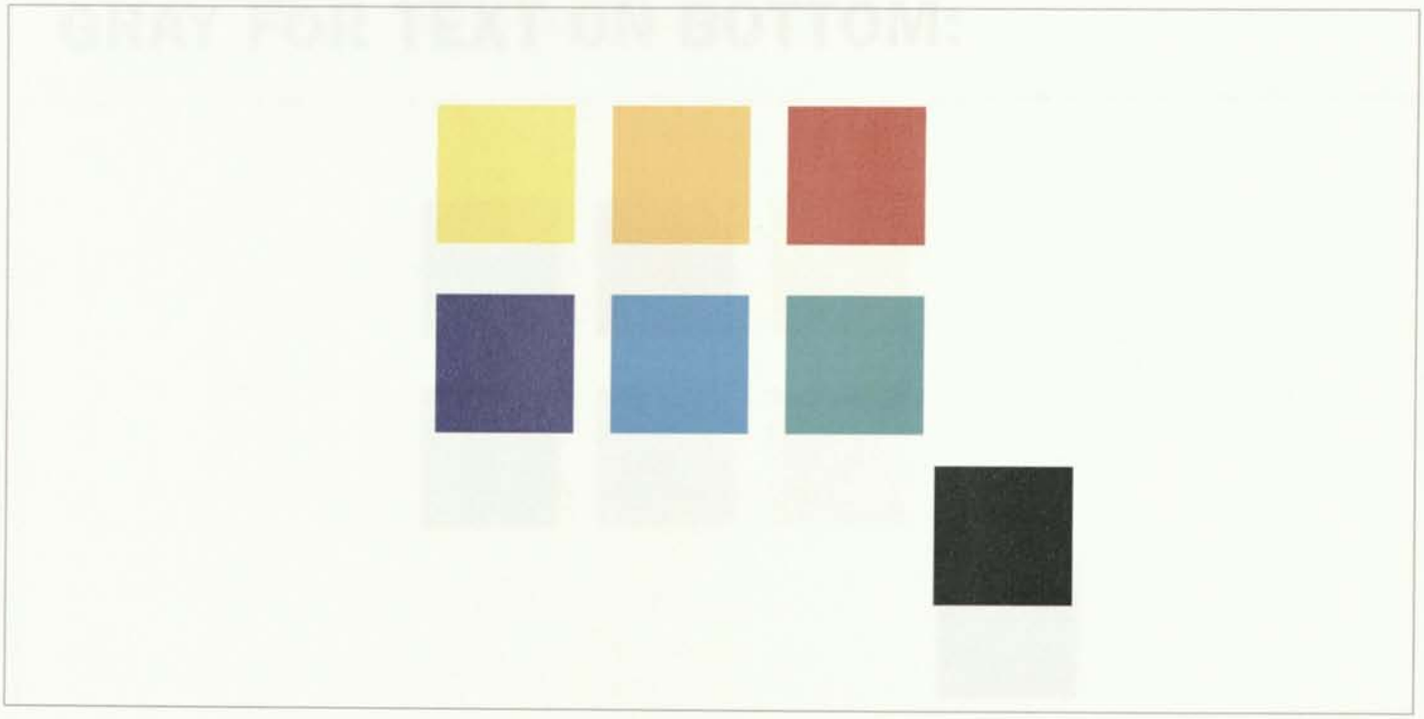
CLASSIC BAUHAUS / EL LIZITZKY / GRAY SOFTENS THE RED AND BLACK :



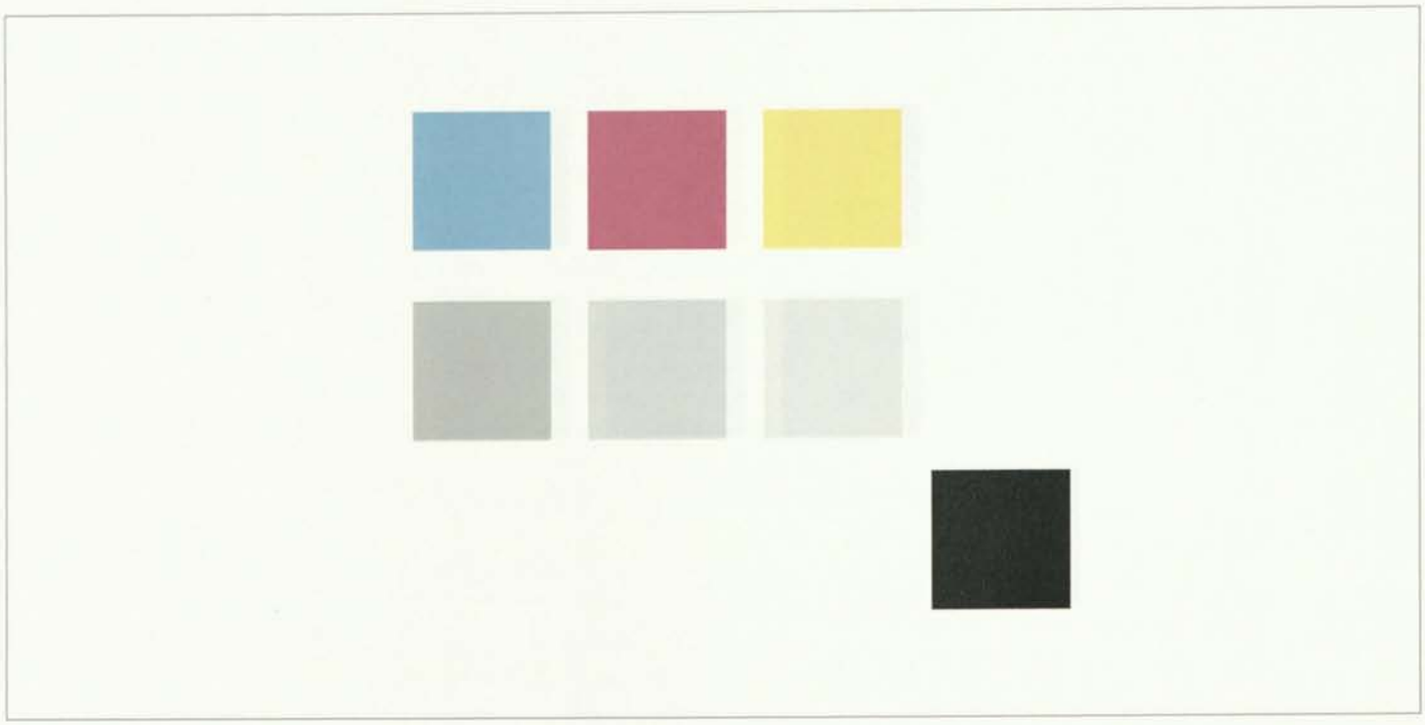
BLACK WHITE AND "RED" ALL OVER / NEWSPAPER:



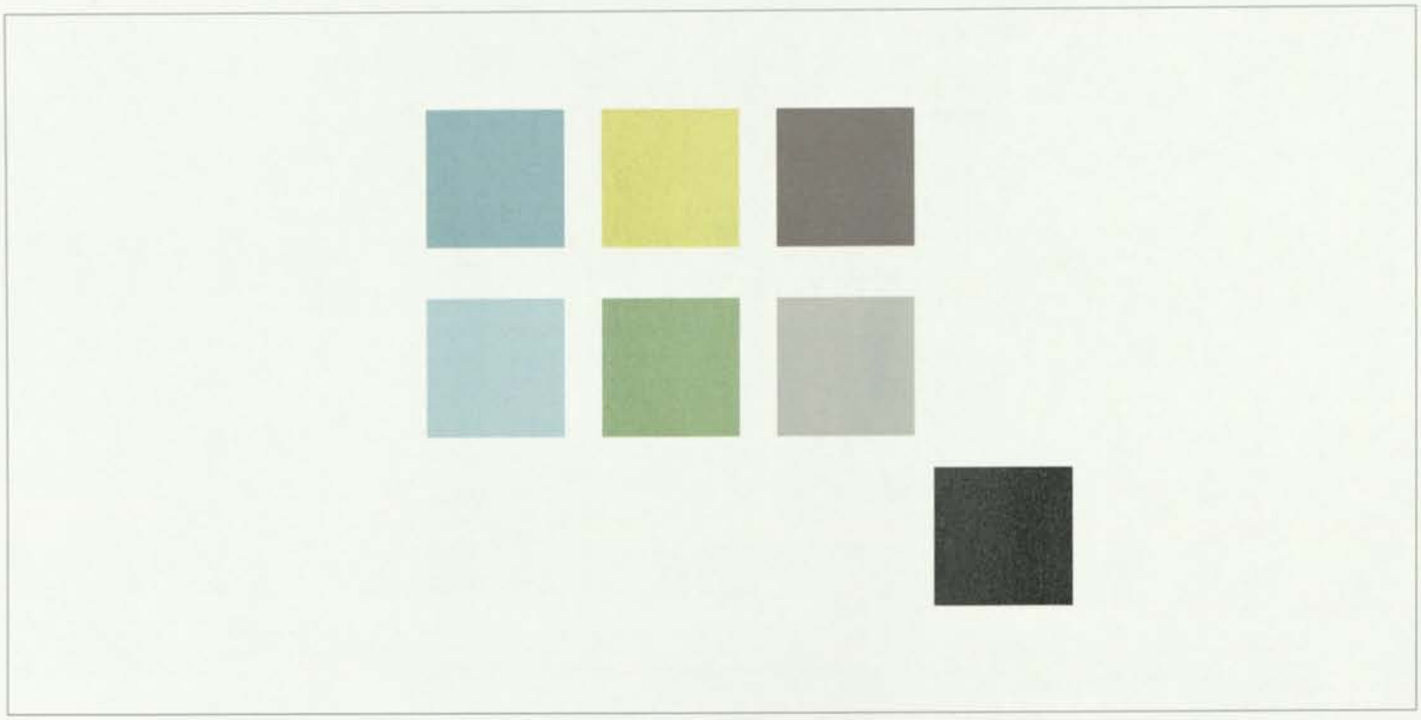
COLOR WHEEL/COMPLEMENTARY:

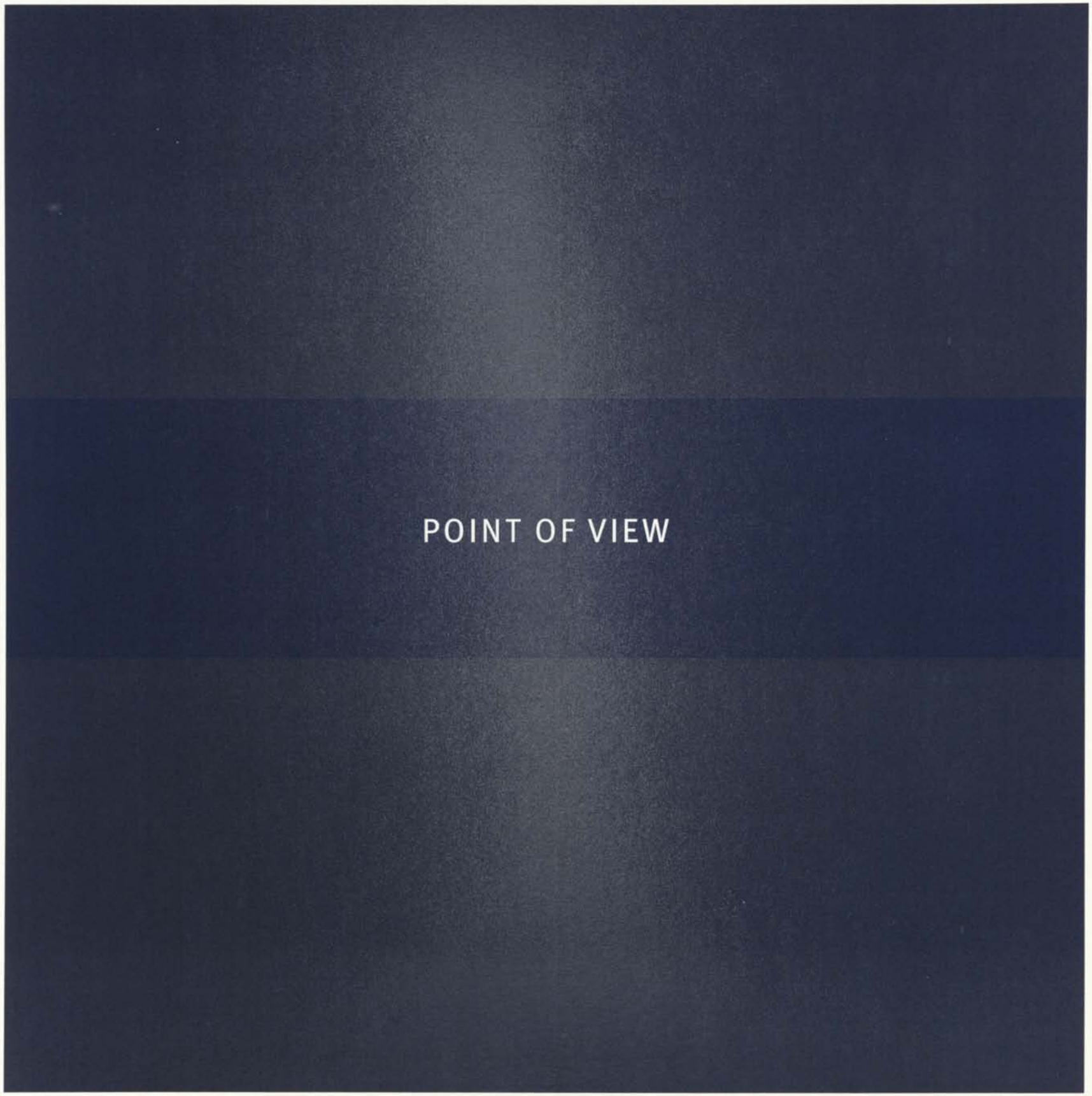


CMY ON TOP FOR PHOTOS/ SHADES OF GRAY FOR TEXT ON BOTTOM:



EARTH/ SOCIAL WORLD / WHAT YOU CARE ABOUT IN THE WORLD:




POINT OF VIEW

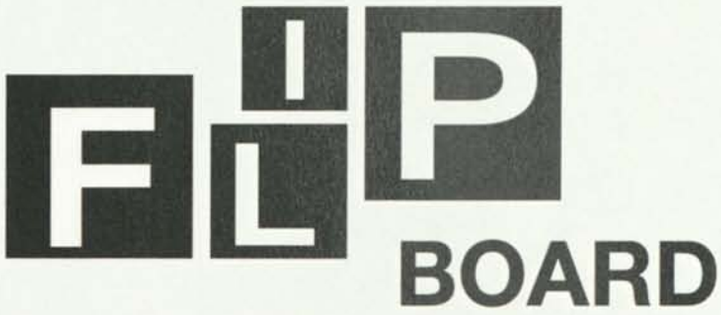
OPTION**ONE**

FLIP BOARD

FLIP BOARD

FLIP BOARD

Fun / Interactive / Delivering live content / Organization / Information hierarchy
3D objects such a dog or person will emerge from this animated logo to communicate Flipboard's fun and playful way of delivering live content to the user in real time.


FLIP
BOARD

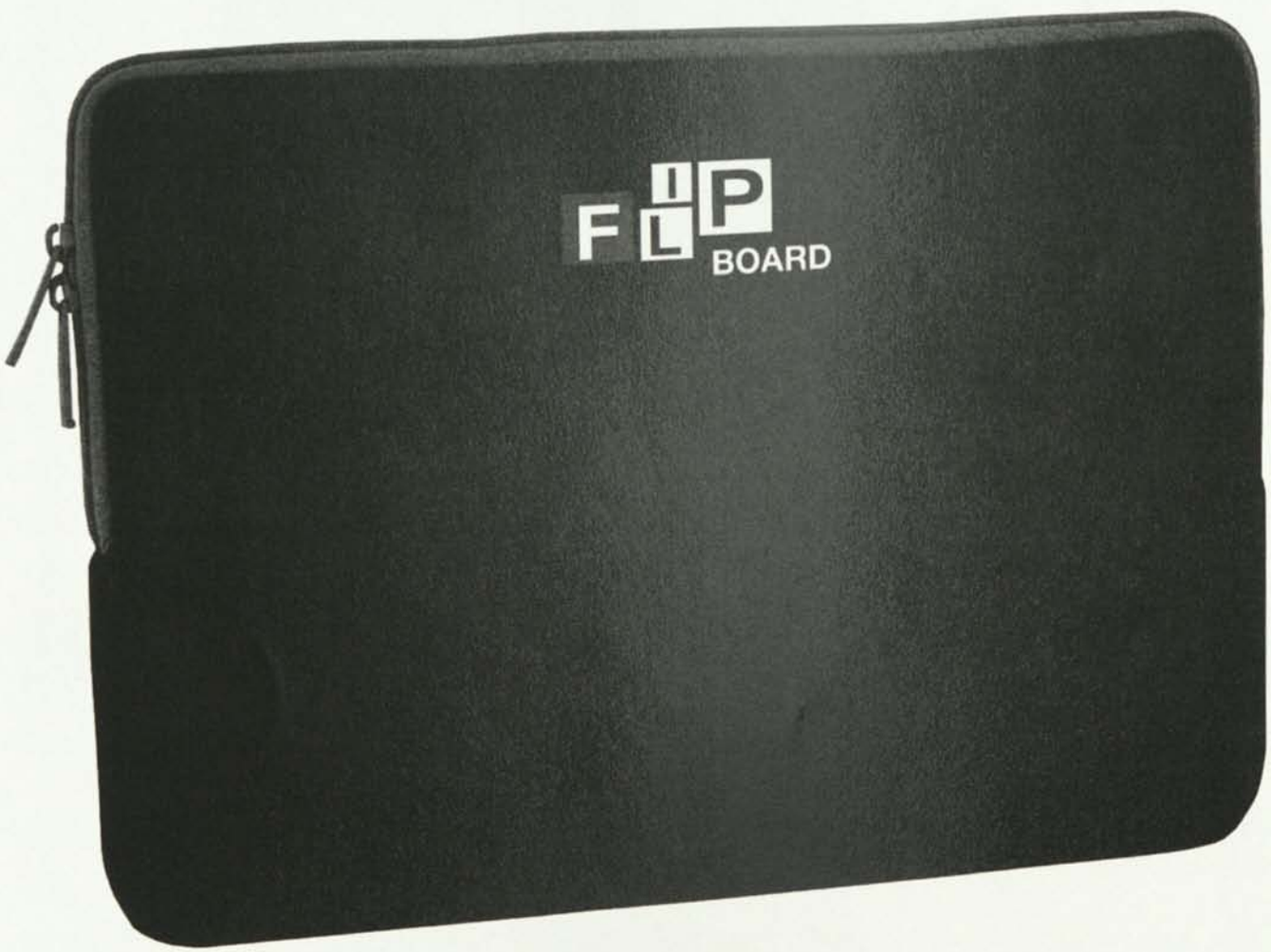
FLIP
BOARD

FLIP

FLIP

BOARD

Mike's Flipboard
Bloom Energy Claims a New Fuel Cell Technology
ELLEN PAO Via Facebook
A Silicon Valley company is claiming a breakthrough in a decades-old quest to develop fuel cells that can supply affordable and relatively clean electricity.
Economist Special Report: Data, Data Everywhere
MIKE MCCUE Via Twitter
Information has gone from scarce to superabundant. That brings huge new benefits but also big headaches.
After the Snow Melts
STEVE CASE Via Facebook
Return of The Schooners
SAILING MAGAZINE Via Twitter
"Arctic ice: The situation is worse than we thought."
— Al Gore
FLIPBOARD


FLIP
BOARD

OPTION**TWO**

flipboard

flipboard

Modular / Change form to explain how Flipboard works / Hierarchy / Blue and green represent users' social worlds

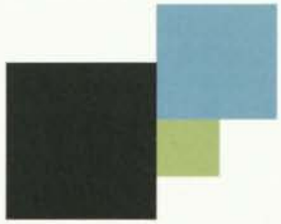
flipboard

flipboard

Ranking Content

flipboard

Care About Curators



flipboard

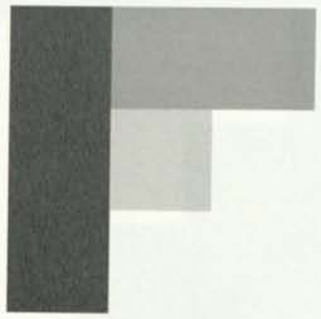
Functionality

flipboard

Frequency of Use

flipboard

Instantaneous



flipboard

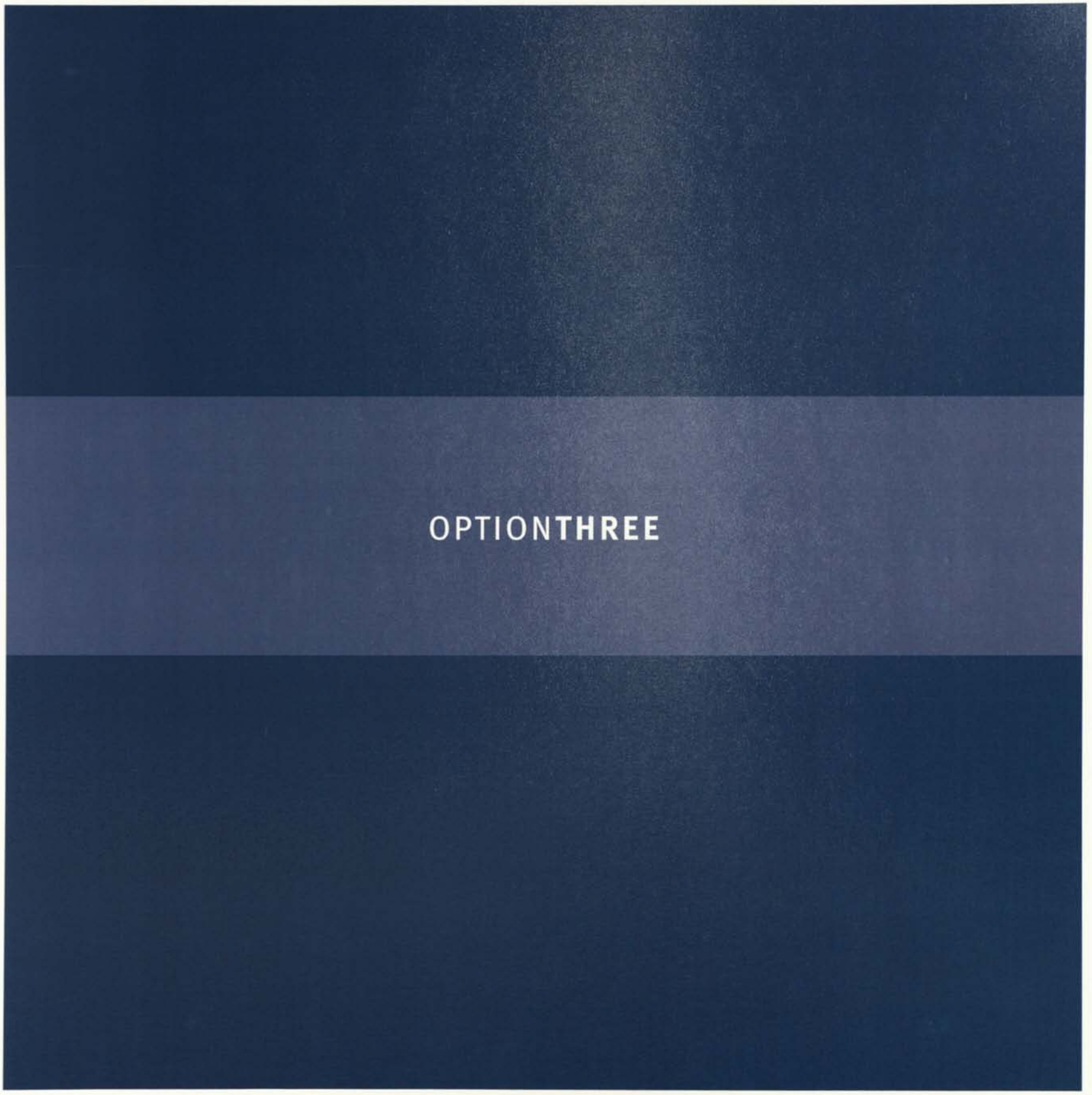
flipboard

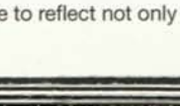
flipboard

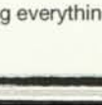
flipboard

flipboard

flipboard


OPTIONTHREE





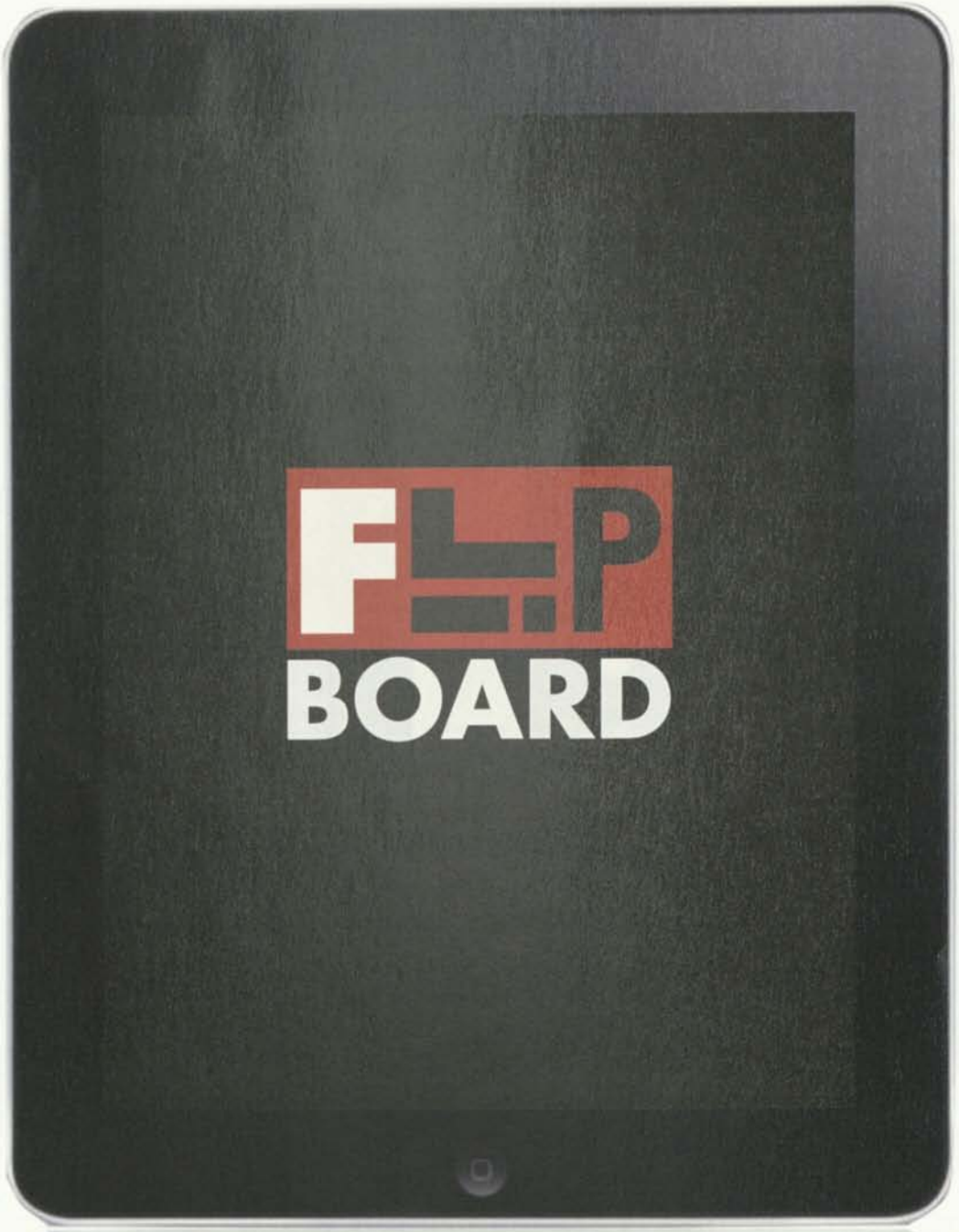
Playing with the letters by following a grid structure to reflect not only the look of the product, but also the functionality of fitting everything on one screen.

FLIP
BOARD

FLIP
BOARD

FLIP
BOARD

FLIP
BOARD


FLIP
BOARD

FLIP

OPTION**FOUR**

Flipping animation in the letter F.

FLIPBOARD

FLIPBOARD

FLIPBOARD

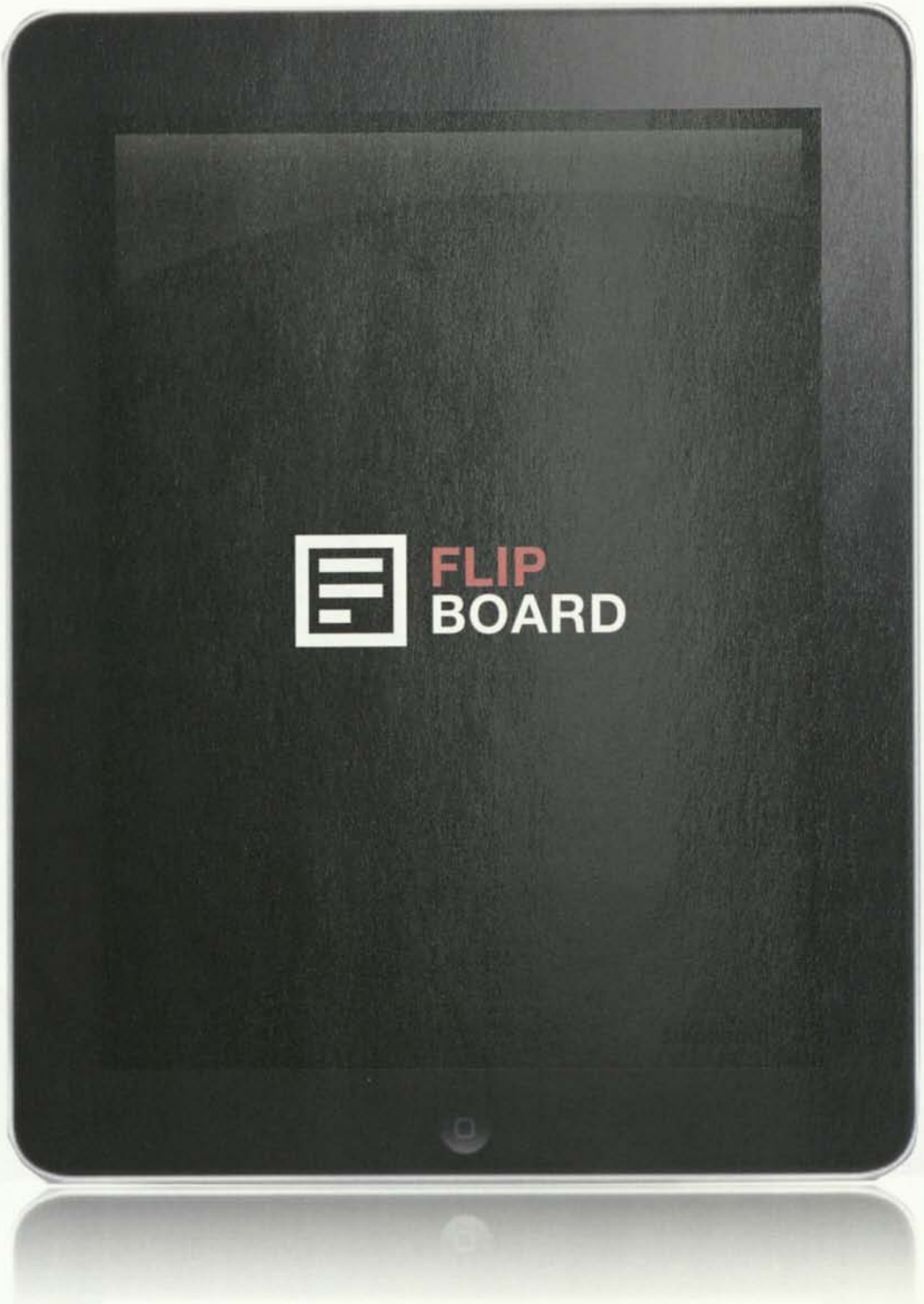
FLIPBOARD

OPTIONFIVE

Clean and modern abstracted letter "F" / Inspired by classic newspaper design

FLIP
BOARD

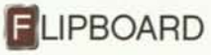
FLIP
BOARD
FLIP
BOARD


FLIP
BOARD

FLIP
BOARD

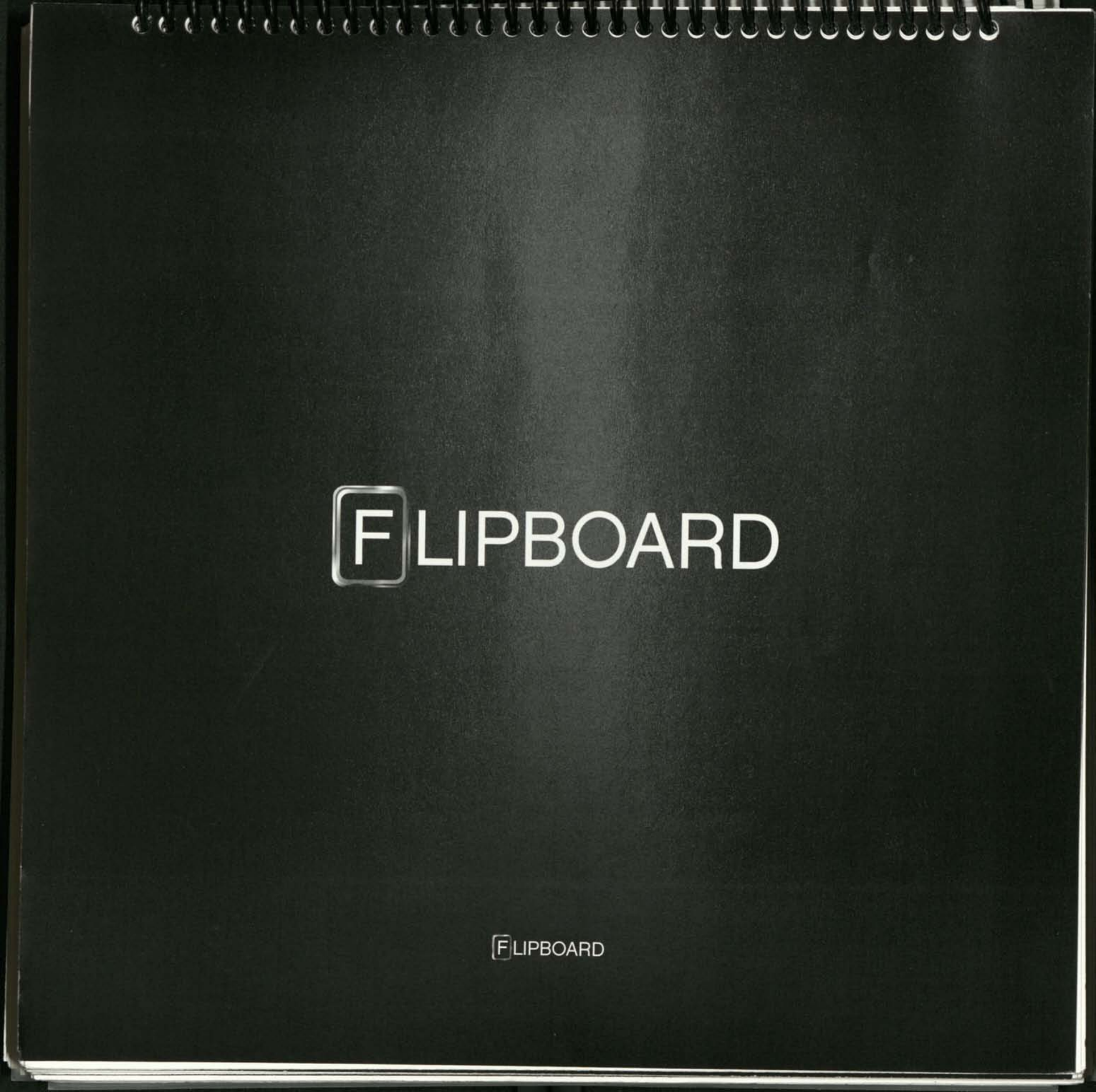
caps lock
shift
FLIP
BOARD

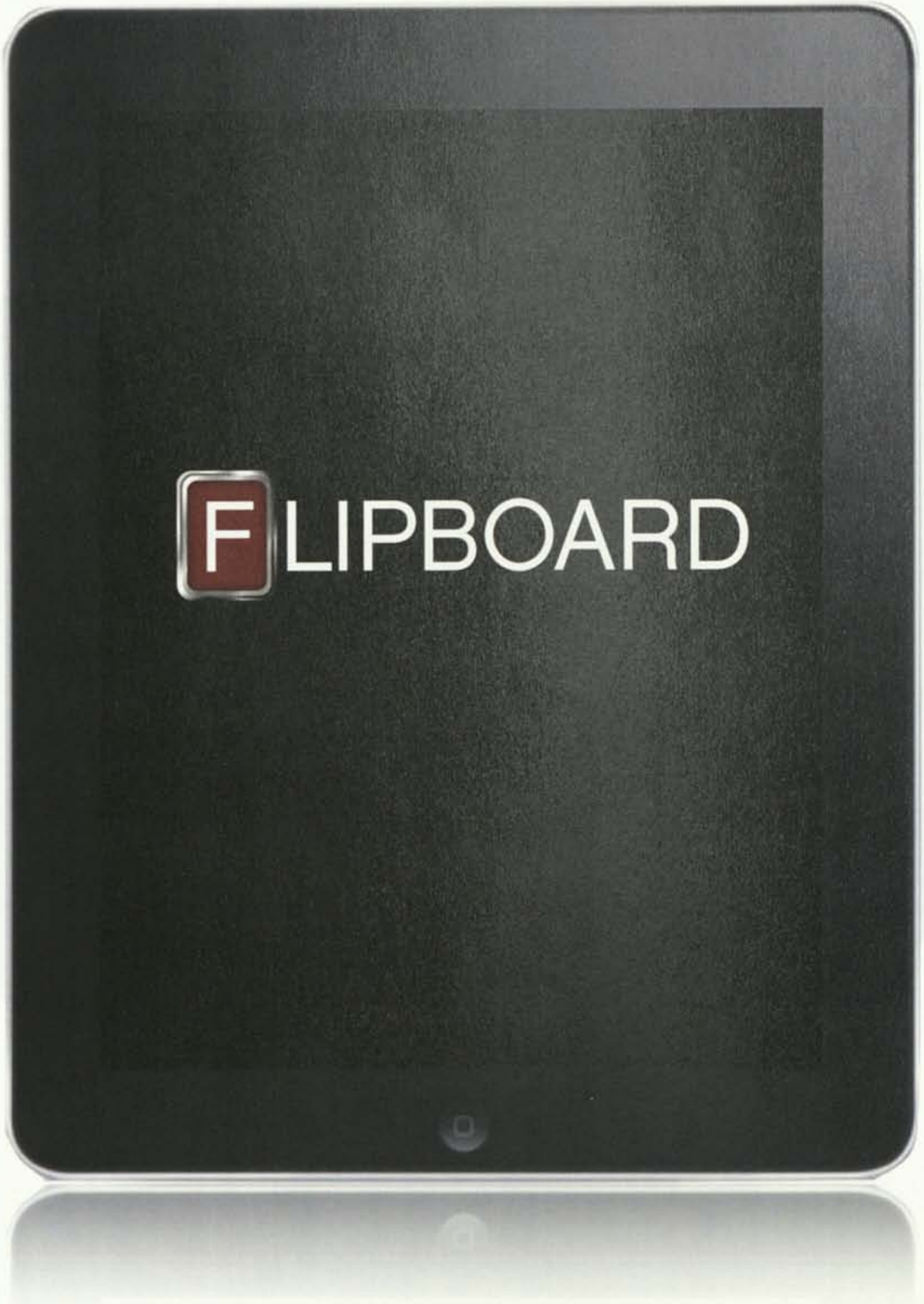
OPTION**SIX**

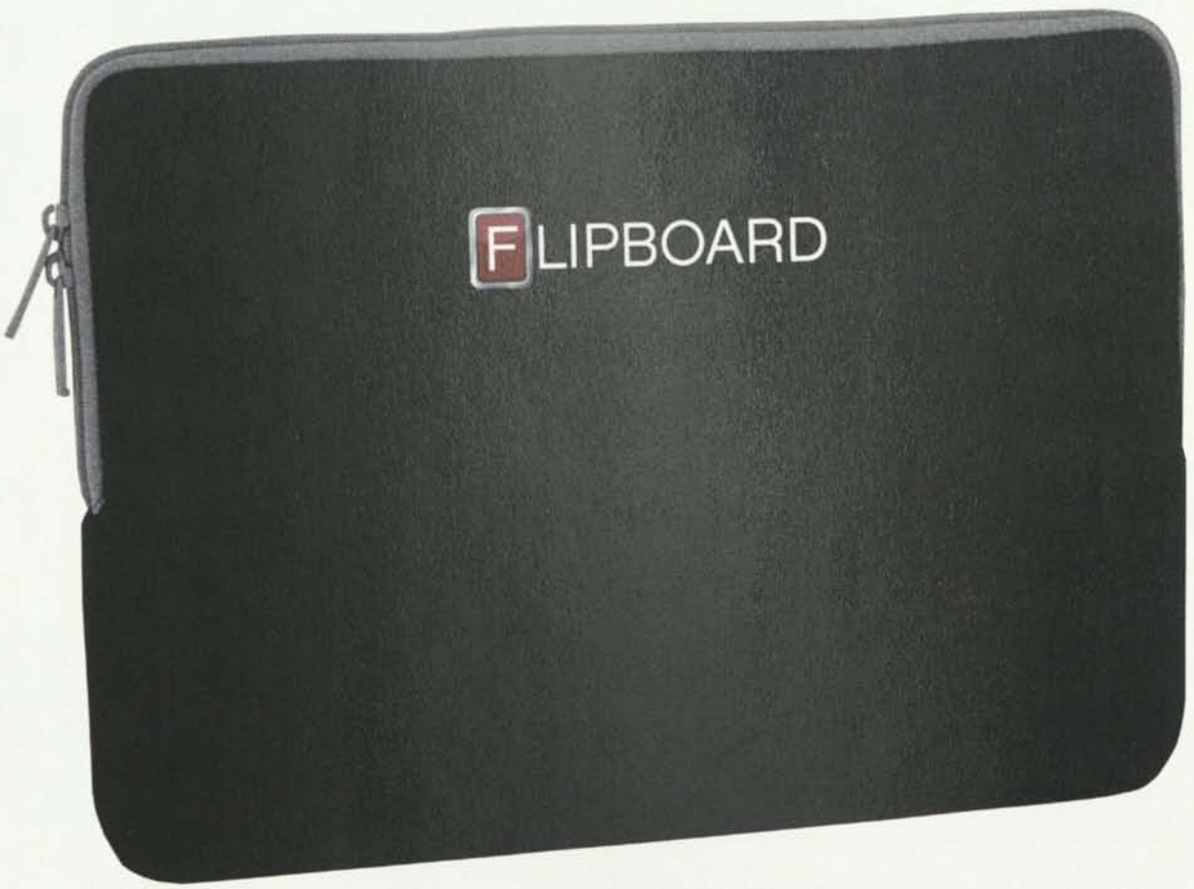


This logo plays off of the product form factor and incorporates a retro chrome look to add a playful character to the bug.

FLIPBOARD


FLIPBOARD
FLIPBOARD


FLIPBOARD


FLIPBOARD

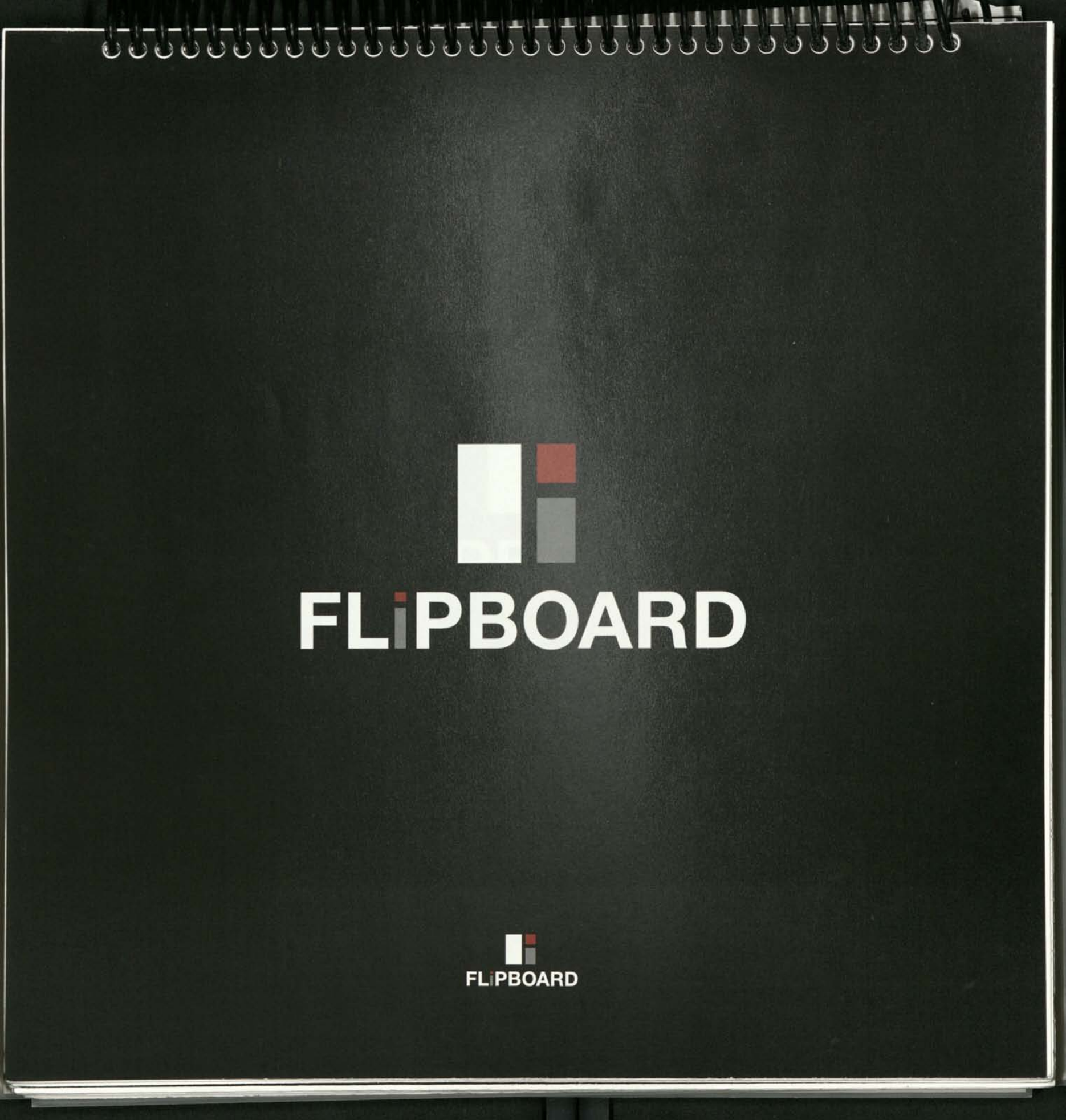
OPTION**SEVEN**

FLiPBOARD

Grid formation shows how the product works with a heirarchy of information. Negative space resembles the letter F and "i" is emphasized as the universal symbol for information.

FLiPBOARD

FLiPBOARD


FLiPBOARD
FLiPBOARD

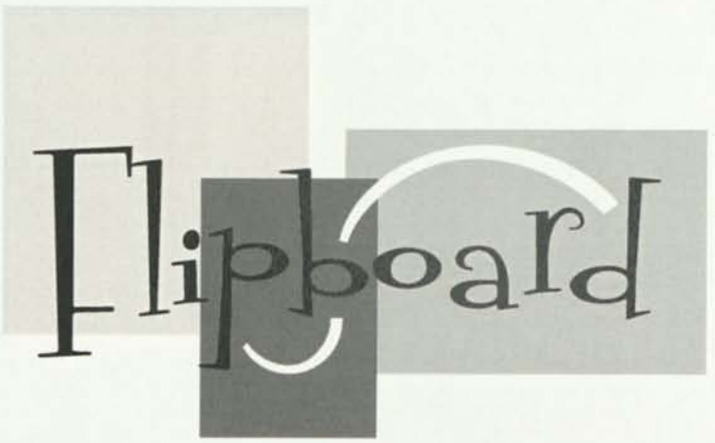
FLIPBOARD

OPTIONEIGHT

Flipboard

Flipboard

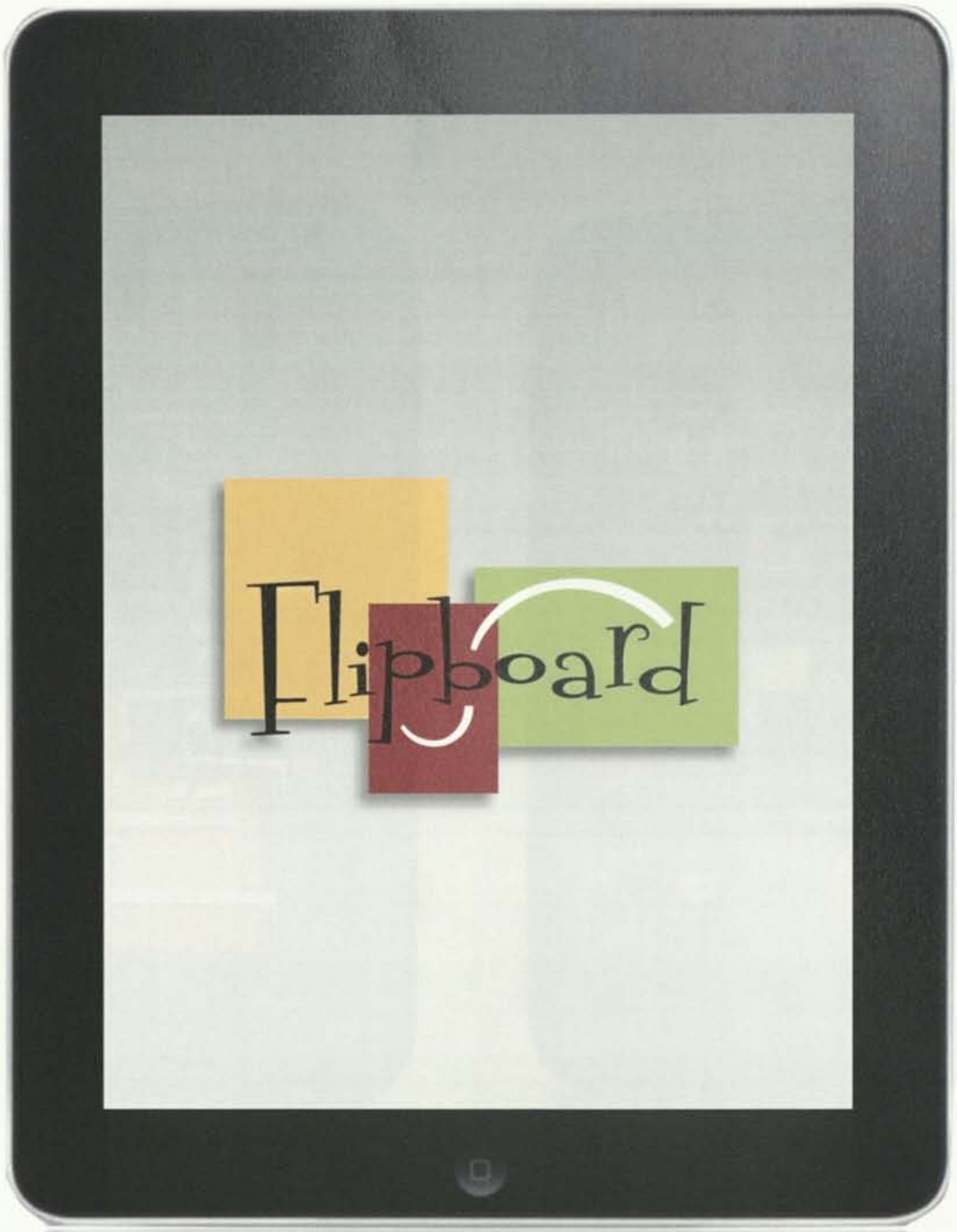
Flip


Flipboard

Flipboard

Flipboard

Flipboard


Flipboard

OPTION**NINE**

Retro chrome logo inspired by classic automobile design

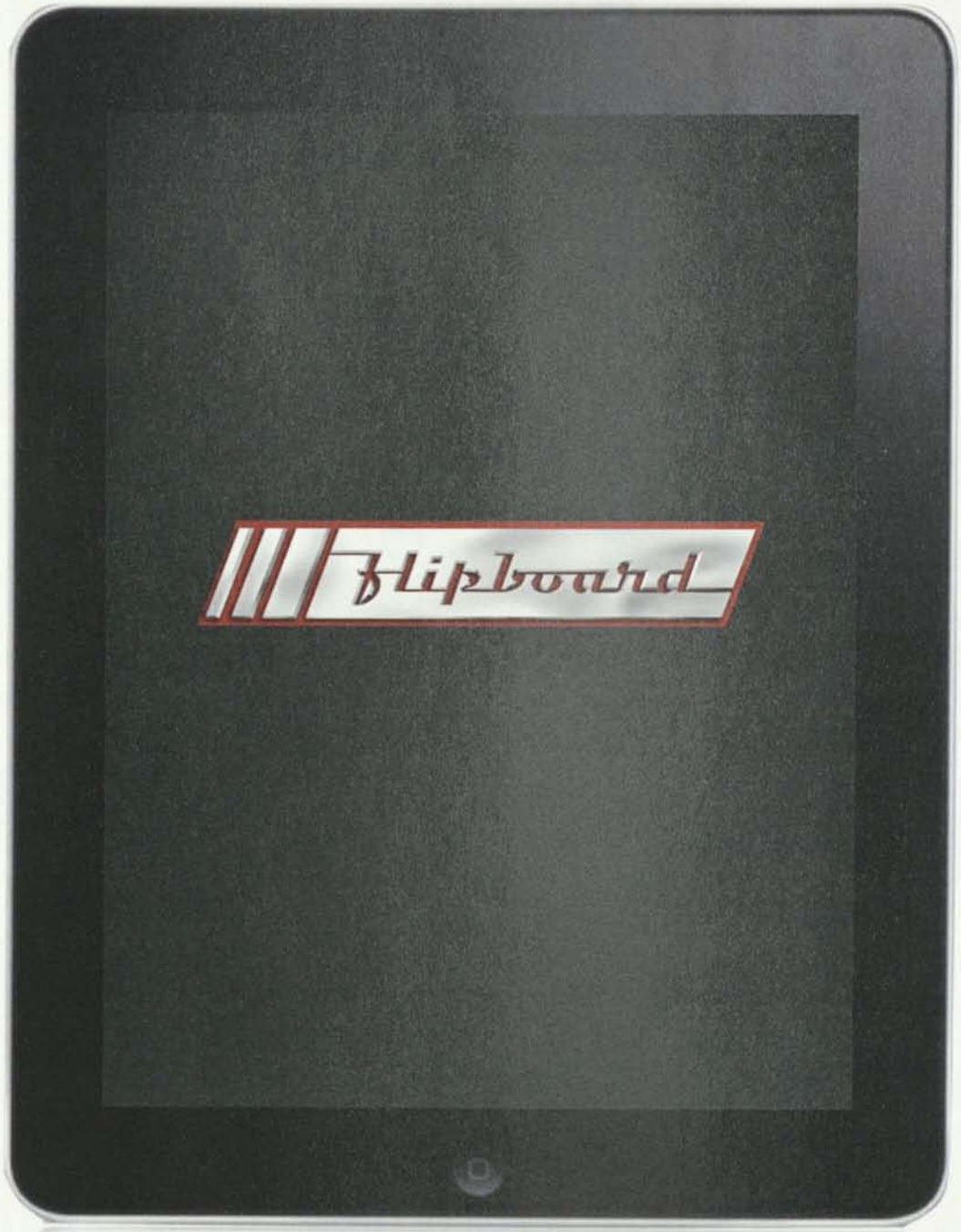
Flipboard

Flipboard

Flipboard

Flipboard

Skinboard

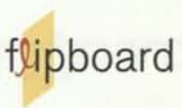

flipboard

LOGO EXPLORATION

Retro chrome logo inspired by classic automobile design

Inspired by classic automobile design

flipboard


flipboard

flip

The linked letters represent the coming together of disparate web sources.

FLIP BOARD

FLIP BOARD

FLIP BOARD

Fun / Interactive / Delivering live content / Organization / Information hierarchy
3D objects such a dog or person will emerge from this animated logo to communicate Flipboard's fun and playful way of delivering live content to the user in real time.

FLIPBOARD

FLIPBOARD

Organization / Structure / Simplicity / Direct
Each letter block will flip over to reveal an image. The animation experience may be personalized by drawing upon the user's image library or social media content.

FLIPBOARD

Organization / Structure / Simplicity / Direct

flipboard

Clever / Playful / Simplicity
The letter "i" flips over in the animation.

Clever / Playful / Simplicity

fLIP BOARD

Bold / Clever / Playful / Simplicity

fLIP BOARD

fLIP BOARD

Clever / Playful / Simplicity

FLIPBOARD

Flipping motion / Modern / Simplicity

FLIPBOARD

Flipping motion / Modern / Simplicity

FLIPBOARD

Flipping motion / Modern / Simplicity

FLIPBOARD

FLIPBOARD

Flipping motion / Modern / Bold / Direct
Letter "P" flips downward and turns into a "B" in the logo animation.

FLIP BOARD

FLIP BOARD

Flipping motion / Modern / Bold / Direct
Letter “P” flips downward and turns into a “B” in the logo animation.

Station flipboard

FLIPBOARD

Logo suggests the flipping animation of the product. Negative space resembles the letters F and B.

FLIPBOARD

FLIPBOARD

Logo suggests the flipping animation of the product. Negative space resembles the letter B.

FLIPBOARD

Formation of shapes shows how the product works by highlighting most relevant information. Shapes form the letter F.

FLIPBOARD

Formation of shapes shows how the product works by highlighting most relevant information.

Logomark with the letter "F" and page behind it shows the Flipboard product as a "living magazine"

FLIPBOARD

Flipboard

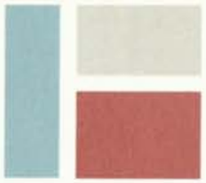
Grid icon spells Flipboard / Multiple colors represent variety of content and sources

Grid icon represents interface / Yin and yang / Balance / Hierarchy of content

Flipboard

Grid forms two connecting Fs / Represents interface / Hot topics / Balance / Hierarchy / Connections

Grid icon represents interface / Speach bubble positioning represents hot topics / Blues and greens represent users' social worlds



Flipboard

Flipboard

Grid icon represents interface / Speech bubble positioning represents hot topics / Colors represent different content

flipboard

flipboard

Icon of the interface / F formed in white space

flipboard

flipboard

Icon of the interface / F formed in white space / Multiple colors to represent different content

flipboard

flipboard

flipboard

flipboard

Highlighted i that flips into an exclamation point to represent information that people are excited about

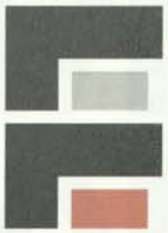
FLIPBOARD

F made of equal brackets / Hierarchy of information / Balance / Simplicity

Flipboard

Flipboard

Balance / Hierarchy / Framing the content of your social world



FLIPBOARD

FLIPBOARD

Balance / Hierarchy / Framing the content of your social world

The letter "I" mirrors down as part of the simplified "A" suggesting that Flipboard updates in real-time using the flipping motion.

FLIP BOARD

This simple type treatment logo represents what the product does - putting broken information together to one beautiful piece. / The letter "I" is highlighted to emphasize "information".

FLIPBOARD

Flipping animation in the grid. Forms letter F.

FLIPBOARD

FLIPBOARD

Subtle flipping animation integrated into the wordmark.

Suggests flipping animation and expanding of information.

FLIPBOARD

FLIPBOARD

Suggests flipping animation of the product. Grid of information forms the letter F.

FLIPBOARD

FLIPBOARD

Suggests flipping animation of the product. Grid of information forms the letter F.

Graphic logo treatment that combines the “F” from Flip and the “B” from Board / Product helps people stay connected

FLIPBOARD

Stylized wordmark that plays off of the Flip idea / The word "FLIP" can be read either right side up or upside down.

Combines both the “F” and “B” into one graphical icon / Connection

This logo plays off of the product form factor and incorporates a retro chrome look to add a playful character to the bug.
The "f" is rendered as if it was flipping and can be animated to flip through different colors from the social media scene.

elevenEIGHTYfivedesign