TOITware
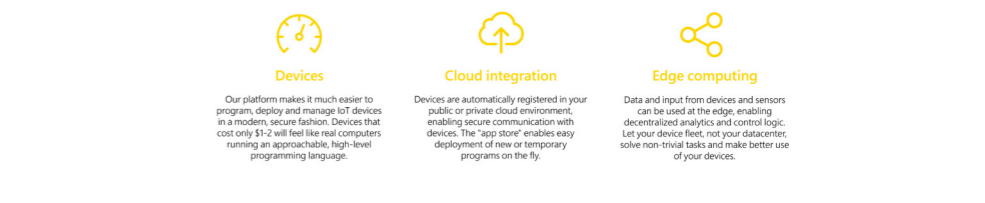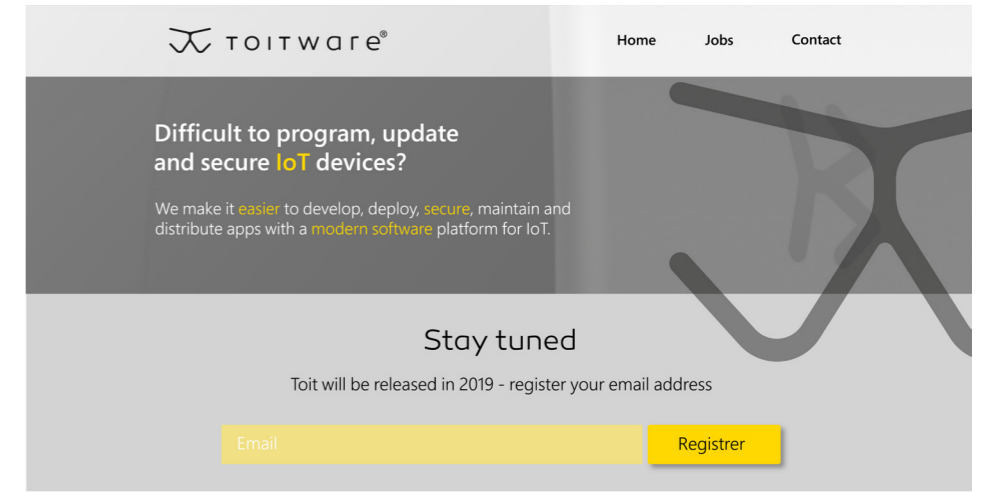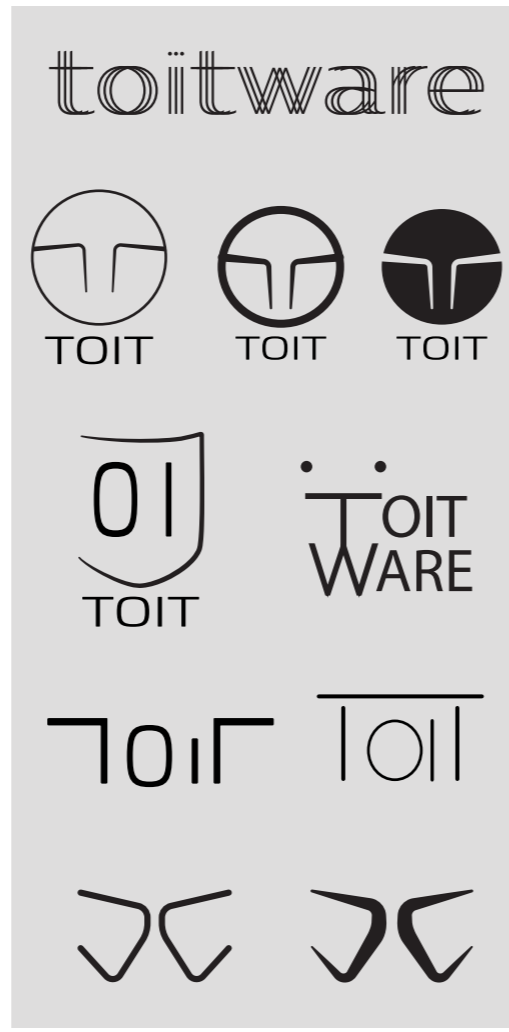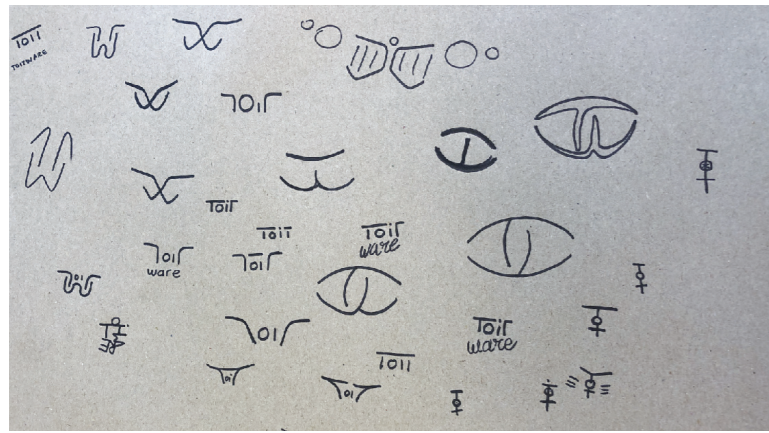**TOIT**hub
TOITbox
TOITlanguage
TOITconsole

toitware®

Toitware

Toitware wanted a new logo and name strategy that unfolded their original ideas behind the company name.

In this context, 3PART and Toitware collaborated in the process of developing Toitware's new logo and name strategy.
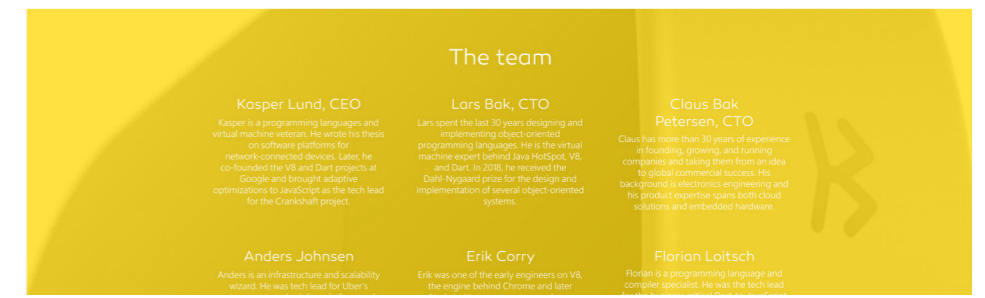
Graphic identity

Toitware

3PART Delivered:
- Logo
- Toitlogo-Family
- Webdesign
- Designmanual

Opgave:

Toitware, which creates user-friendly and intuitive IoT devices, wanted to develop a logo that matched their vision. The Toitware name stems from the founders' fascination with the Austin Powers movie Goldmember, where the comparison between a tiger and the expression "Toit as a tiger" laid the foundation for the philosophy that shaped the development of Toitware's logo and identity.

Process:

3PART, in close collaboration with Toitware, designed a logo that fulfilled their wishes for a logo and graphic identity.

Research:

Initially, different elements from the tiger were examined to find out which could be incorporated into a logo design. During the research, it was important to find elements that conveyed the desired aspects of the tiger.

Idea Generation:

Based on preliminary research and found elements, a broad idea generation was initiated to open up the solution space. This phase concluded with a presentation of the most promising ideas. Based on this, several ideas were carried forward to the next phase.

Detailing:

The most promising logo proposals were taken further for more in-depth work, along with new ideas for a strategy to develop logos that could tie the Toit product family together. All this was done to ensure a common graphic expression across the platform.

Løsning:

The collaboration between 3PART and Toitware resulted in a primary and a secondary logo, which work both digitally and in print. Along with this, a logo was developed that gathered the complete Toit family under the same graphic expression. In addition, a graphic proposal for website design was delivered with suggestions for how the logo and colors can be used to create a cross-cutting graphic identity.

"The tiger has been a central part of our identity from day one — and we are very excited that 3PART has managed to retain it in our new logo graphically and suitably subtly."
Kasper Lund
Toitware, Co-founder and CEO"