Opinions on corporate and brand identity work.

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[New Logo and Identity for Mobvista by Futurebrand](#)

[Noted](#)

[Hasta la Vista, Mob](#)

before

after

[Noted](#) Apr. 13, 2020 by Armin [Comments (24)](#)

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About

(Est. 2013) "[Mobvista](#) is a leading technology platform providing mobile advertising and mobile analytics services to the app developers globally. With its global coverage and local service capabilities, Mobvista has provided one-stop advertising services to over 2000 app developers in 60 countries, meeting their various needs from user acquisition to monetization. Mobvista's advertising platform covers over 200 countries, reaching over 900 million unique mobile devices per day. Meanwhile, Mobvista's mobile analytics SaaS platform has tracked behavioral data throughout the life cycle of gamers in over 49,000 games. Mobvista ranked the largest in China, the second in Asia and the top ten in the world, in terms of monetization SDK average DAUs in the first half of 2018. On December 12, 2018, Mobvista was officially listed on the Main Board of The Stock Exchange of Hong Kong(Stock Code: 01860). Currently, Mobvista has nearly 600 employees with offices in 12 cities across the world."

Design by

[FutureBrand](#) (Shanghai, China)

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Relevant quote

> Whether it is the master brand of Mobvista, or the business sub-brands Nativex, GameAnalytics and Mintegral, "i-t" is a part of the soul, so we move the dot above i to the top of t, meaning technology for I (customers), to demonstrate customer-centric technology company business philosophy, forming a unique memory point of Mobvista brand logo design.
>
> The moving dot between i and t in combine with brand main color purple, green, forming a unique color bar, like a bridge

connecting the west and the east, content and services for global users with indifference, with technology to promote business globalization, and to practice for each market each customer service.

The design of "i-t" connection, endowed with a variety of variations, forms another unique memory point for the VI system, further enhancing the unique visual assets of the Mobvista brand. The colour bar also highlights Mobvista's mobile marketing technology attributes and data-driven business competitive advantages.

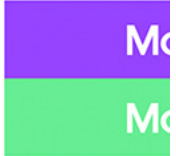## FutureBrand provided text

Images (opinion after)

Logo.

Logo animation.

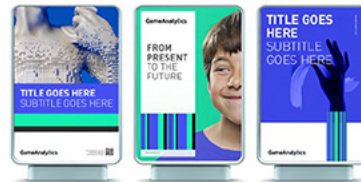# Mobvista needs to build "One Family and Many Faces" brand architecture

Masterbrand

Sub-brands

GameAnalytics
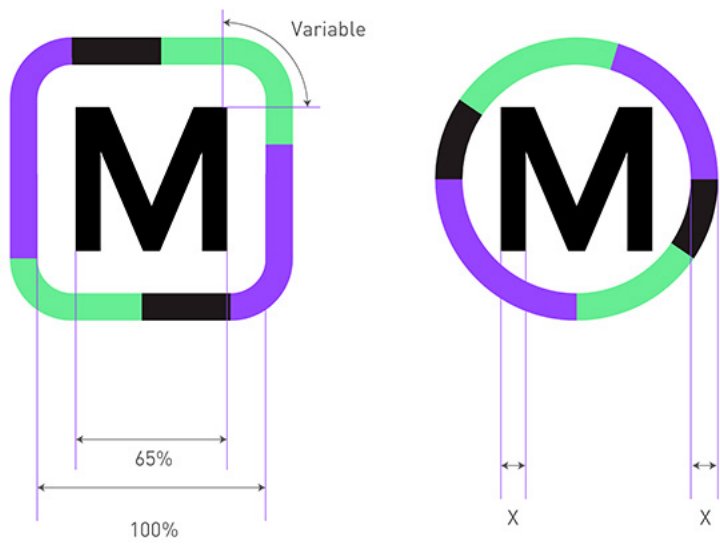

One family and many faces

Brand architecture.

Na

GameAn

Sub-brands.

App icon.
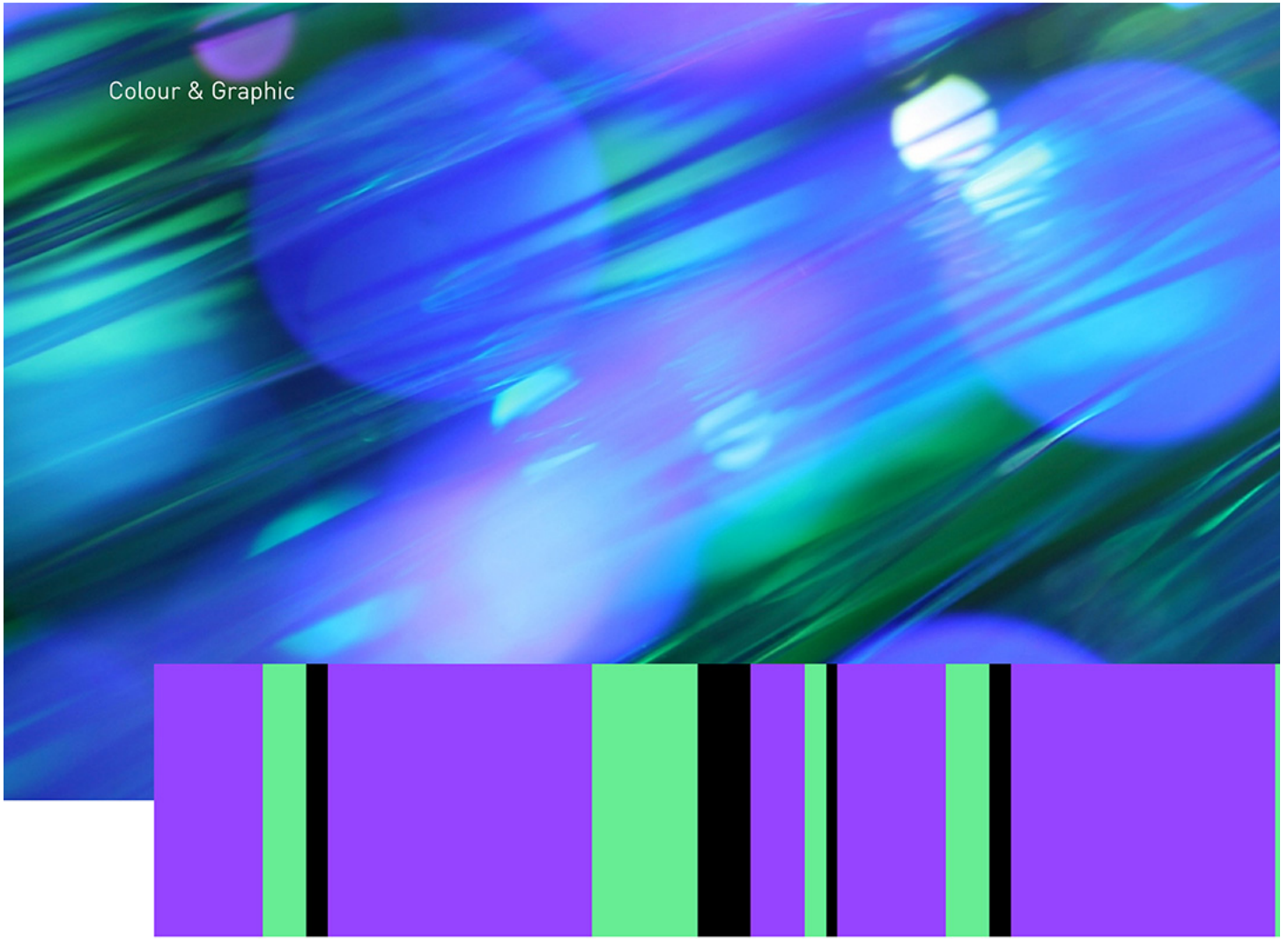
Photography.

Mobvista

Color and graphics.
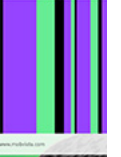
FROM INDIVIDUAL TO TECHNOLOGY

FROM
PRESEN
TO THE
FUTURE

Mobvista

Out of home advertising.

Lanyards.

Logo on random things.

Signage and tote, presented together.

Smart watch.

Building exterior.

Reception desk.

Stage.

Opinion

The old logo, aside from being generic, placed a lot of emphasis on the word "Mob" which obviously stands for "Mobile" but, well, also for "Mob" and perhaps that association is not an issue in China but with globalization and whathaveyou maybe it could be. Anyway, the new logo is a huge improvement and while it still operates under a business-y sans serif, the "i" to "t" color bar adds sufficient personality and is a fresh approach to playing with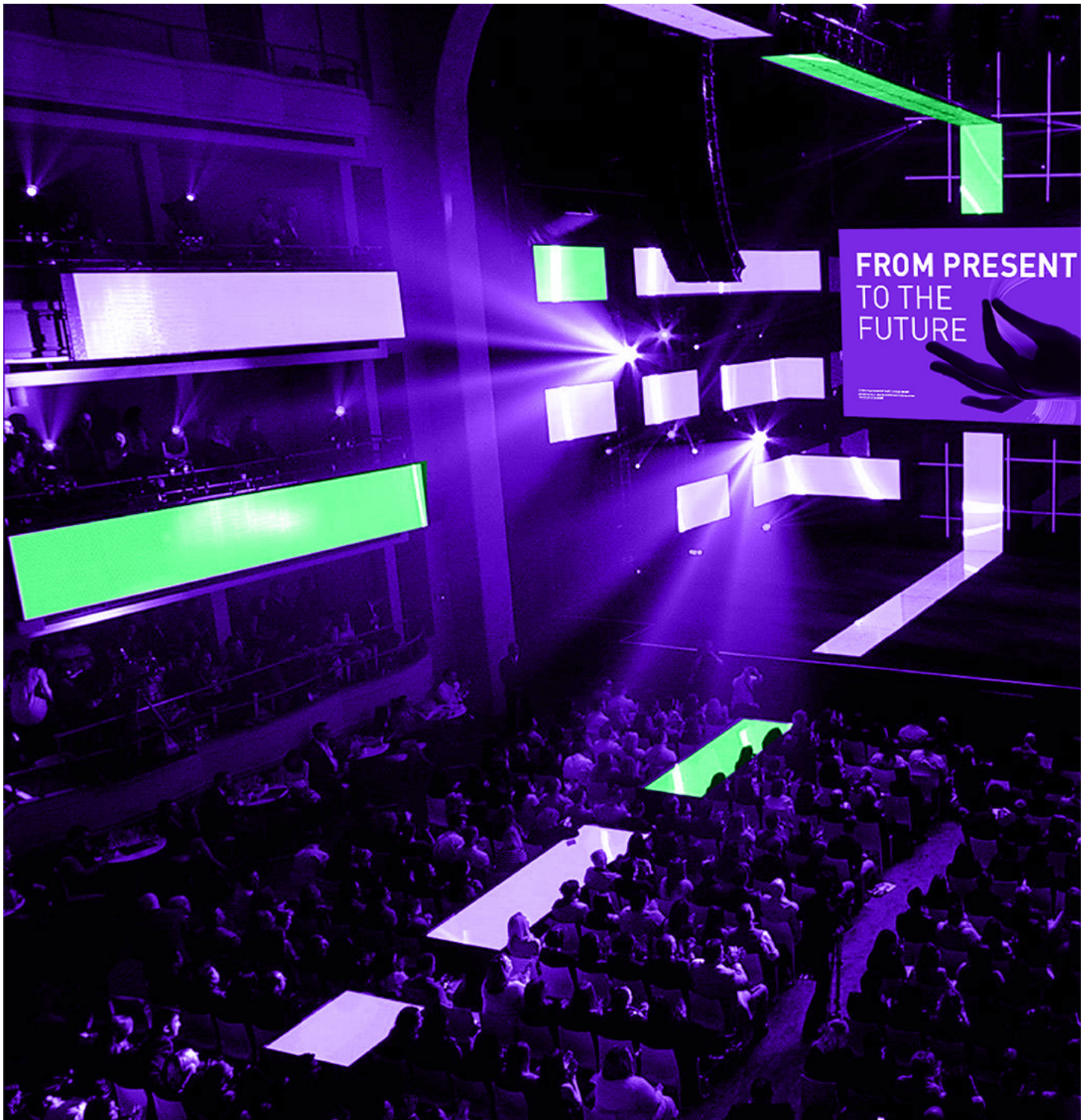 the tittle. The graphic move lends itself to a lot of awesome corporate rationalization — connectivity! Technology! Individuals! — and as eye-rolling as it can be, it's hard to argue against it because it does work. The logo isn't my favorite by any means but as a tech-sector, corporate logo, it's quite okay. Bonus points for working the signature graphic device into the "ti" ligatures of the sub-brands. The applications are a little too… creative. I feel like they tried to build too cool of a system with a lot of things going on — thick bars! Thin bars! Photos! Portraits! Textures! — and while it's all decently done maybe it's too much of too many things. Overall, a strong logo update and a viable identity system that maybe with a little less excitement could be much stronger.

Your opinion…

On Logo

- ○ Great
- ○ Fine
- ○ Bad

Total

[vote] [view results]
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On Application

○ Great
○ Fine
○ Bad

Total

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Ⓓ f 🐦 G   [Name]

Cheshire267 • 19 days ago
Stage. Holy F#ck.
5 ∧ | ∨ 1 • Reply • Share ›

    KansasZeke ↱ Cheshire267 • 19 days ago
    What does that mean?
    ∧ | ∨ • Reply • Share ›

        Cheshire267 ↱ KansasZeke • 18 days ago
        That means it's impressive. I mean what corporation pulls off that kind of setup for their own event. On top of that, how many
        stages/theaters do you see in brand images?
        ∧ | ∨ • Reply • Share ›

            KansasZeke ↱ Cheshire267 • 18 days ago
            Brand images for stages/theaters?
            ∧ | ∨ • Reply • Share ›

Valark • 19 days ago
Seeing the static logo and reading the justification, I wasn't convinced. But seeing it in motion and the color bars used as a supporting
device, especially on the physical signage (that stage is incredible), I dig it.

Also, that sub-brand thing is a stroke of genius. I was going to make a joke about trying to come up with more department names with I and
T built into them, but there are over 85,000 words in the English language with just the pairs "IT" and "TI", not even counting where they
appear with a few letters separating them, so I think they'll be fine.
4 ∧ | ∨ • Reply • Share ›

AaronMakesArt • 19 days ago
Ah yes, we'll make a line of branded **staplers**! Nothing says "mobile analytics" better than stapling paper documents! Made me laugh.

Solid work though.
8 ∧ | ∨ • Reply • Share ›

minima • 19 days ago
What kind of lanyard that shows only a part of your face?!
"2 fine" for me.
2 ∧ | ∨ • Reply • Share ›

James Slevin → minima • 19 days ago

The lanyard for an "inverstor" of course.

2 ∧ | ∨ • Reply • Share ›

Marcelo Kunze • 19 days ago

I love the app icon! Never seen a border like that before.

3 ∧ | ∨ • Reply • Share ›

Antoñete • 19 days ago

Am I crazy or this is very similar both in concept and in execution to STC by Interband?

3 ∧ | ∨ • Reply • Share ›

Hamza Hajji → Antoñete • 18 days ago

was my first impression too

∧ | ∨ • Reply • Share ›

Exokim • 19 days ago

Really like how the sub-brands use that same graphical element, ties it all together very nicely.

∧ | ∨ • Reply • Share ›

Rand Habegger • 19 days ago

I'm digging the full color logo and related extension of the color bar throughout, but the gradient version for single color applications feels very out of place in an identity system that deliberately uses color bars instead of gradients EVERYWHERE else. A series of three single color blocks for the i-t connector bar would make more sense. Also, if they can afford purple and green vertical lights lining the corner of the building, what is the point of the white gradient version on the logo signage?

4 ∧ | ∨ • Reply • Share ›

James Wigger → Rand Habegger • 15 days ago • edited

My thoughts exactly! And the they did the same treatment on the reception desk... why?

1 ∧ | ∨ • Reply • Share ›

Bunnyfriend • 19 days ago

Get into the damn app Shinji (sorry, same colors than EVA-01)

🎞 Eva Rebuild GIF - Find & Share on GIPHY — disq.us

∧ | ∨ 1 • Reply • Share ›

Scott Matz • 19 days ago

Nice system. Should've run spellcheck on the lanyard comps though. There's also a point size and weight discrepancy with the third one relative to the first two.

∧ | ∨ • Reply • Share ›

Conan99 • 19 days ago

Theres that purple and green again. Although I used it the other day specifically to look 'now'.

∧ | ∨ • Reply • Share ›

JS • 19 days ago

really feel it looks kinda dated already :(neon colours, gradient mapped images... meh

∧ | ∨ • Reply • Share ›

BERÄ • 18 days ago

Looks really GOOD! Like it.

∧ | ∨ • Reply • Share ›

ReBrandcouver • 18 days ago

Still says 'Mob' too prominently, but otherwise this is really cohesive and effective.

∧ | ∨ • Reply • Share ›

Chipper • 18 days ago

It was "meh" til I saw the subrands. Then it was great.

∧ | ∨ • Reply • Share ›

Jacob • 17 days ago

We're dangerously close to that '90s purple/teal.

∧ | ∨ • Reply • Share ›

toe_toe • 17 days ago

There's some nice enough bits in here, classic case of impossible RGB colour print mockups though...

∧ | ∨ • Reply • Share ›

Bayne • 17 days ago

I like the logo and the sub brands. The supporting graphics all seem a bit too much though, I would agree with that. The thin bars really cheapen the look to me.

∧ | ∨ • Reply • Share ›

Logo Before & After

Sample Application

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New Name, Logo, and Livery for Breeze

Spotted Apr. 28, 2020

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GoDaddy

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Comments (151)

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New Logo and Identity for Kroger by DDB

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New Logo and Identity for Fremantle by venturethree

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Posted Dec. 14, 2016

[New Logo and Packaging for From Roy by Base Design](#)

Posted Jan. 28, 2016

News: News Corp New Corporate Logo

BEFORE   AFTER

Posted May. 29, 2013

Beam me up, Jim

BEFORE   AFTER

Posted Oct. 12, 2011

About

Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on corporate and brand identity work. More…

UnderConsideration is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

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