

John Bracchitta
"Quikli" logo design
Design + New Media
Spring 2016

Company Name: Quikli

Company Description: Navigation app

Tagline: Go Fast

Design Elements: Dots along the arrow are meant to mimic the layout of a subway map. Yellow color was chosen to convey energy and quickness. The black and yellow color scheme is also commonly associated with transportation because of its history of use with New York City cabs. The upward angling of the "Go Fast" tagline is meant to convey progress and speed.

Primary Logo



App Button Logo

