6D global

Unroll.Me Identity

CHALLENGE

Unroll.Me, an email organization web app which allows users to manage email subscriptions, saw huge success in its first years and was quickly ready for an identity upgrade. The timing worked well with the release of Unroll.Me's first mobile app. To celebrate its increasing popularity and its expansion to mobile, the company wanted a brand that felt modern, smart, and simple.
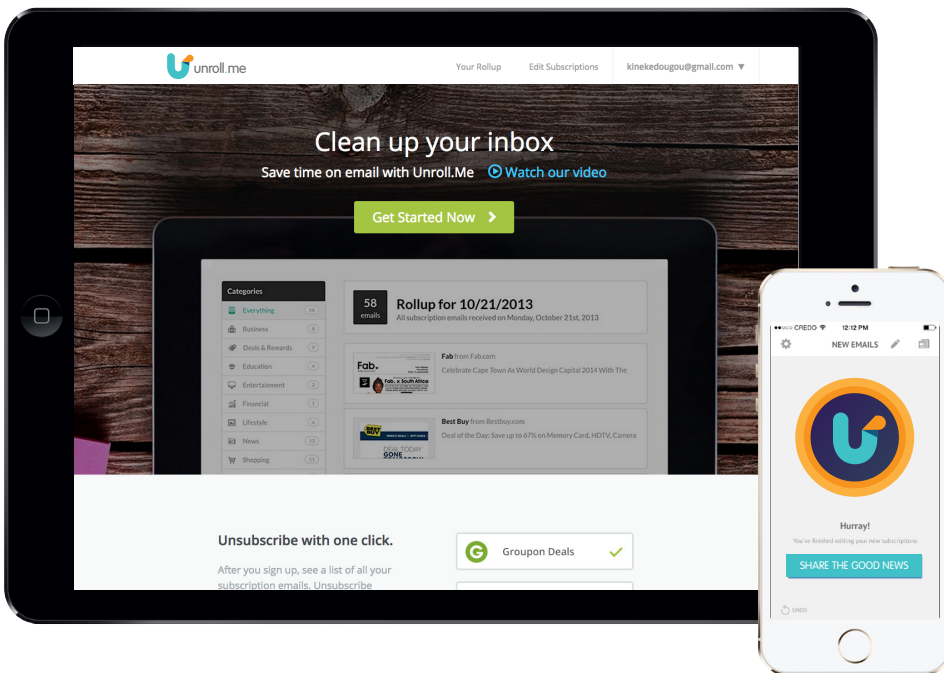
PROJECT

Develop a brand for email organization service Unroll. Me which feels modern, smart, and simple.

TECHNOLOGY

ADOBE INDESIGN AND ILLUSTRATOR

SOLUTION & EXECUTION

Rather than trying to come up with a symbol or image that tried to represent Unroll.Me's services, 6D Creative opted instead for a memorable mark that captured the simplicity and "no-brainer"-ness of the company's offerings. The team really saw an opportunity to indulge in some popular current graphic trends that would help the brand stand up to other trendy brands and competitors. Flat UI, bright colors, icon-like imagery, and an element of personality and quirkiness all factored into the design comps presented.

Not only was the brand that was delivered modern, smart, and simple like the client requested, it also invites the user in with a quirky twist in the "U" that suggests action and participation. The choice to make the dot in the name turquoise to match the mark not only ties the two together but also emphasizes the fact that the name itself is the web app's URL.

In addition, the bold new mark would make an eye-catching icon for the new app.

6D Creative delivered a full identity system, a bright, fun color palette, suggested uses on the existing website and app, and t-shirt/sweatshirt designs.

UNROLL.ME
is available on the
Apple app store