

## THE OPPORTUNITY

Designer HQ has evolved from a useful tool  
into a **complete operating system**.

Built through real studio use, founder-led iteration and growing adoption, Designer HQ has developed into a platform for brand delivery. Its current identity communicates the idea of an HQ clearly, but the product now represents more: discovery, strategy, collaboration, delivery, and business operations brought together in one place. The opportunity is to evolve the visual identity, so it reflects the depth, maturity, and ambition the product has earned.

## THE CURRENT IDENTITY

A strong foundation that has **served its purpose.**



### WHAT WORKS WELL

- ✓ Simple and memorable.
- ✓ Works brilliantly as an app icon.
- ✓ Feels premium and modern.
- ✓ Clearly communicates “HQ”.
- ✓ Has built recognition alongside strong traction.

### THE OPPORTUNITY

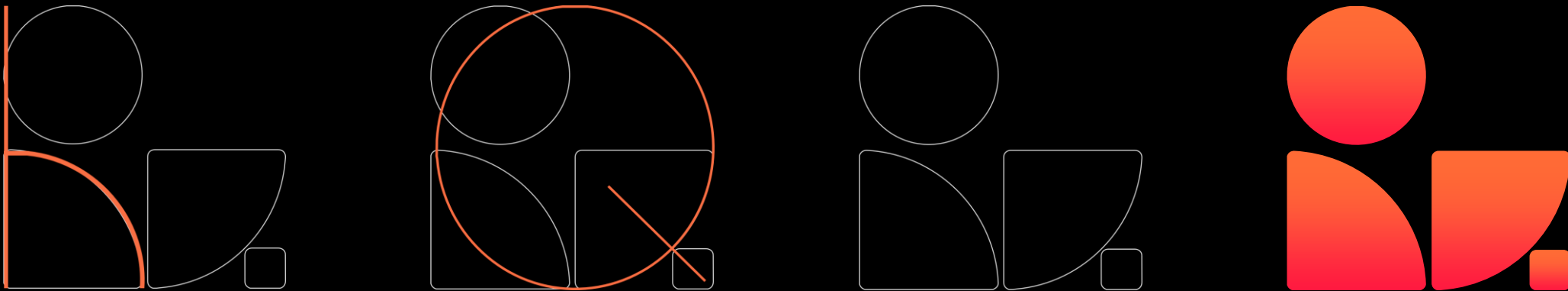
- ✓ Primarily communicates the letters “HQ”.
- ✓ Doesn’t yet express the full breadth of the platform.
- ✓ Limited visual system for storytelling and application.
- ✓ An opportunity to reflect the product’s next chapter.

INTRODUCING THE NEW IDENTITY



Designer HQ, a Nonstop Branding Limited production

## BUILT AROUND HQ



At the core of the symbol is “HQ” – not as a literal monogram, but as a structural idea. The forms are arranged so the geometry subtly reveals an “h” and “Q” when read together. It reinforces Designer HQ as the headquarters: the central control point where a designer’s process, tools, decisions and delivery come together.

FOUR STAGES. ONE SYSTEM.

Four distinct elements come together to represent Designer HQ's complete brand-building journey, creating a unified symbol that reflects structure, progression, collaboration and the movement of every project toward final delivery.



**01 DISCOVERY PROCESS**

Collecting focused client inputs to build a strong strategic foundation.



**02 MOODBOARDING / SPEED RUN**

Exploring visual directions quickly to identify the strongest creative territory.



**03 FIRST PLACE EXPLORATION**

Developing the winning direction into a richer, distinctive brand system.



**04 DESIGNER'S BRAND HUB**

Bridging final assets, guidance and tools into one client destination.

AI ACCELERATES. DESIGNERS DIRECT.

Designer HQ balances AI-powered efficiency with human judgement, ensuring technology accelerates the process while designers remain firmly in the creative control.



### 01 AI

AI supports the heavier early-stage work, including transcription, research, questionnaires, first drafts, and creative analysis.



### 02 DESIGNER

The rounded square represents the Designer's Brand Hub, applying judgement, refinement, and direction before publishing to the client.

## FOCUSED ON THE FINAL EXPERIENCE

The first two forms subtly suggest a designer, while the third introduces a sense of focus directed toward the Brand Hub. Together, they reflect the designer's role in shaping, refining, and organizing the final identity before publishing.



## EVERYTHING, IN ONE HQ

Every element is contained within one unified square, reflecting Designer HQ's core proposition: bringing the entire brand-building process into one place. From discovery and exploration to decision-making and final delivery, each stage operates within the same connected headquarters.



BUILT FOR RECOGNITION

# designer hq

Because Designer HQ is building recognition, the wordmark keeps the full name clear and immediately identifiable alongside the symbol. Its rounded, contemporary letterforms echo the softness of the mark, balancing software precision with a more human, creative character. Emphasizing “HQ” reinforces the central brand idea, while allowing the wordmark and symbol to work together or independently.



#### SOFT GEOMETRY, FAMILIAR DNA

The rounded edges create a softer, more approachable expression while maintaining the clarity of a digital product. They also reflect a visual preference already present across Jack Watson's broader design language, creating subtle continuity with identities such as Jack Watson Design and Nonstop Branding



#### CREATIVE ROOTS. DIGITAL ENERGY.

Orange creates a visual connection to Nonstop Branding, reflecting the creative origin and heritage behind Designer HQ. The transition into red introduces greater intensity and digital energy, giving the identity a more technology-led expression while the gradient itself suggests progression, momentum and movement through the Designer HQ workflow.









designer hq



designer hq



A person is walking from right to left in the foreground, their silhouette clearly visible against the bright background. The floor is highly reflective, mirroring the person and the light from the wall. The overall atmosphere is modern and minimalist.

 designerhq

9:41



Designer HQ



Calendar



Mail



Notes