

# AppEsteem.com

Logo, Seal and Website Design



# TABLE OF CONTENTS

CREATIVE BRIEF	3	SITE MAP	17
COMPETITORS	4	WIREFRAME	18
INSPIRATION WEBSITES	5	Desktop View	18
		Phone View	25
MOOD BOARD	6	WEBSITE STYLE GUIDE	27
LOGO AND SEAL DESIGN	7	HI-FI COMPS	28
Sketches	7	Desktop View	28
Variations	8	Phone View	39
Final Design	11		
In Black and White	12		
Style Guide	13		
WEBSITE SKETCHES	14		
Desktop View	14		
Phone View	16		

## CREATIVE BRIEF

**Client** AppEsteem corporation.

**Objectives** Design logo, seal and website for AppEsteem.

**Background** AppEsteem corporation makes easier for “clean” software companies to monetize by creating a safe harbor. AppEsteem reviews/certifies the application and, if it is free of malware and viruses, “seals” the software. Companies and download sites display the AppEsteem “seal” as a way of showing that their software is safe for people to use.

**Target Audience** Men and Women 30–60 years old.

**Business Challenge** Create a simple logo and a seal appealing to the target audience. Website should be clean, modern and easy to navigate.

**Tone** Trusted and businesslike.

**Media** Web.





## COMPETITORS



### Underwriter's Laboratory ([www.ul.com](http://www.ul.com))

UL is a global independent safety science company with more than a century of expertise innovating safety solutions from the public adoption of electricity to new breakthroughs in sustainability, renewable energy and nanotechnology. Dedicated to promoting safe living and working environments, UL helps safeguard people, products and places in important ways, facilitating trade and providing peace of mind.



### TRUSTe ([www.truste.com](http://www.truste.com))

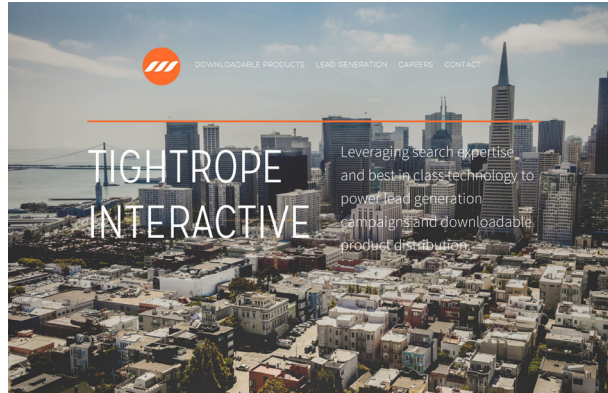
TRUSTe is the leading global Data Privacy Management (DPM) company and powers privacy compliance and trust by enabling businesses to safely collect and use customer data across their customer, employee, and vendor channels. TRUSTe's team of 150+ professionals is dedicated to solving emerging privacy challenges and provides a unique combination of privacy expertise, methodology, and technology.





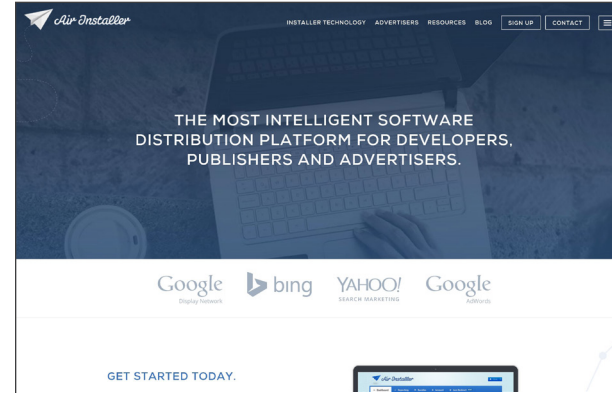
# INSPIRATION WEBSITES Clean and Modern

Tightrope  
Interactive



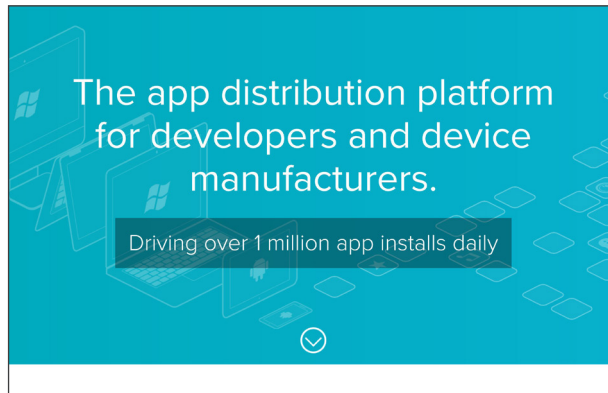
[www.tightropeinteractive.com](http://www.tightropeinteractive.com)

Air Installer



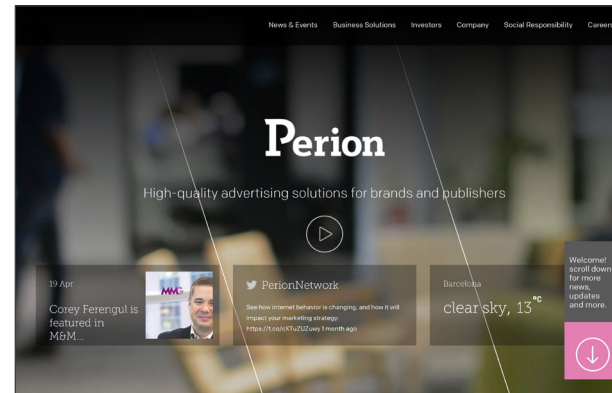
[www.airinstaller.com](http://www.airinstaller.com)

Sweetlabs



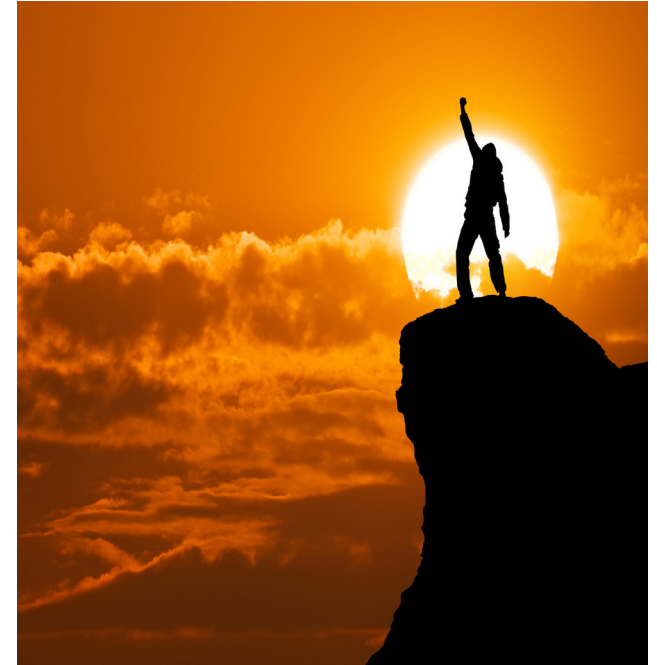
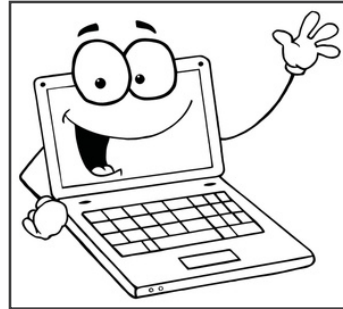
[www.sweetlabs.com](http://www.sweetlabs.com)

Perion



[www.perion.com](http://www.perion.com)

# MOOD BOARD Trust, Safety, Happy Computer, Peaceful, Happy Customer

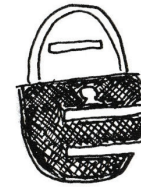


# LOGO AND SEAL DESIGN Sketches

App Esteem

AE AE

AE AE



App Esteem

App Esteem

App Esteem

App Esteem

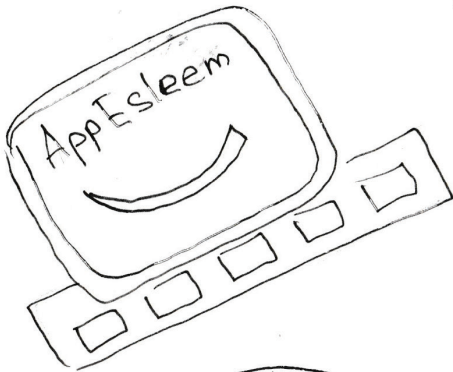
App Esteem

App Esteem

App Esteem

App Esteem

App Esteem



App Esteem

App Esteem

App Esteem

App Esteem

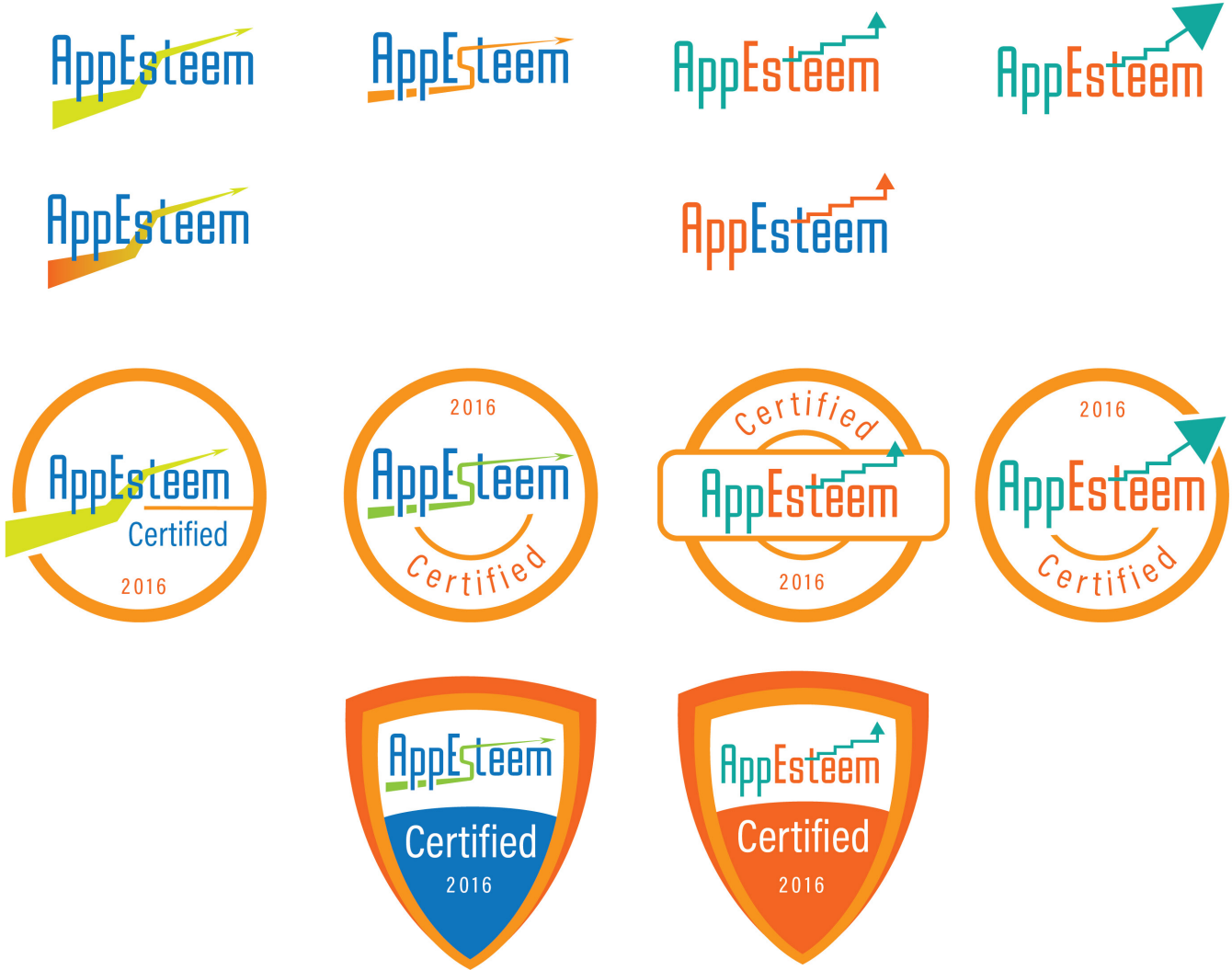




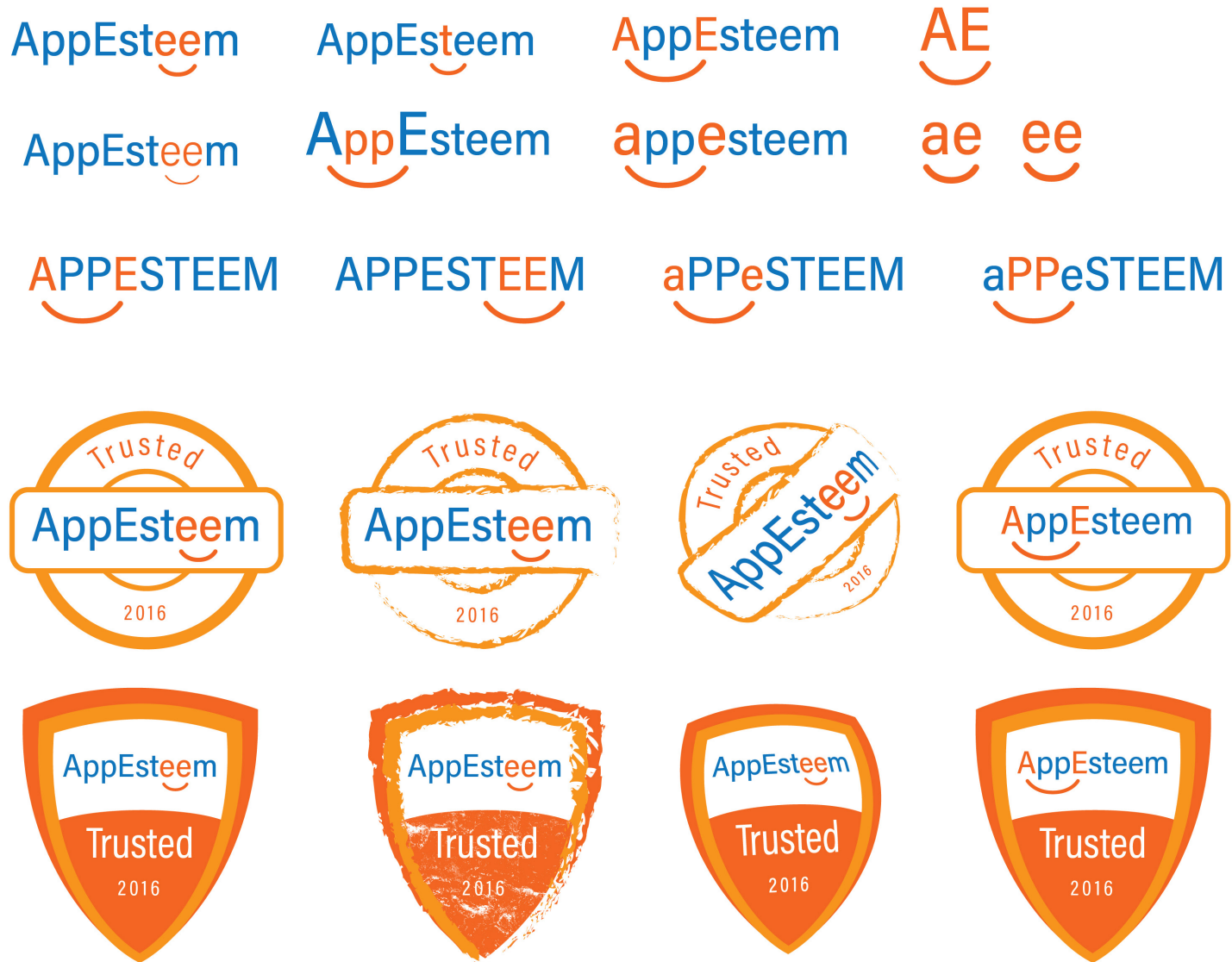
LOGO AND SEAL DESIGN Variations



LOGO AND SEAL DESIGN Variations



# LOGO AND SEAL DESIGN Variations





LOGO AND SEAL DESIGN Final Design

AppEsteem

AppEsteem  
Certifying apps for a better world

AppEsteem™  
Certifying apps for a better world



LOGO AND SEAL DESIGN In Black and White

AppEsteem

AppEsteem  
Certifying apps for a better world

AppEsteem™  
Certifying apps for a better world



# LOGO AND SEAL DESIGN Style Guide

## Logo Swatches



HEX: F26522  
RGB: 242,101,34  
CMYK: 0,75,100,0



HEX: 1C75BC  
RGB: 28,117,188  
CMYK: 85,50,0,0

## Logo Typography

Acumin Pro SemiCondensed, Semibold

## Seal Swatches



HEX: F7941E  
RGB: 247,148,30  
CMYK: 0,49,98,0



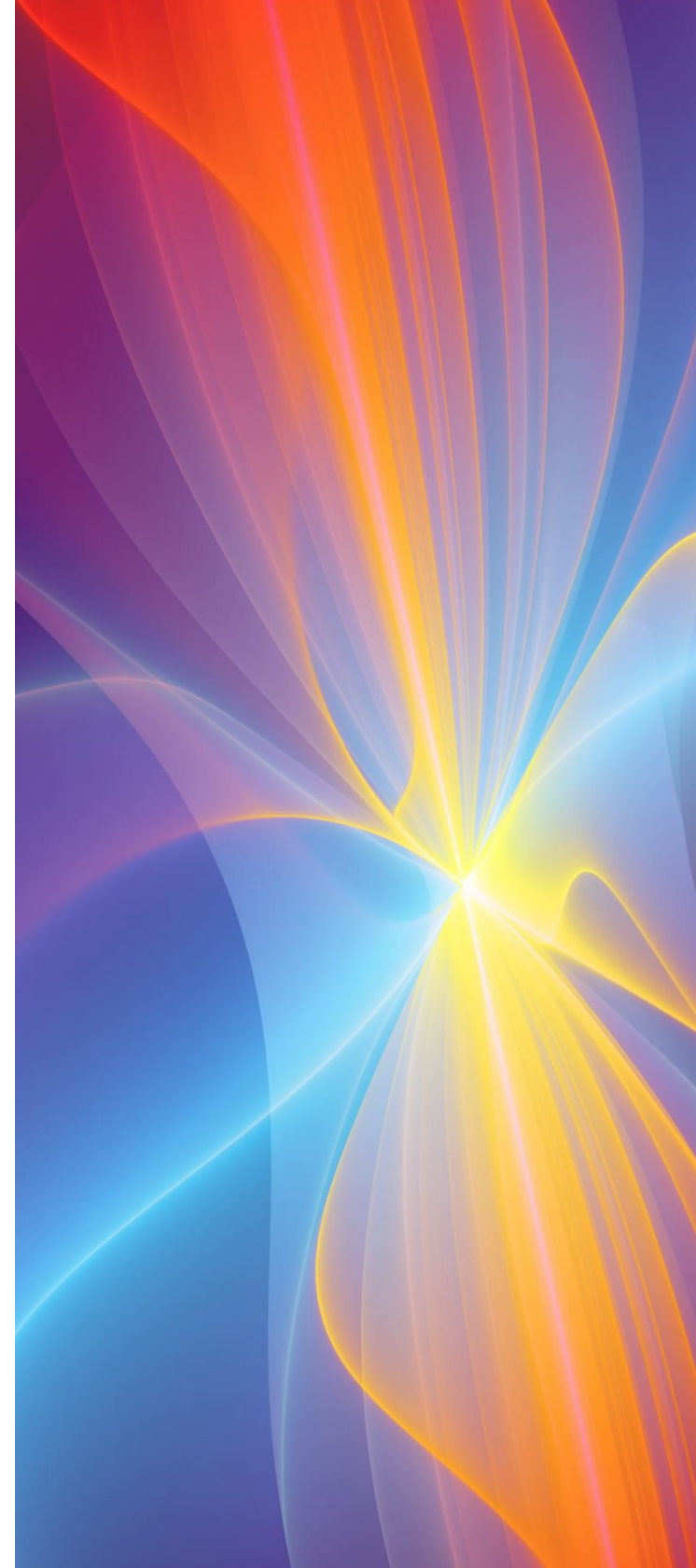
HEX: F26522  
RGB: 242,101,34  
CMYK: 0,75,100,0



HEX: 1C75BC  
RGB: 28,117,188  
CMYK: 85,50,0,0

## Seal Typography

Acumin Pro Condensed, Bold






# WEBSITE SKETCHES Desktop View

Logo    What we Offer    How it works    Team    Blog

---


App Esteem  
 ~~~~~



Hero Image

---


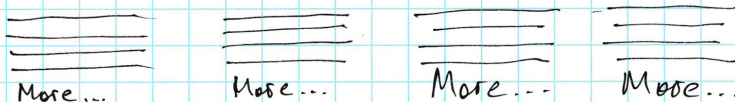
What We Offer



Logo    What We Offer    How It Works    Team    Blog


---

What We Offer

More...    More...    More...    More...

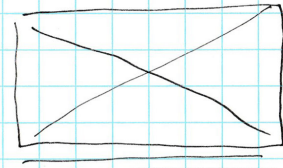
---



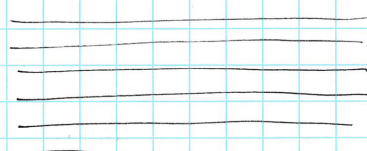
Consumers

Logo    What We Offer    How It Works    Team    Blog

---



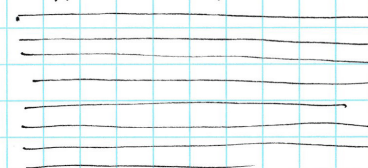
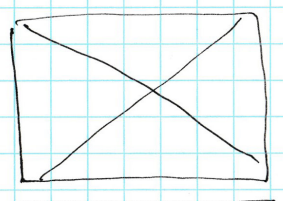
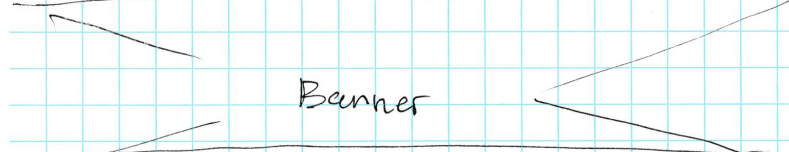
Consumers



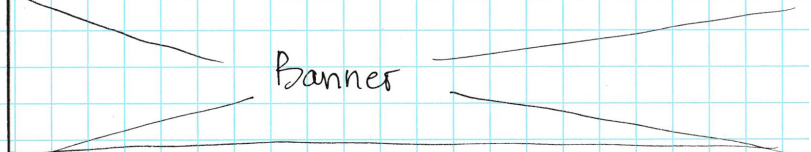
Logo    What We Offer    How It Works    Team    Blog

---

App Developers

Banner



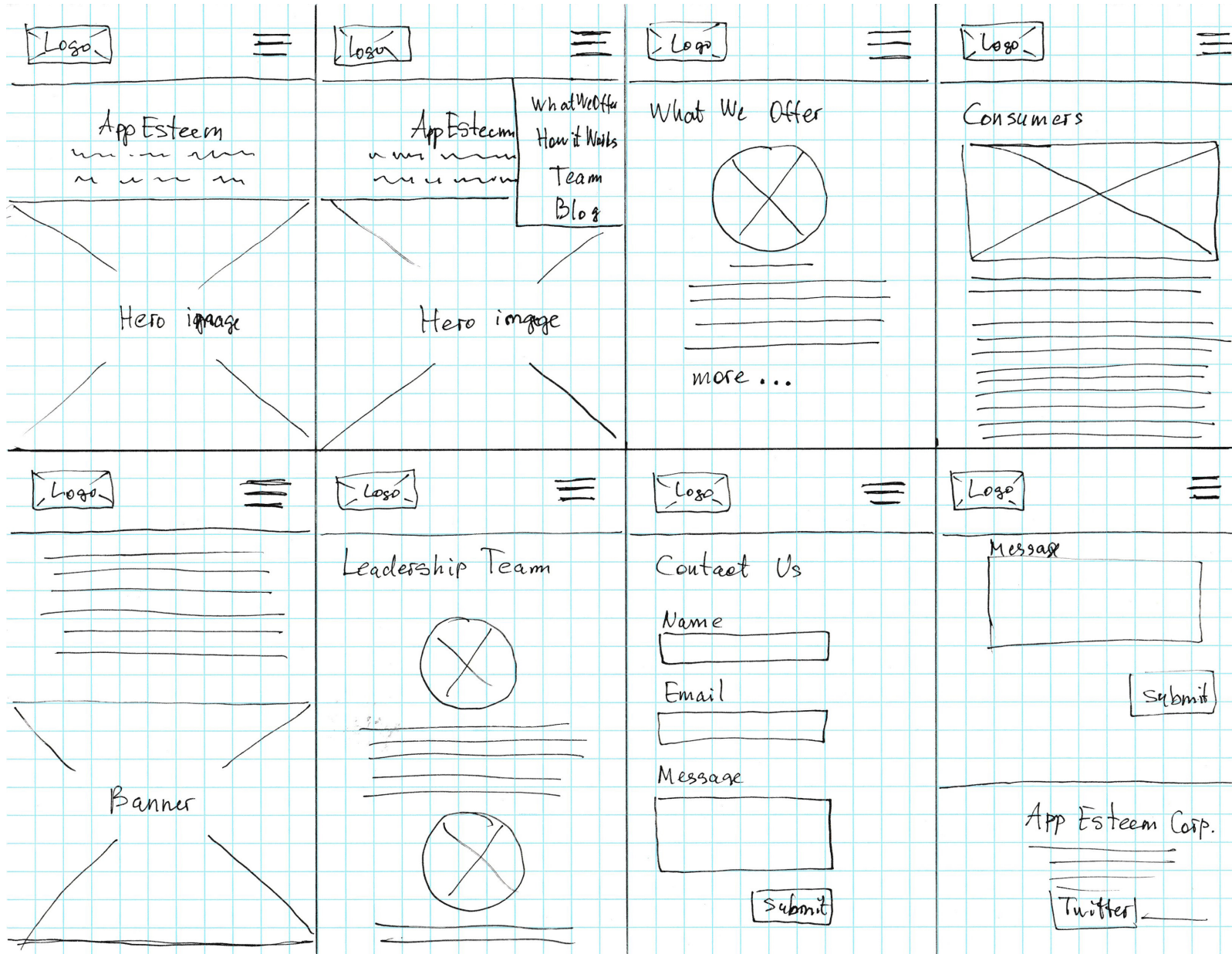
Banner

# WEBSITE SKETCHES Desktop View

|                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Logo</p> <p>What We Offer   <u>How It Works</u>   Team Blog</p> <hr/> <p>How It Works</p> <p>1</p> <p>2</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>                                                                     | <p>Logo</p> <p>What We Offer   How It Works   <u>Team</u>   Blog</p> <hr/> <p>Leadership Team</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>                                                              |
| <p>Logo</p> <p>What We Offer   How It Works   <u>Team</u>   Blog</p> <hr/> <p>_____</p> <p>_____</p> <p>_____</p> <hr/> <p>Contact Us</p> <p>Name</p> <p>_____</p> <p>Email</p> <p>_____</p> <p>Message</p> <p>_____</p> <p>Submit</p> | <p>Logo</p> <p>What We Offer   How It Works   <u>Team</u>   Blog</p> <hr/> <p>Contact Us</p> <p>Name</p> <p>_____</p> <p>Email</p> <p>_____</p> <p>Message</p> <p>_____</p> <p>Submit</p> <hr/> <p>App Esteem Corporation</p> <p>Twitter</p> |



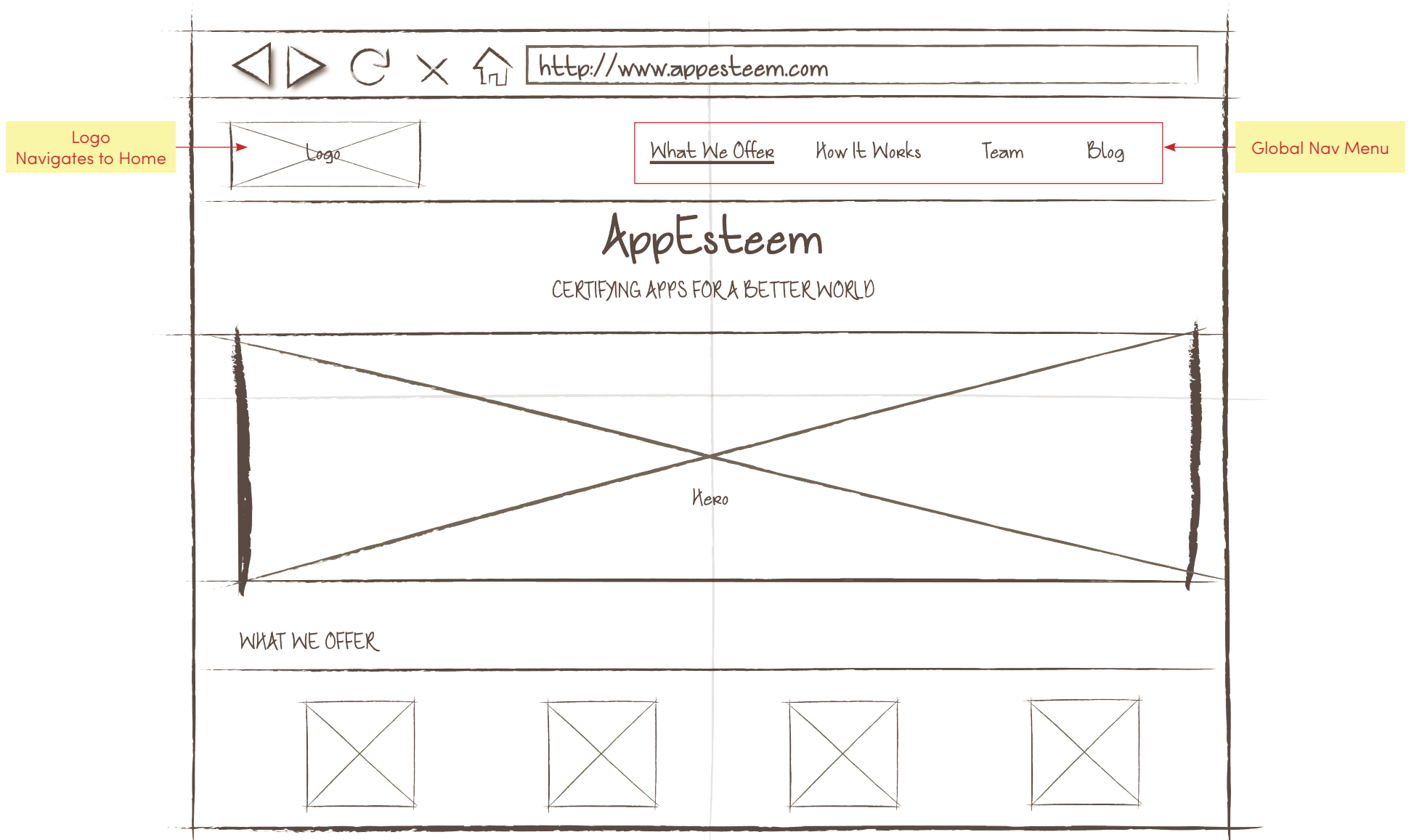
# WEBSITE SKETCHES Phone View



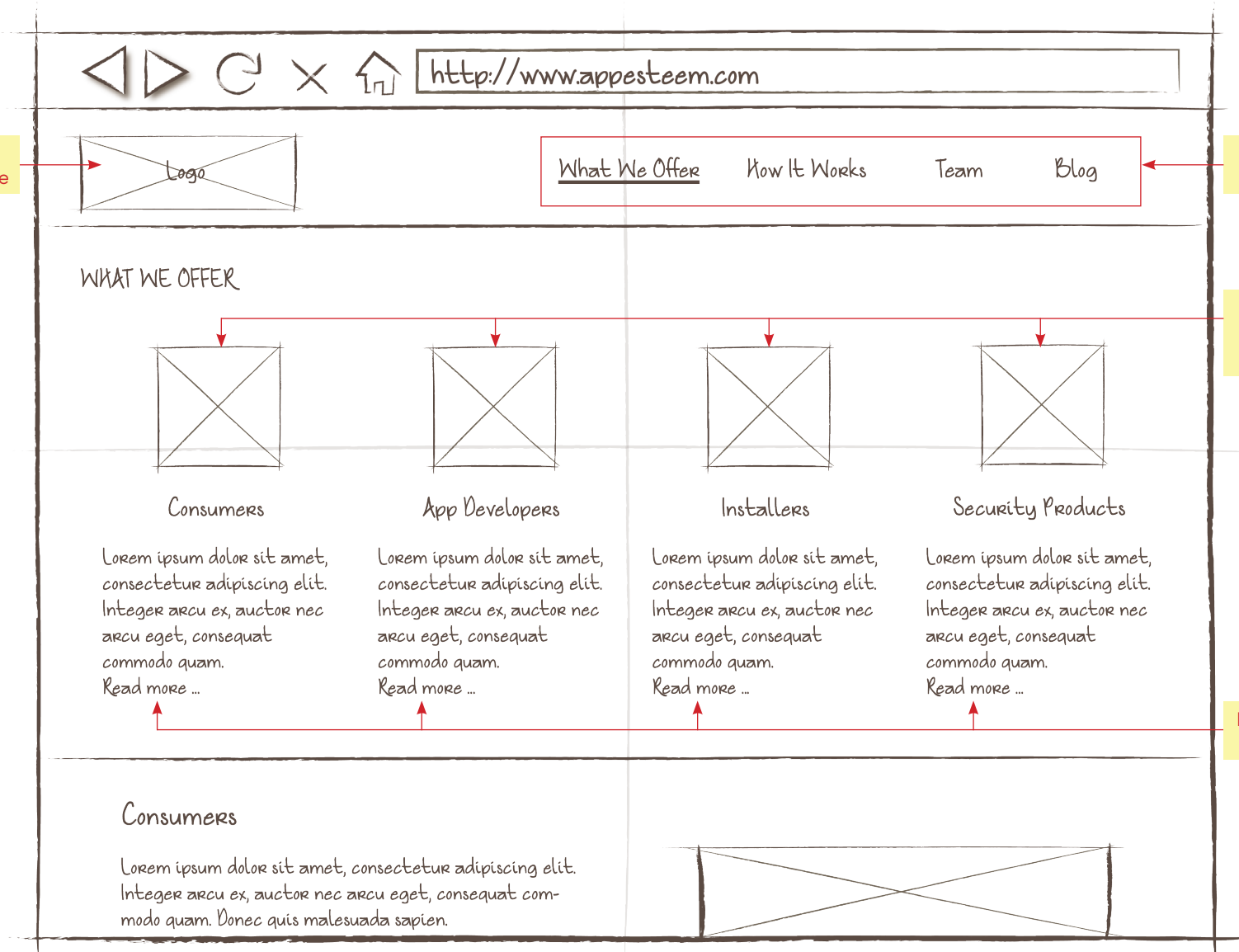




# WIREFRAME Desktop View



# WIREFRAME Desktop View



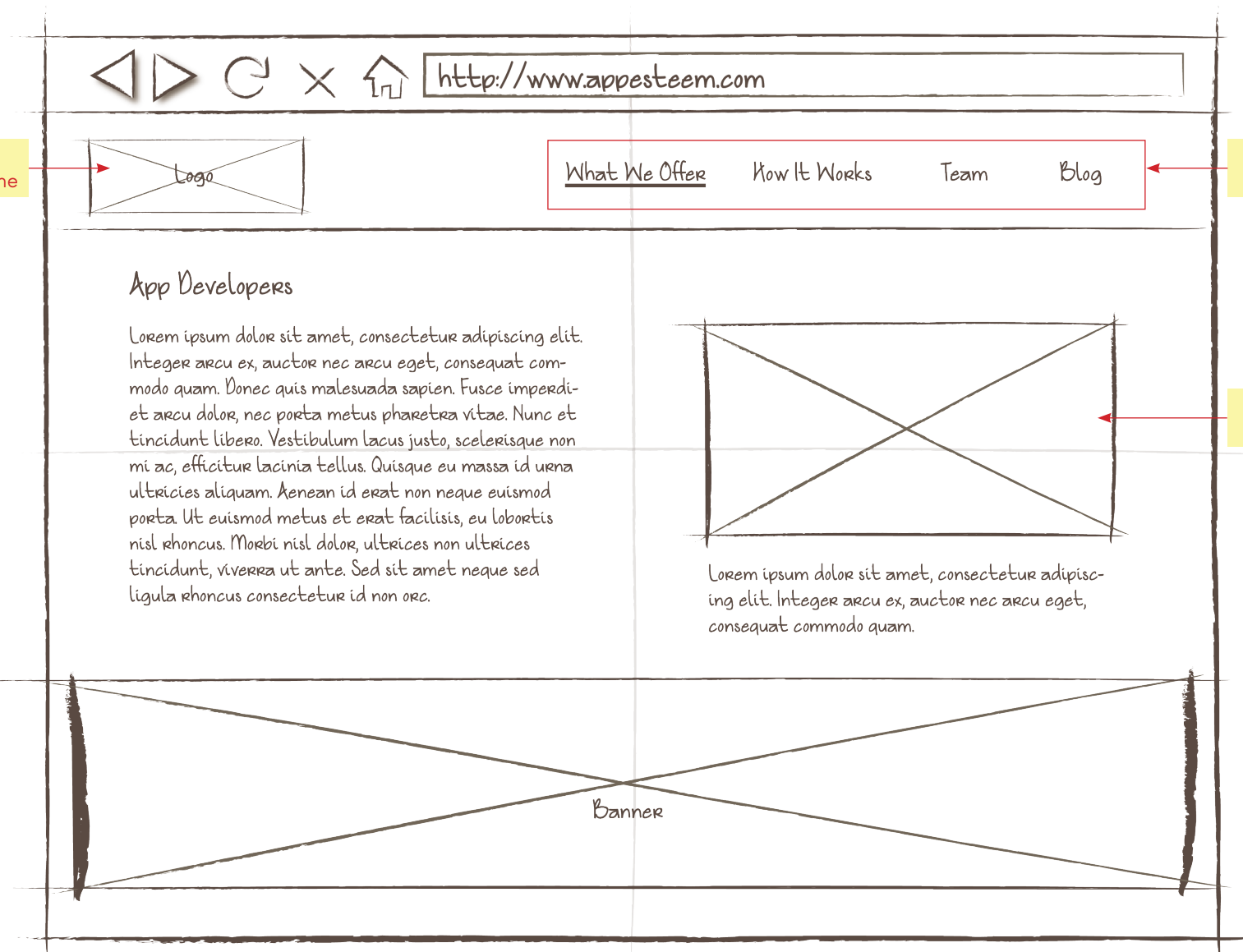
Logo  
Navigates to Home

Global Nav Menu

Photos of  
Correspondent  
Persons

Links to Correspondent  
Section of Page

# WIREFRAME Desktop View



Logo Navigates to Home

Global Nav Menu

Photo of App Developer

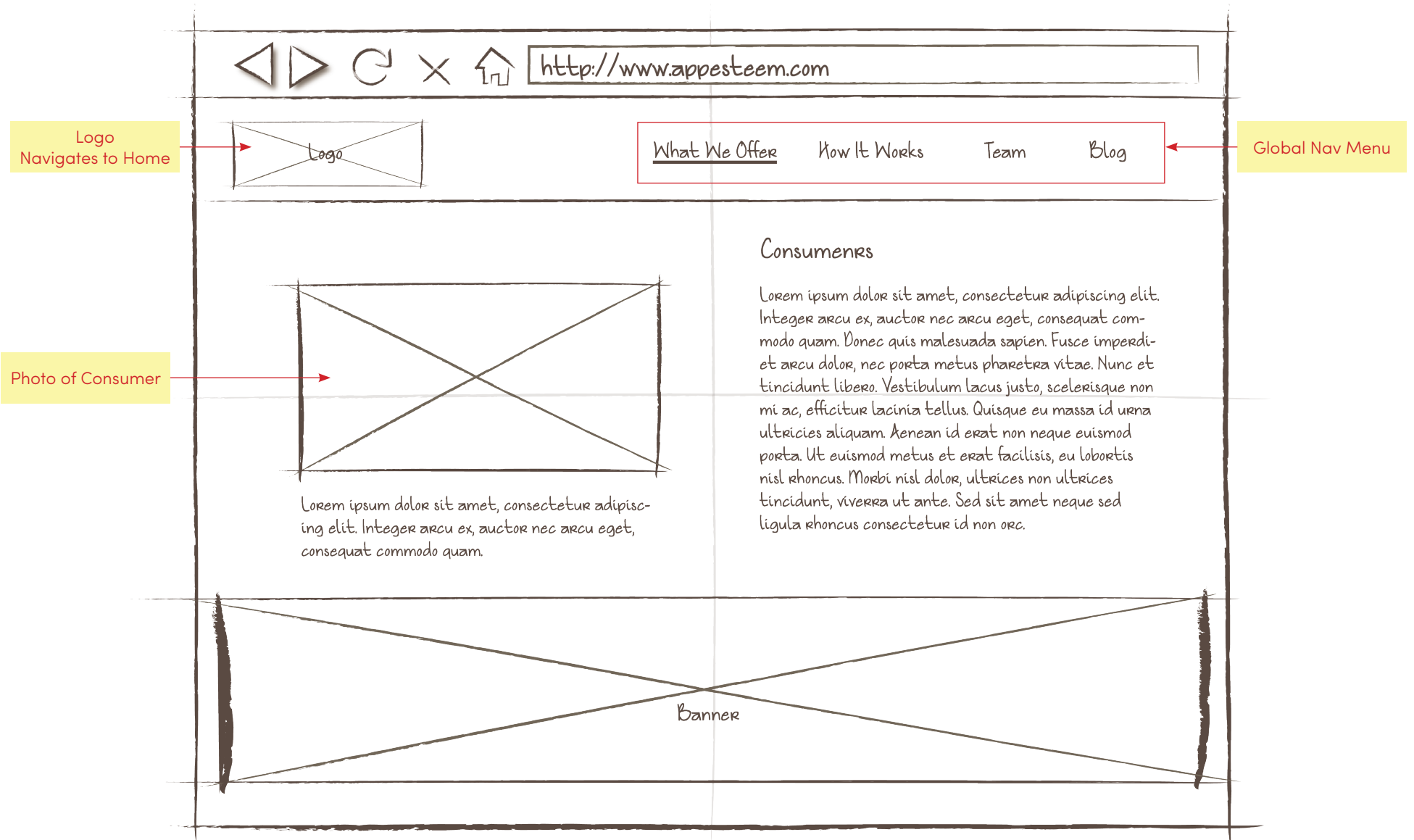
## App Developers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer arcu ex, auctor nec arcu eget, consequat commodo quam. Donec quis malesuada sapien. Fusce imperdiet arcu dolor, nec porta metus pharetra vitae. Nunc et tincidunt libero. Vestibulum lacus justo, scelerisque non mi ac, efficitur lacinia tellus. Quisque eu massa id urna ultricies aliquam. Aenean id erat non neque euismod porta. Ut euismod metus et erat facilisis, eu lobortis nisl rhoncus. Morbi nisl dolor, ultrices non ultrices tincidunt, viverra ut ante. Sed sit amet neque sed ligula rhoncus consectetur id non orca.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer arcu ex, auctor nec arcu eget, consequat commodo quam.

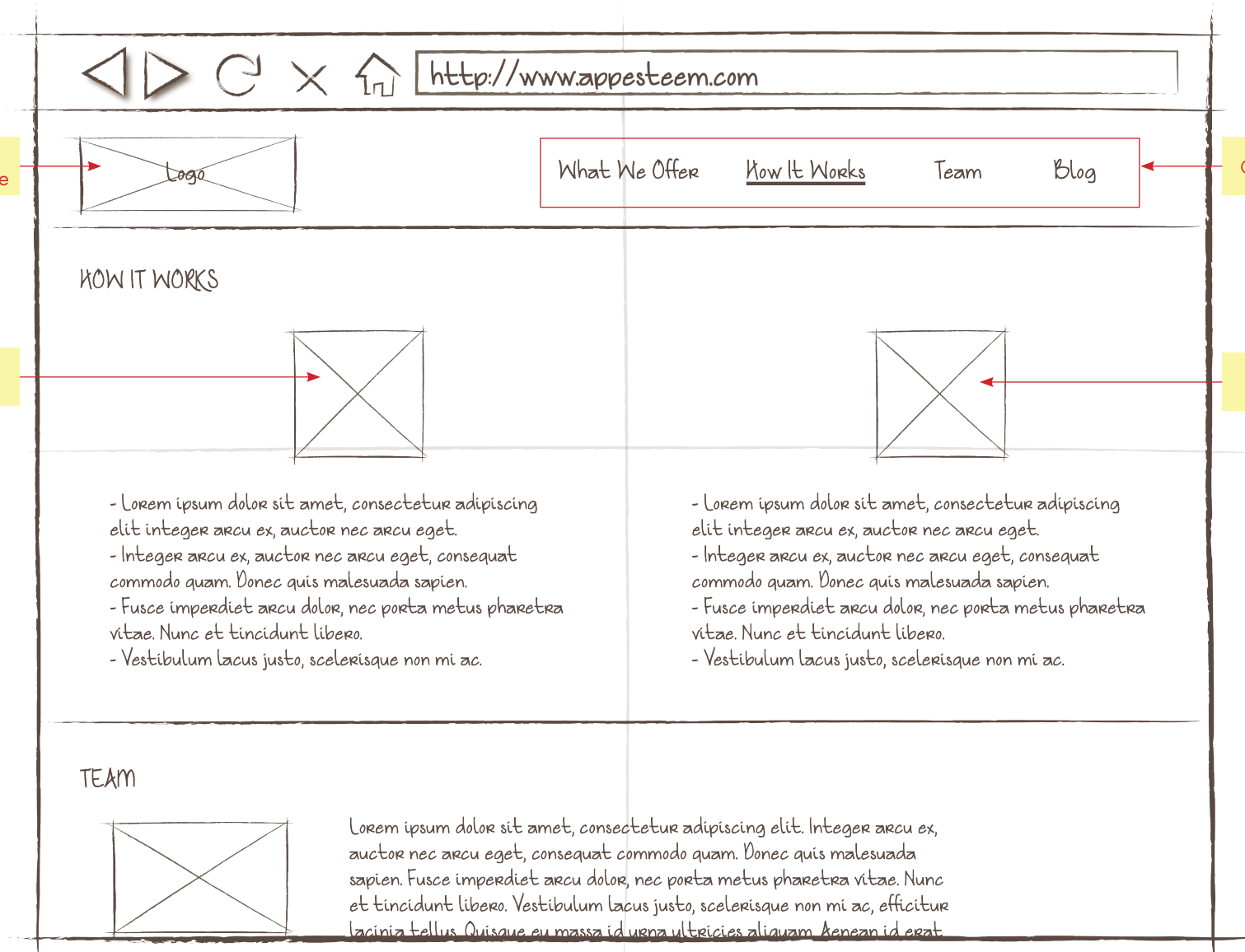
Banner

# WIREFRAME Desktop View

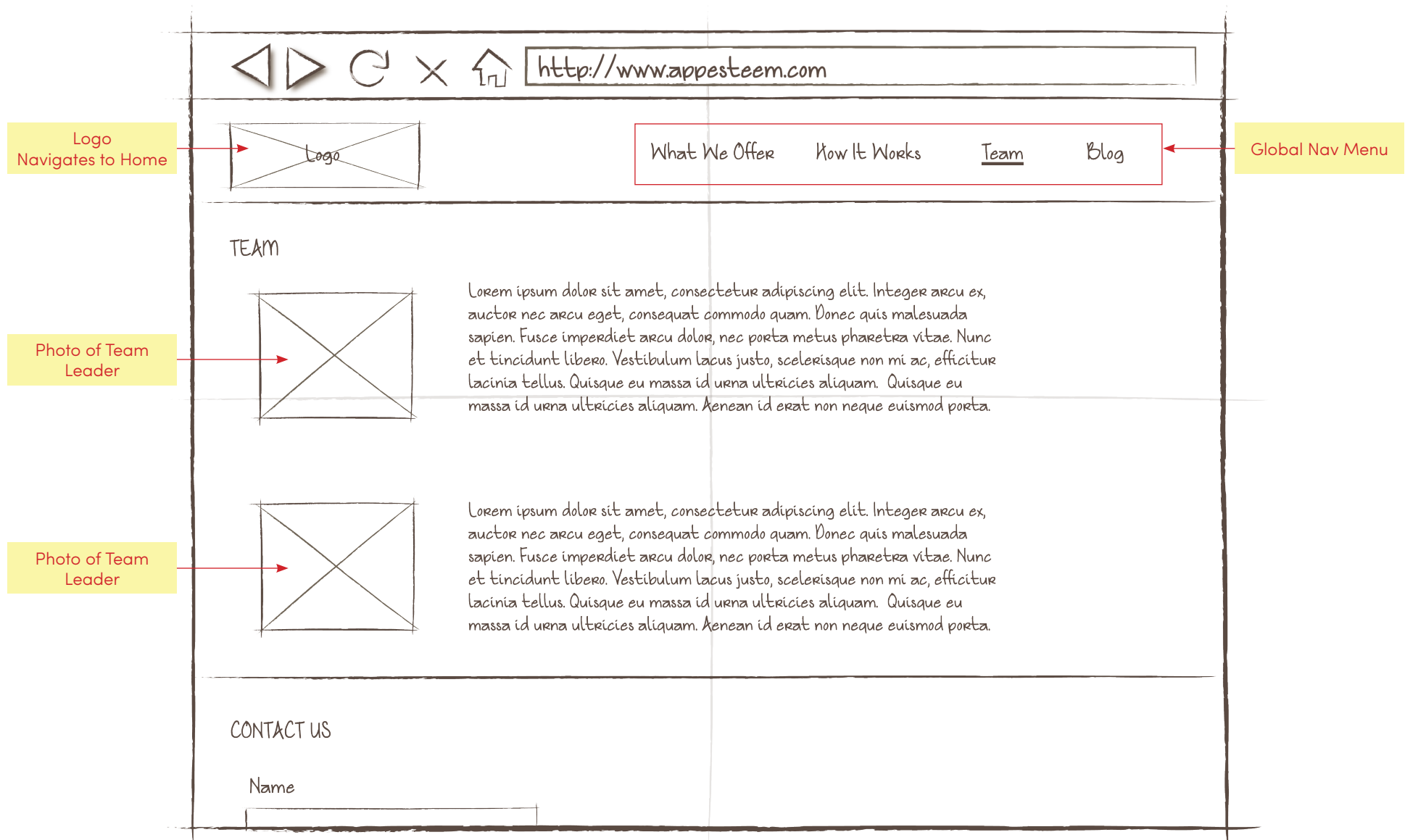




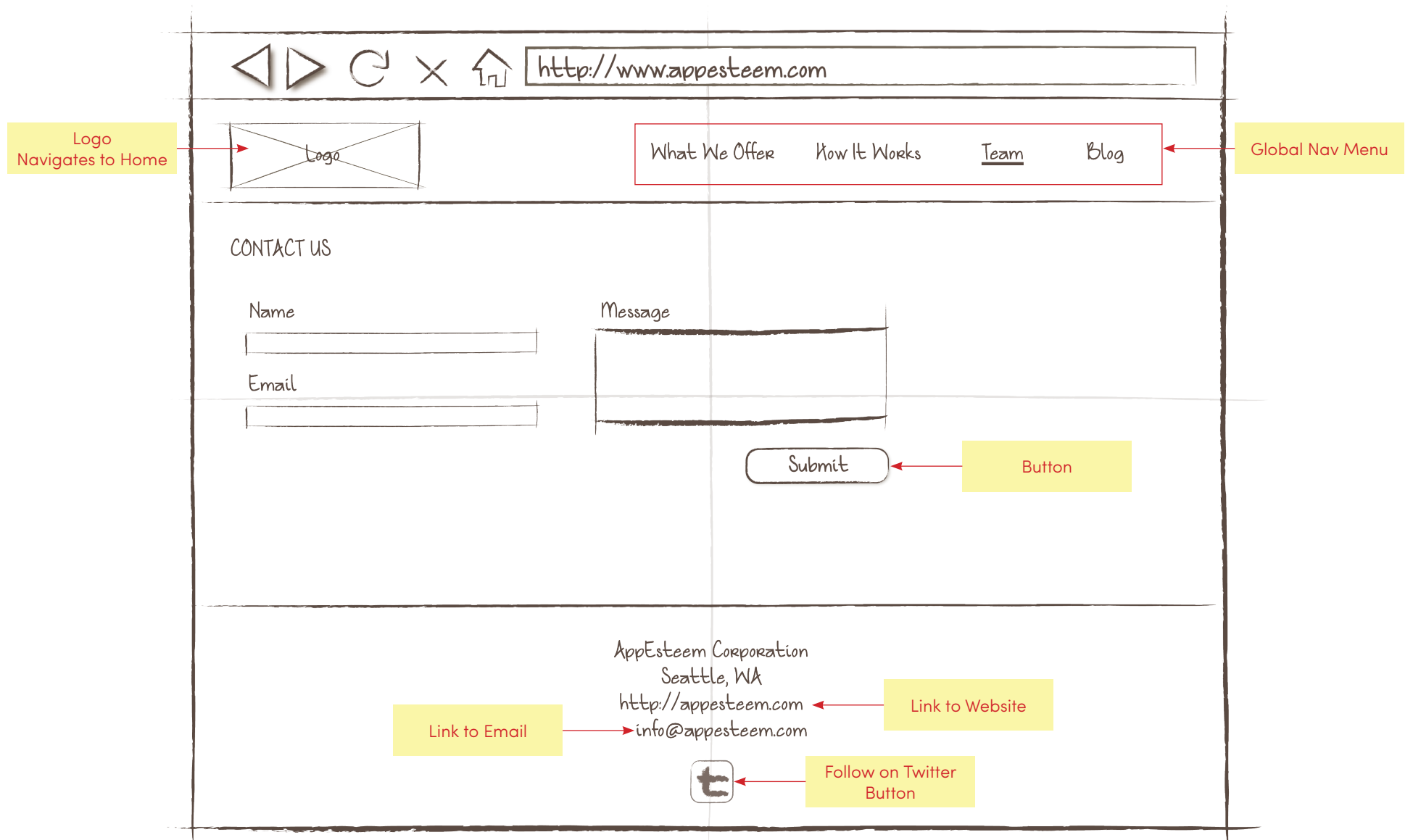
# WIREFRAME Desktop View



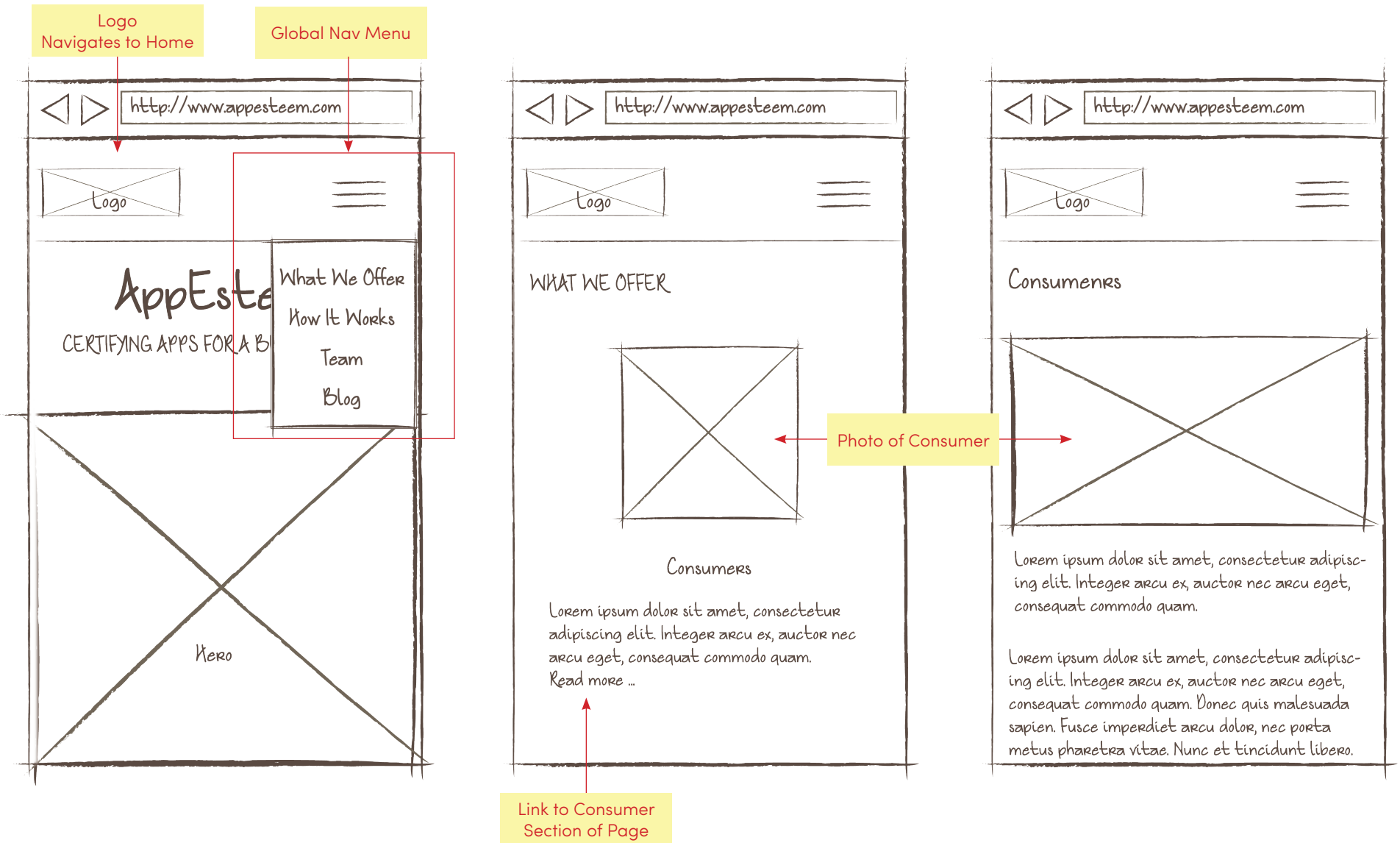
# WIREFRAME Desktop View



# WIREFRAME Desktop View



# WIREFRAME Phone View





# WIREFRAME Phone View

Logo Navigates to Home

Hamburger Expands to Nav Menu

Logo

HOW IT WORKS

Step 1 Graphic

- Lorem ipsum dolor sit amet, consectetur adipiscing elit integer arcu ex, auctor nec arcu eget.
- Integer arcu ex, auctor nec arcu eget, consequat commodo quam. Donec quis malesuada sapien.
- Fusce imperdiet arcu dolor, nec porta metus pharetra vitae. Nunc et tincidunt libero.
- Vestibulum lacus justo, scelerisque non mi ac.

http://www.appesteem.com

Logo

LEADERSHIP TEAM

Photo of Team Leader

- Lorem ipsum dolor sit amet, consectetur adipiscing elit integer arcu ex, auctor nec arcu eget.
- Integer arcu ex, auctor nec arcu eget, consequat commodo quam. Donec quis malesuada sapien.
- Fusce imperdiet arcu dolor, nec porta metus pharetra vitae. Nunc et tincidunt libero.
- Vestibulum lacus justo, scelerisque non mi ac.

Logo Navigates to Home

Hamburger Expands to Nav Menu

http://www.appesteem.com

Logo

CONTACT US

Name

Email

Message

Submit

Button





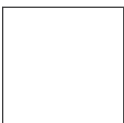
# WEBSITE Style Guide

## Typography

|                    |                                          |
|--------------------|------------------------------------------|
| <b>Header</b>      | 67px, Source Sans Pro, Semibold, #F26522 |
| <b>SUB HEADER</b>  | 24px, Source Sans Pro, Semibold, #1C75BC |
| <b>TITLE 1</b>     | 36px, Source Sans Pro, Semibold, #1C75BC |
| <b>Sub Title 1</b> | 18px, Source Sans Pro, Bold, #1C75BC     |

|                  |                                                            |
|------------------|------------------------------------------------------------|
| <b>Title 2</b>   | 36px, Source Sans Pro, Bold, #575757                       |
| <b>Body text</b> | 18px, Source Sans Pro, Regular, #575757                    |
| <b>NAV LINK</b>  | 14px, Source Sans Pro, Regular, #575757, On hover: #1C75BC |
| <b>NAV LINK</b>  |                                                            |

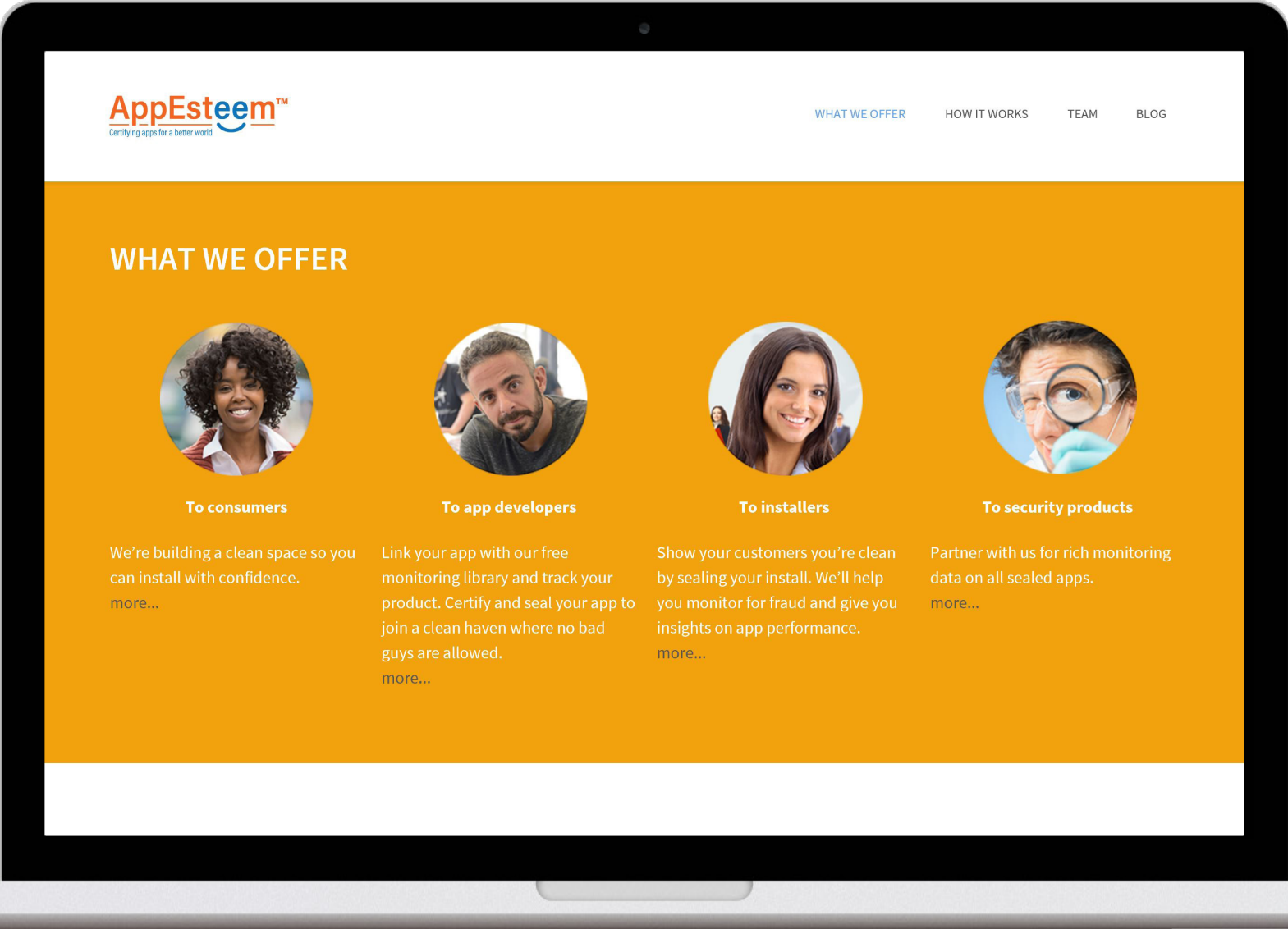
## Swatches

|                                                                                     |                                                    |
|-------------------------------------------------------------------------------------|----------------------------------------------------|
|    | HEX: F7941E<br>RGB: 247,148,30<br>CMYK: 0,75,100,0 |
|   | HEX: F26522<br>RGB: 242,101,34<br>CMYK: 0,75,100,0 |
|  | HEX: 1C75BC<br>RGB: 28,117,188<br>CMYK: 85,50,0,0  |
|  | HEX: 575757<br>RGB: 87,87,87<br>CMYK: 63,55,55,30  |
|  | HEX: FFFFFFFF<br>RGB: 255,255,255<br>CMYK: 0,0,0,0 |

## Graphics











Wouldn't it be nice if you could just trust that the software you install is clean, and it won't drag along anything bad.

## Consumers

---

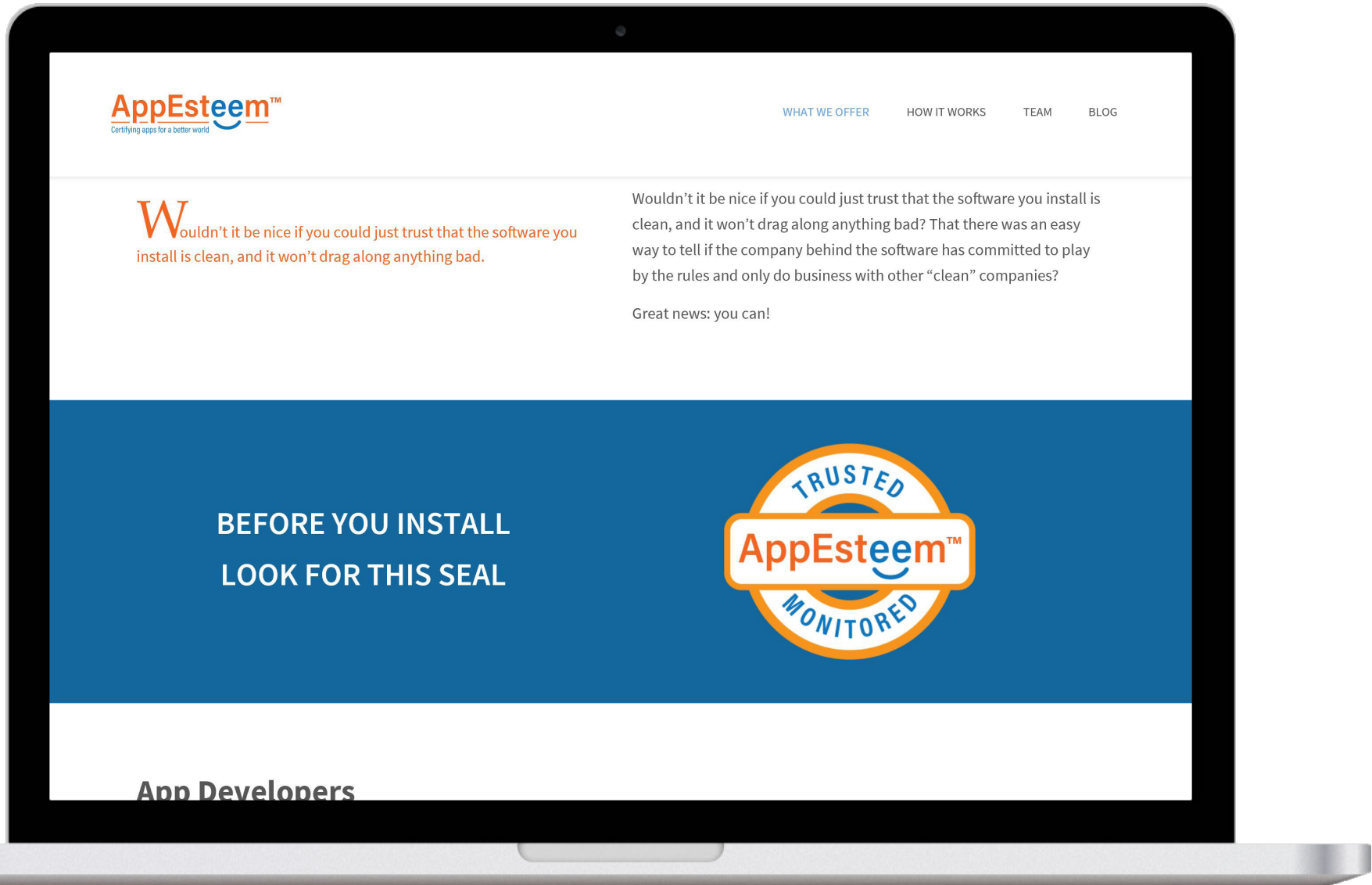
If you're like most of us when you install new software, you scrutinize every checkbox, and you *still* end up with stuff you don't want. Many times you have no idea how it got there.

Sound familiar? Most of us have had to deal with the mess caused by the unscrupulous companies who try to trick you into getting junk on your machine.

It's these bad companies that are ruining the independent software business for everybody else. They're turning you off to downloads, which is a shame, as there are so many great apps out there just waiting to be found.

Wouldn't it be nice if you could just trust that the software you install is clean, and it won't drag along anything bad? That there was an easy way to tell if the company behind the software has committed to play by the rules and only do business with other "clean" companies?

Great news: you can!





## App Developers

Congratulations for building the coolest app the world has ever seen! Now it's time to get it into as many hands as possible. If it's for Windows®, you're thinking of choosing an app installation platform so you can increase your distribution.

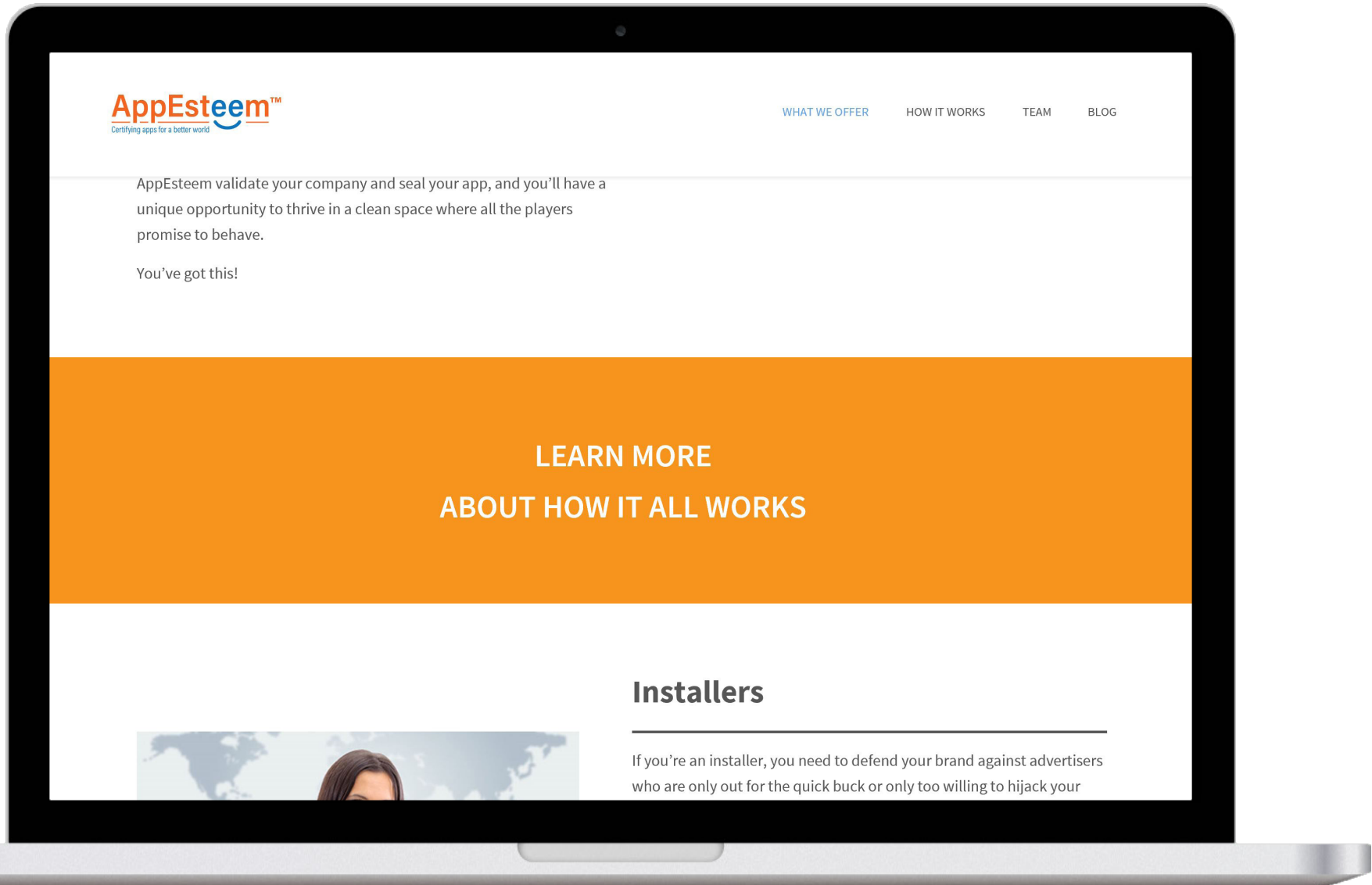
But you've probably gotten advice to stay away from this space, because somebody has heard that it's dirty, and you shouldn't risk your brand. But what are you supposed to do? Customers want free, and you want to eat. Do you dip your toe in the water and hope for the best? Or watch your app languish on the sidelines?

We feel your pain. Your advisor is right: a few bad players have messed up the software monetization ecosystem. Customers suffered from their aggressive tactics. That convinced the browsers and operating systems to get onerous on install, and it made the antivirus companies super-suspicious of any monetized app. This needs to be fixed, before the independent software industry dries up.

We're here to help. We know the guidelines and objective criteria (we helped write them). Link with our self-regulating library, then let AppEsteem validate your company and seal your app, and you'll have a



**Y**ou'll have a unique opportunity to thrive in a clean space where all the players promise to behave.



[WHAT WE OFFER](#) [HOW IT WORKS](#) [TEAM](#) [BLOG](#)

AppEsteem validate your company and seal your app, and you'll have a unique opportunity to thrive in a clean space where all the players promise to behave.

You've got this!

LEARN MORE  
ABOUT HOW IT ALL WORKS

## Installers

If you're an installer, you need to defend your brand against advertisers who are only out for the quick buck or only too willing to hijack your





[WHAT WE OFFER](#) [HOW IT WORKS](#) [TEAM](#) [BLOG](#)



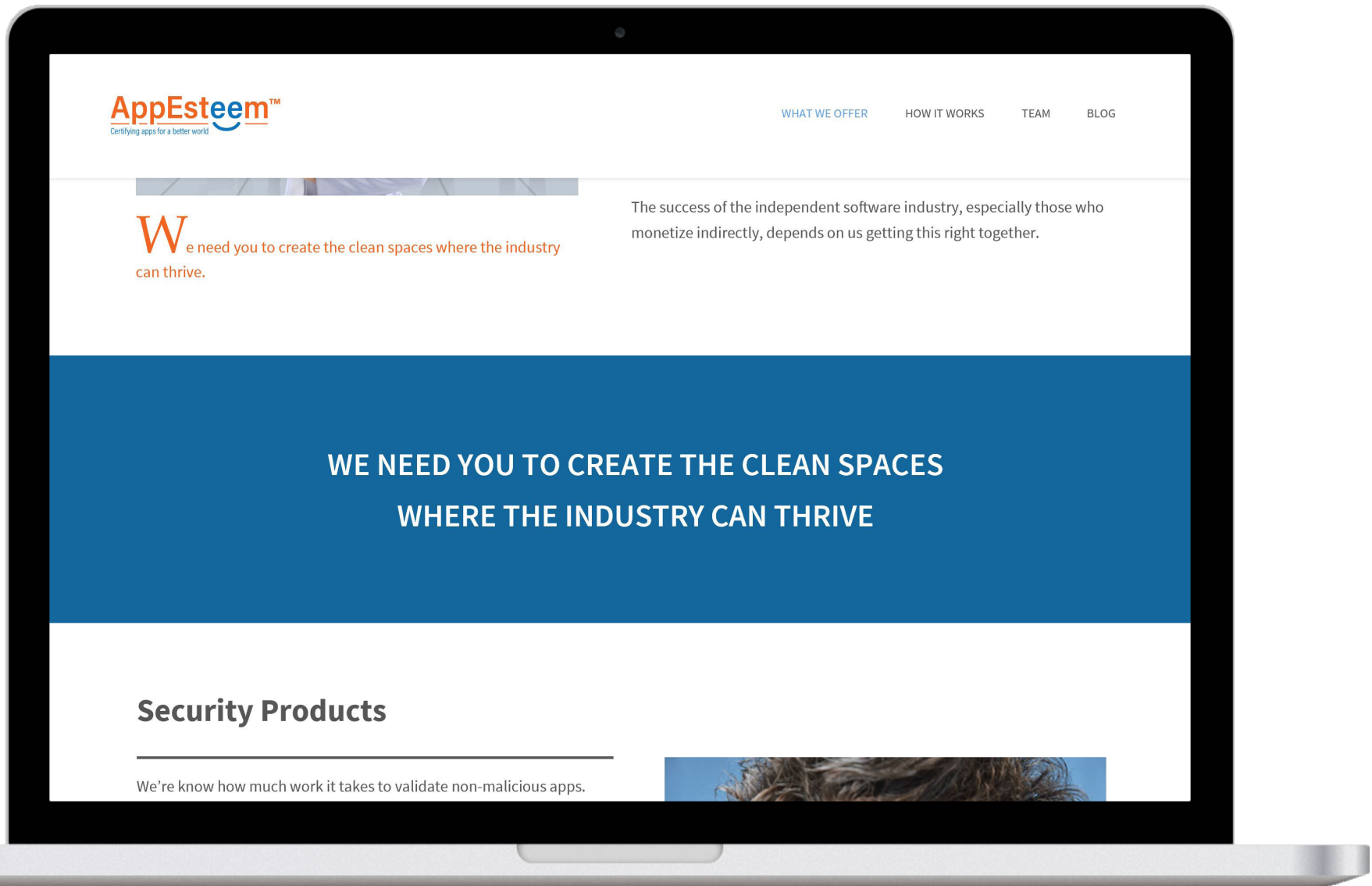
**W**e need you to create the clean spaces where the industry can thrive.

## Installers

If you're an installer, you need to defend your brand against advertisers who are only out for the quick buck or only too willing to hijack your customer. You've been waiting for the Clean Software Alliance to get serious with enforcement before this industry completes its race to the bottom.

AppEsteem is here to help. We'll certify and seal your installer, then once the customer installs, we'll enforce your distribution rules, and monitor the behavior of all the apps you're responsible for. And we'll work with the browsers, download sites, and AV companies to make it harder to get non-sealed software on customer machines.

The success of the independent software industry, especially those who monetize indirectly, depends on us getting this right together.



**AppEsteem™**  
Certifying apps for a better world

[WHAT WE OFFER](#) [HOW IT WORKS](#) [TEAM](#) [BLOG](#)

**W**e need you to create the clean spaces where the industry can thrive.

The success of the independent software industry, especially those who monetize indirectly, depends on us getting this right together.

**WE NEED YOU TO CREATE THE CLEAN SPACES  
WHERE THE INDUSTRY CAN THRIVE**

## Security Products

We're know how much work it takes to validate non-malicious apps.



## Security Products

We're know how much work it takes to validate non-malicious apps. The automation channels don't really work well, so it's largely a manual task. Then when you write your detection, you have to be sure you're detecting the offending piece, otherwise you're risking a lawsuit.

You've been waiting for the Clean Software Alliance to help solve this for you. Now it's about to happen. AppEsteem will not only seal the apps, but its self-regulating library will actually block bad distribution behavior. As a partner to AppEsteem who trusts sealed apps, you'll be able to set your own thresholds for what you will allow. And you'll have access to our app intelligence: who's the company behind each piece of software, how they're related, and where they're installed.



**A**s an AppEsteem partner who trusts sealed apps, you'll be able to set your own thresholds for what you will allow.

HOW IT WORKS



## HOW IT WORKS



### Build your app

- ✓ Register your company and your product at AppEsteem
- ✓ Link your app with SRCL (pronounced "circle"), AppEsteem's self-regulating client library
- ✓ Use our portal to see free telemetry and analysis



### Seal your app

- ✓ Get your company validated that you're using best practices to stay clean
- ✓ Submit your app for certification, and provide your distribution rules
- ✓ Your sealed app can be distributed by you and only the installers that you authorize
- ✓ Registered security companies and platforms can monitor any sealed app's behavior





## LEADERSHIP TEAM

AppEsteem was founded by seasoned security leaders who got tired of watching the independent software industry get hijacked by bad guys.



**Dennis Batchelder** runs things at AppEsteem. He spent eight years at Microsoft, leading their antimalware efforts and strategy through products, services, and partnerships. Before Microsoft, Dennis ran the threat and security information management product lines as an SVP of Computer Associates, which he joined after founding, running, and selling them a network security product company. He's got a business and computer science degree, and he's the author of the Soul Identity series of novels.



**Hong Jia** oversees our analysis and monitoring teams. She's one of the founders of ThreatBook Labs, where she also runs their research and response teams. She worked for fifteen years at Microsoft, where she led the antimalware research labs in the US, Canada, and China and drove the relationships between Microsoft's antimalware teams and the China security companies. Hong's got a Masters in EE from Tsinghua University, China.

