

PEAK OUTSOURCING

Brand redesign & UI system

Three creative routes. One scalable brand foundation.

PORTFOLIO CASE STUDY

A complete identity, not just a logo

The exploration connects strategy, expression and digital behavior across three fully developed visual directions.

01

Warm clarity

Optimistic, fluid and approachable.

02

Editorial energy

Expressive, crafted and distinctive.

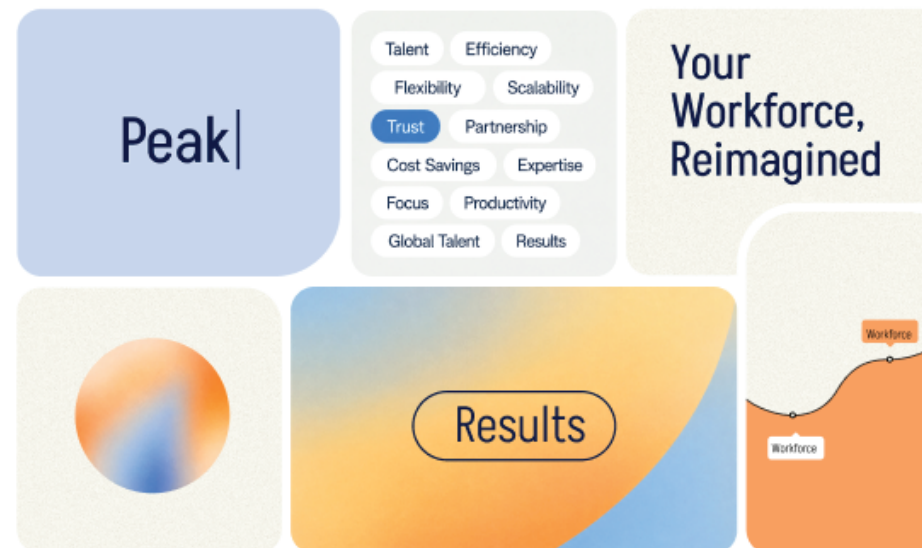
03

Focused momentum

Premium, structured and confident.

Direction 01 — Warm clarity

A welcoming system built with soft gradients, rounded shapes and human illustration.



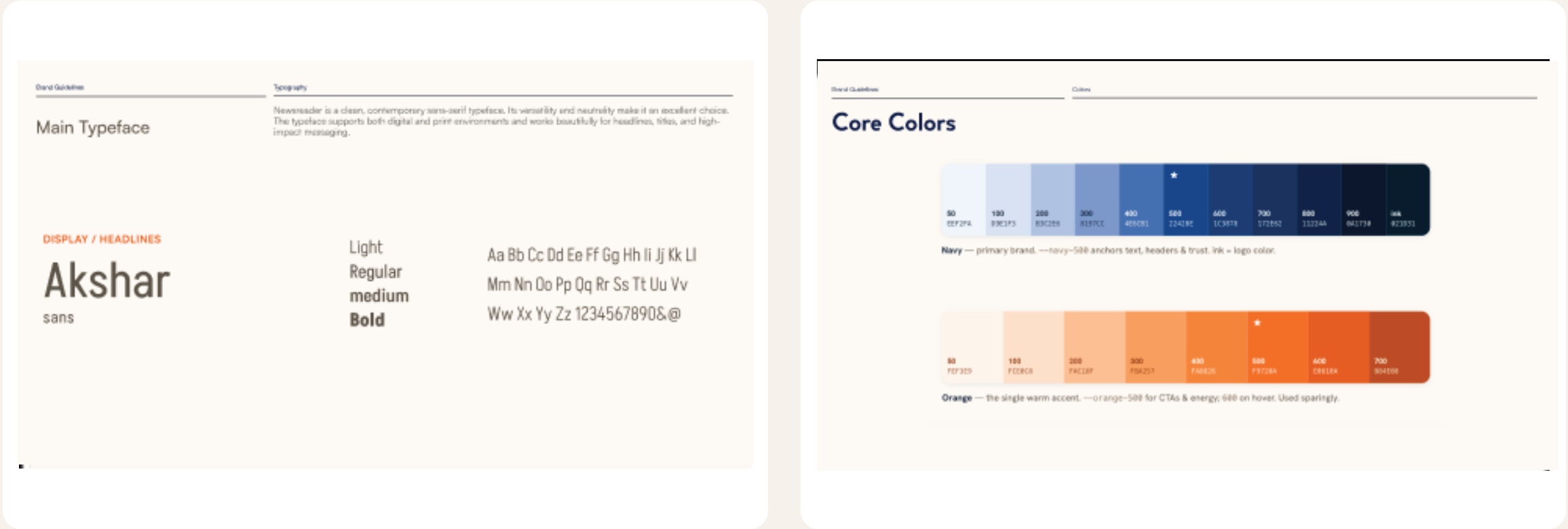
Logo discipline

Primary, minimum-size and alternate-use rules preserve recognition across contexts.



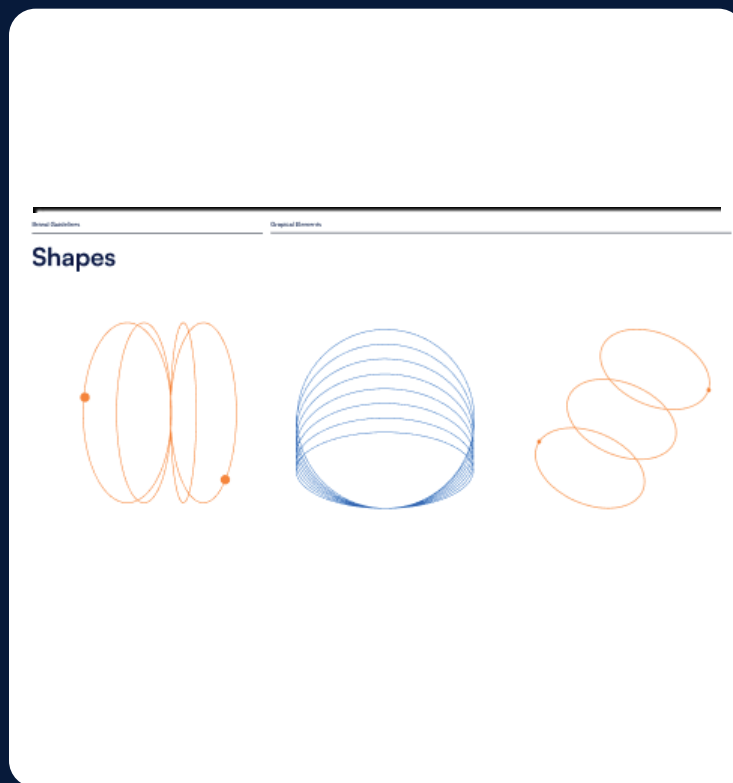
Color and typography

Akshar and Roboto create an approachable voice; blue and orange balance trust with energy.



Expressive elements

Gradient fields, line structures and illustration expand the identity beyond the mark.

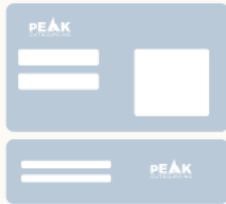


Digital application

Layout, browser treatment and buttons translate the brand into repeatable interface choices.

Layout

Landscape
Our default option would be to place our logo on top of layout. Preferably on the left.

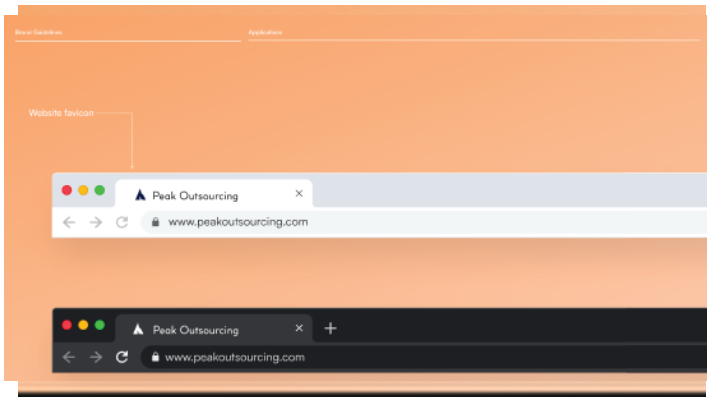


Landscape wide
Working with extra wide landscape layouts? We prefer to place our logo to the right, horizontally centered.



Square
Our default option would be to place our logo at top of layout. Preferably on the left.

Portrait
If your content is vertically centered in a portrait frame, we prefer our logo to also be vertically centered at the top.



Buttons

test
Build your team → Talk to an expert See how it works Learn more →

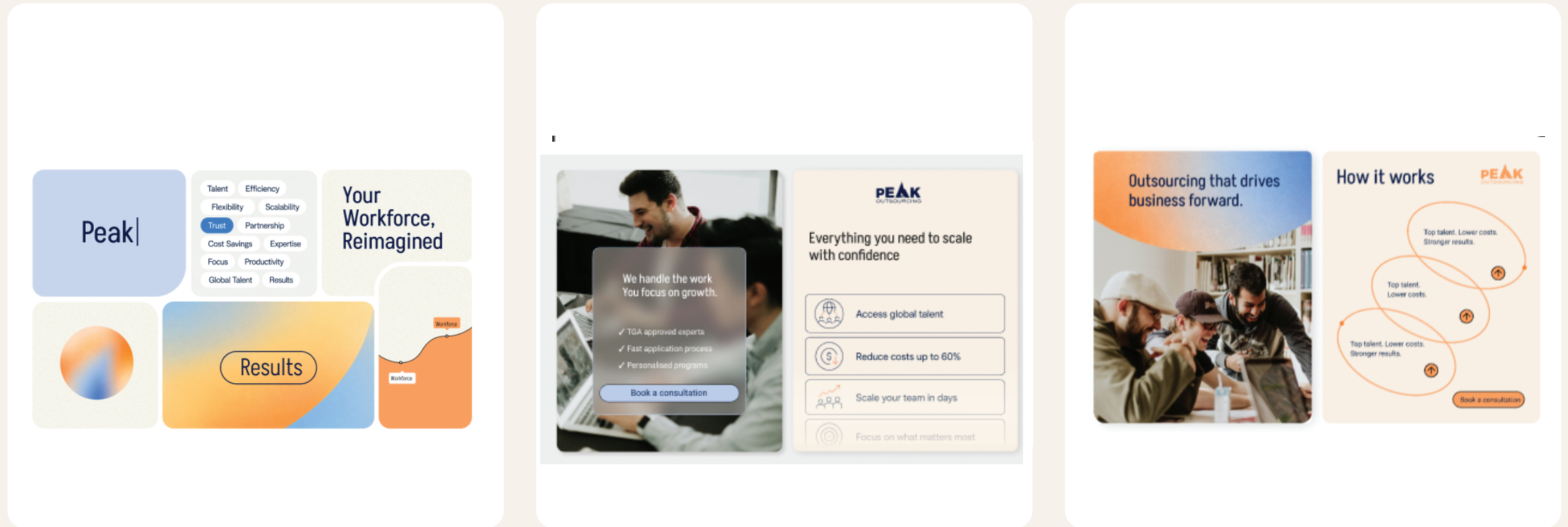
header
Build your team → Talk to an expert See how it works

filter / category chips
All services Customer Support Billing IT Support Healthcare

status badges
Live team Onboarding SOC 2 New

Campaign language

Flexible cards and content modules support product, employer brand and social storytelling.



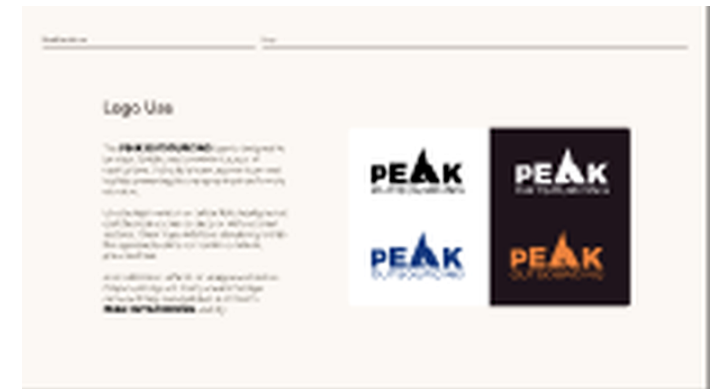
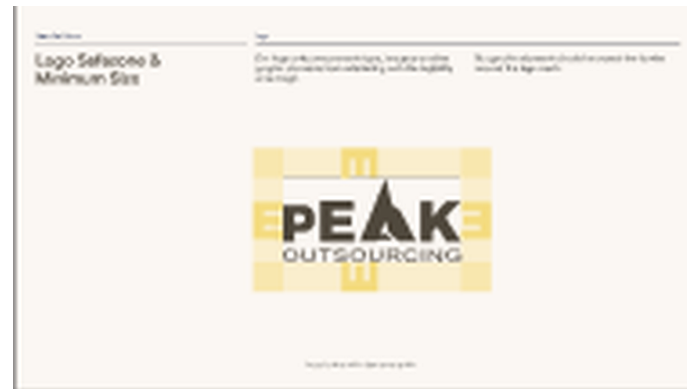
Direction 02 — Editorial energy

A tactile visual territory where grain, editorial type and organic forms create distinction.



A more expressive voice

The wordmark stays stable while texture and composition make the system feel crafted.



Texture as identity

Grain gradients and generative shapes create recognizable atmosphere without relying on photography.

Grain Gradient

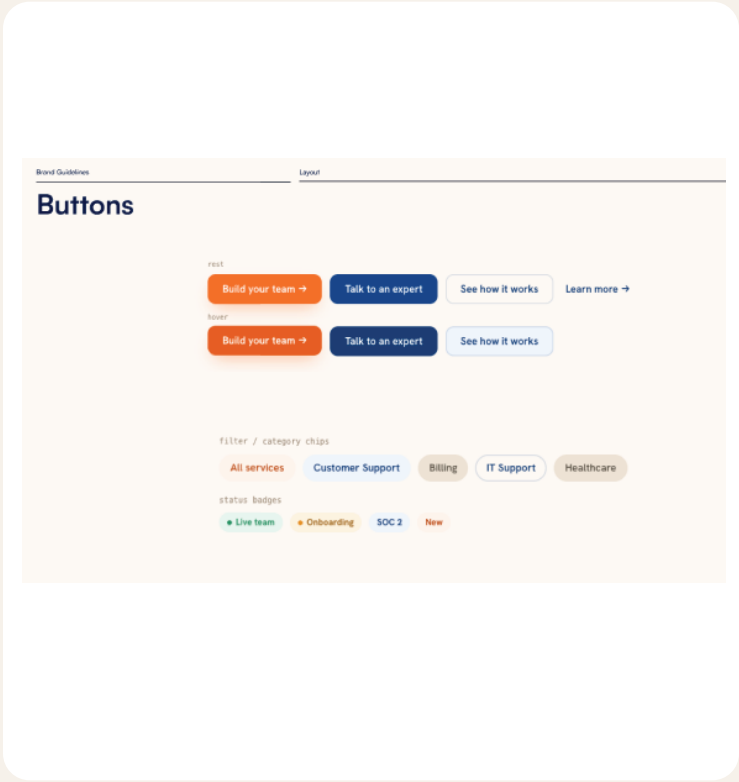
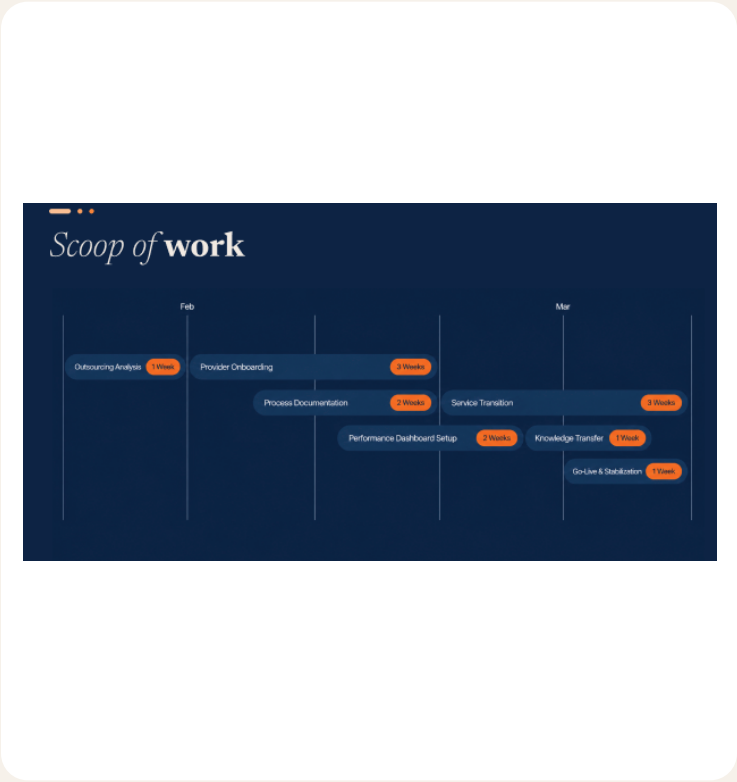
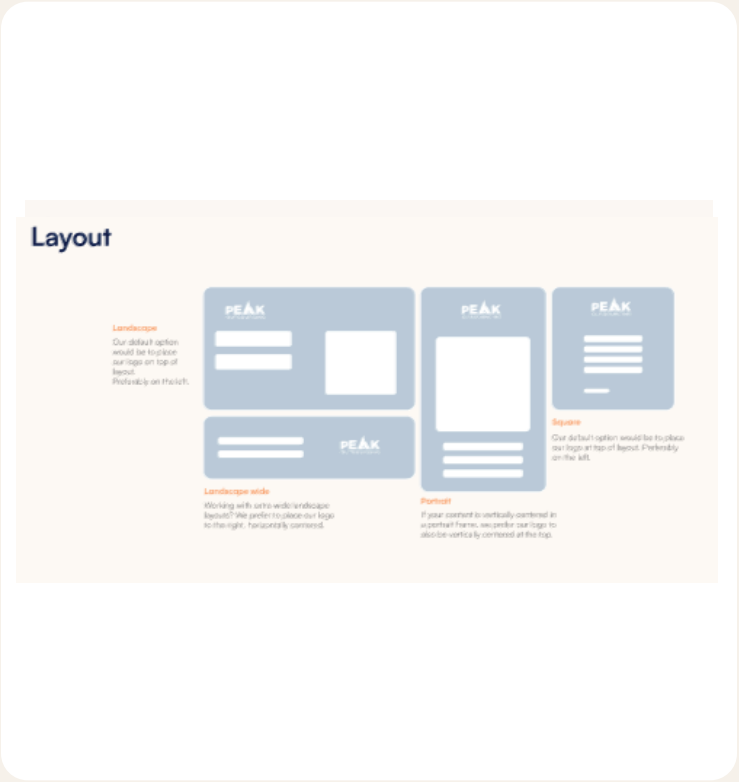


Shapes



UI with personality

The expressive system remains usable through clear layouts, buttons and compact components.



A flexible design language

The route scales from compact interface modules to branded narratives and timelines.

