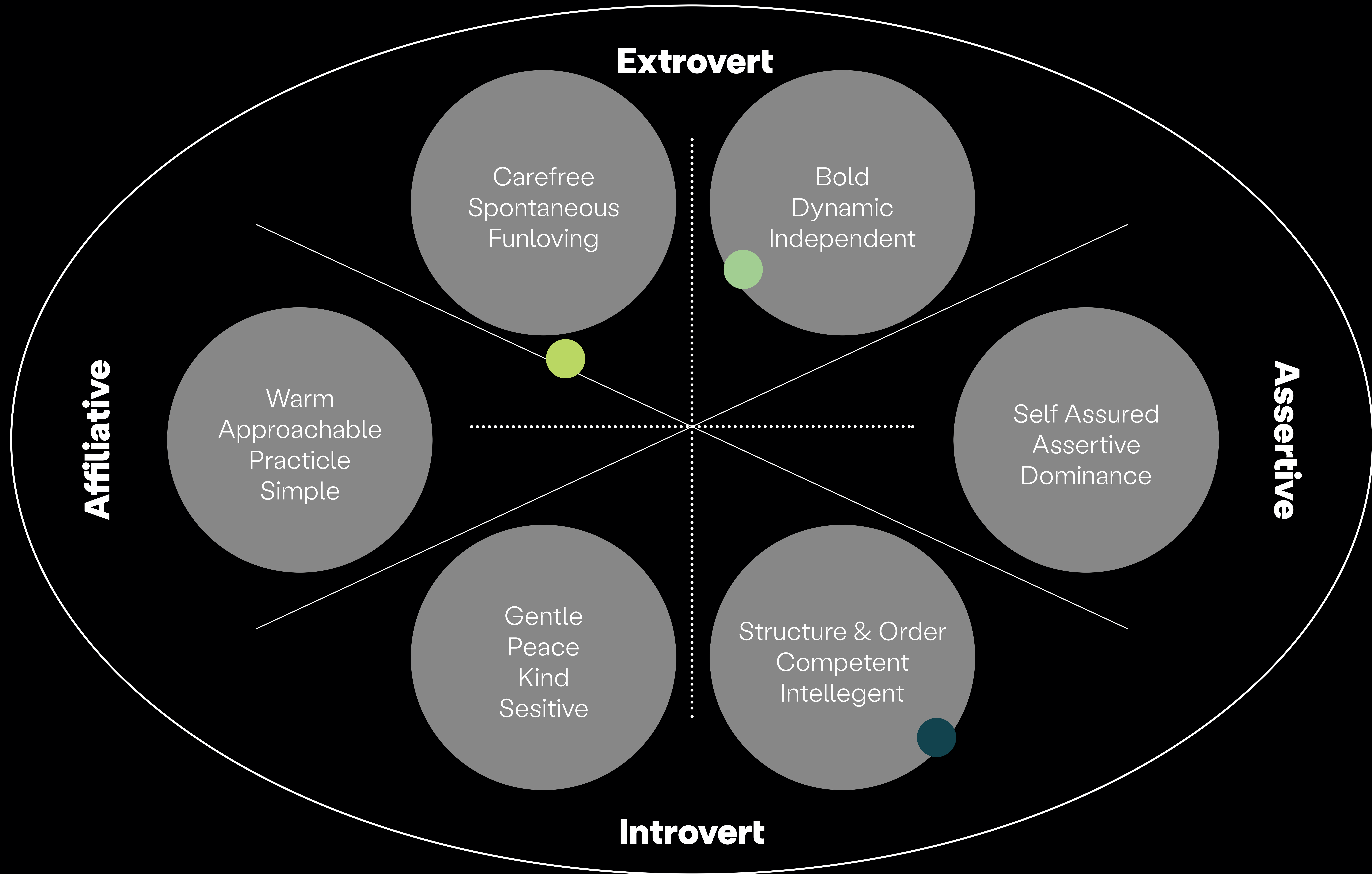


The Overview Effect



The Balance

Competent
Innovative
Expert

Dynamic
Young
Uncomplicated

Sustainability
Focused

The Feeling

The genesis of the overview effect lies in an awakening—an acknowledgment that action was imperative. It's a recognition that true transformation can only emerge from gazing upon Earth from the boundless expanse of space, from a perspective of profound detachment. This perspective births a profound urgency for change.

Our branding endeavors to encapsulate this ethos: that a complete vantage point and thorough oversight pave the path for expert solutions that are unequivocally dedicated to the greater good—100% committed. We embody competence and expertise while fostering innovation through a personalized approach, ensuring our solutions remain both effective and transformative.

The Feeling

Moreover, the company aspires to cultivate an image of vibrancy, dynamism, and cohesion. We aim to be a collective that sustainability experts are eager to join, while maintaining a strong connection to our customers' imperative for competence and expert solutions.

A complete perspective

Taking into account the comprehensive perspective, our branding adopts a scientific approach, drawing parallels between the grandeur of space and the intricate details of nature at a microscopic level. Just as gazing at Earth from afar elicits a profound sense of interconnectedness, so too does zooming in and scrutinizing problems under the microscope. By delving deep into the minutiae, we aim to uncover the most effective solutions.

Concept 1

A classic sustainability color palette to underscore the company's unwavering commitment to sustainability.

A serene logo that exhales, reminiscent of gazing at the Earth from afar, evoking a sense of calm.

A symbol embodying not just an aerial perspective, but also the holistic and comprehensive nature of the solutions offered.

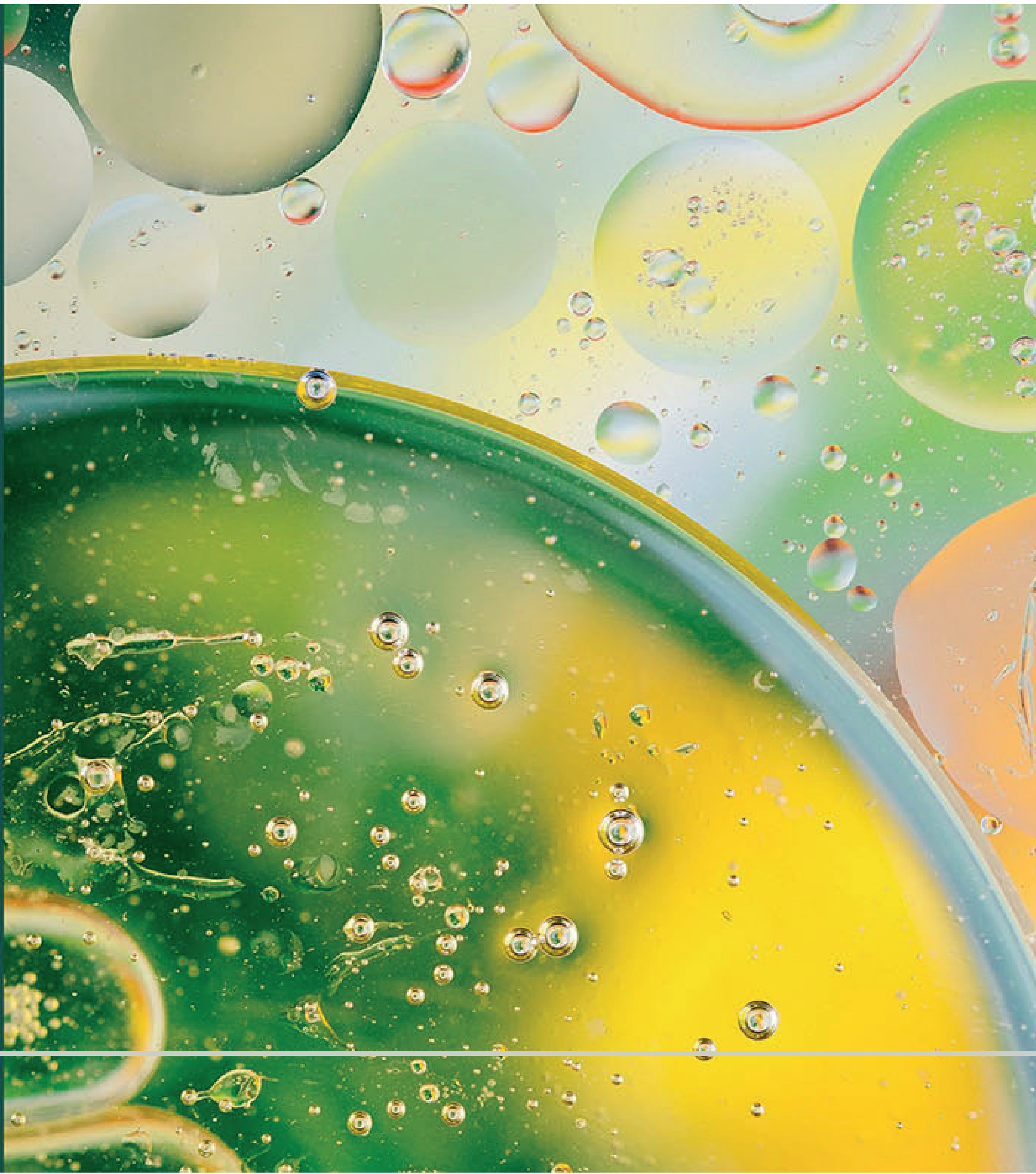
A dynamic font or typeface, symbolizing the transformative power of the overview effect: Change.





The power to change your tomorrow, today.

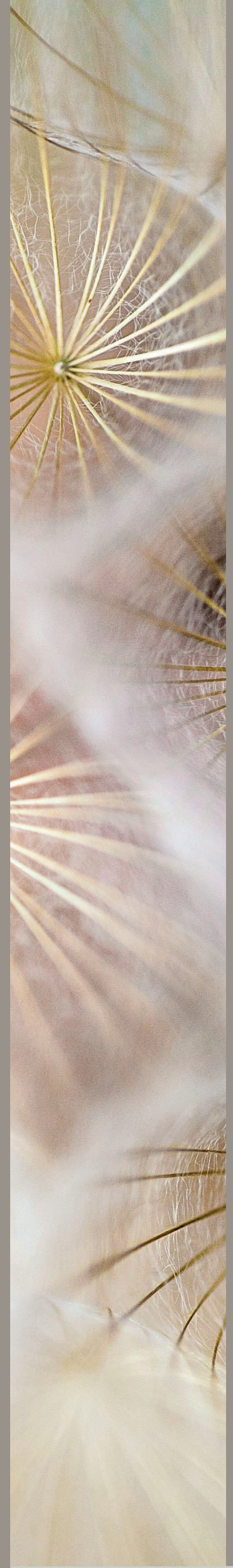
Prosper was founded on the idea that our fate, like our epigenetic, is changeable. To help us know where we stand in our health journey and to offer the ability to measure the impact of our everyday choices and know, with certainty, where our health is headed.



THEOVERVIEWEFFECT



THEOVERVIEWEFFECT

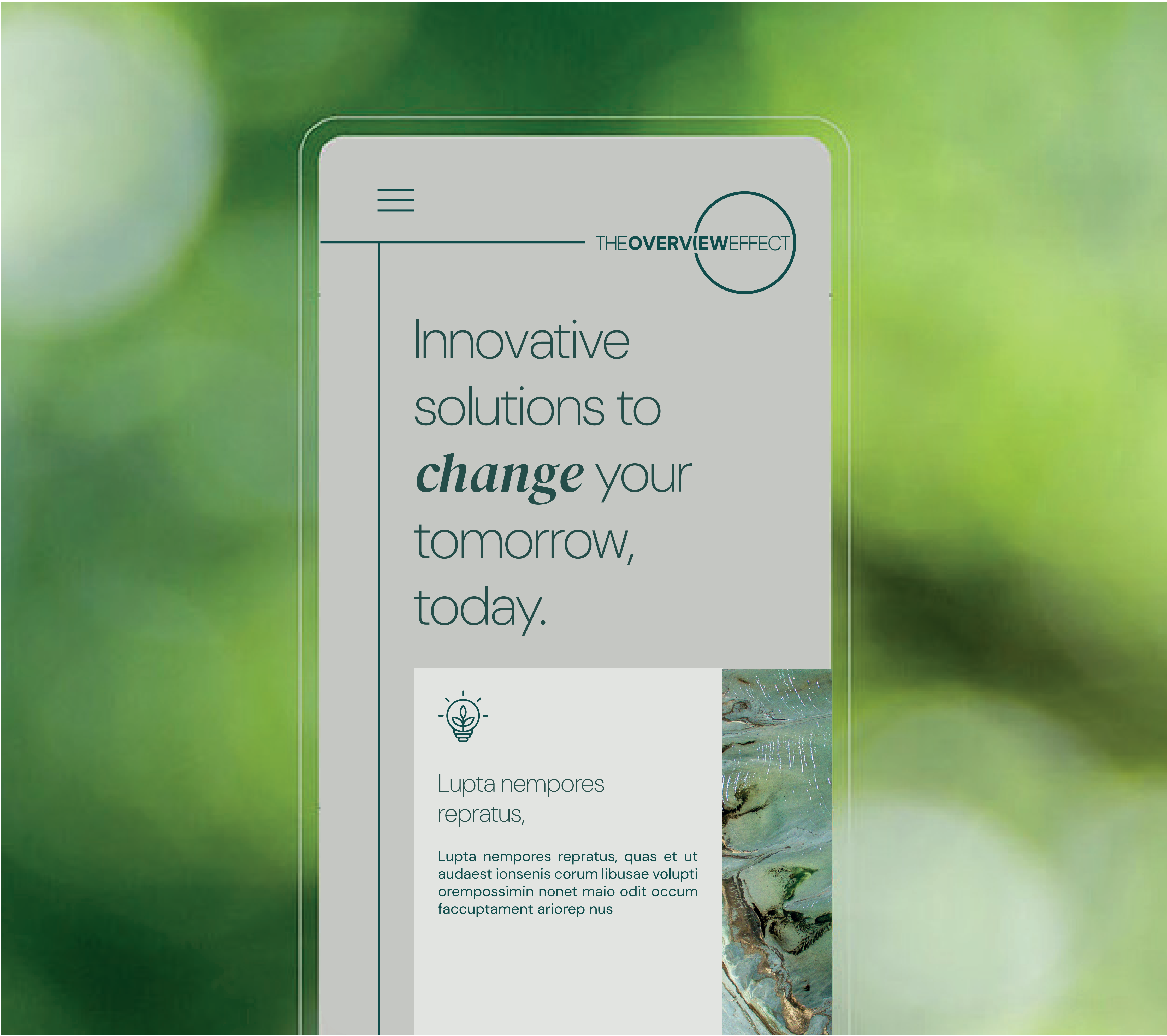


Innovative solutions to *change* your tomorrow, today.

THEOVERVIEWEFFECT



THEOVERVIEWEFFECT





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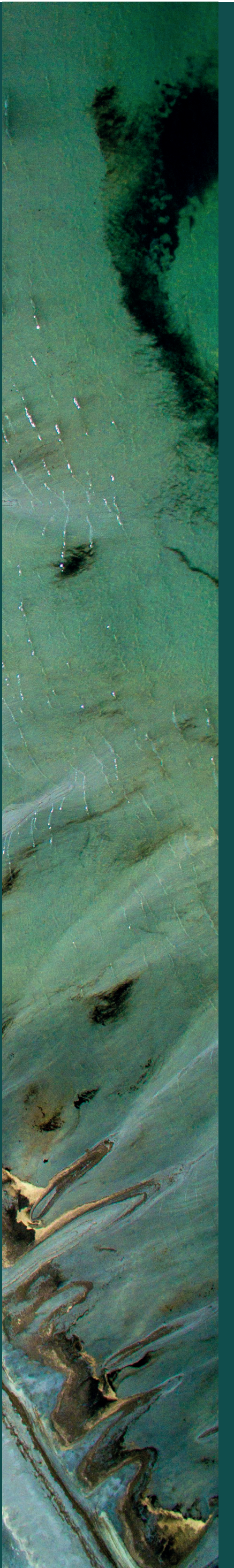
Innovative solutions to *change* your tomorrow, today.



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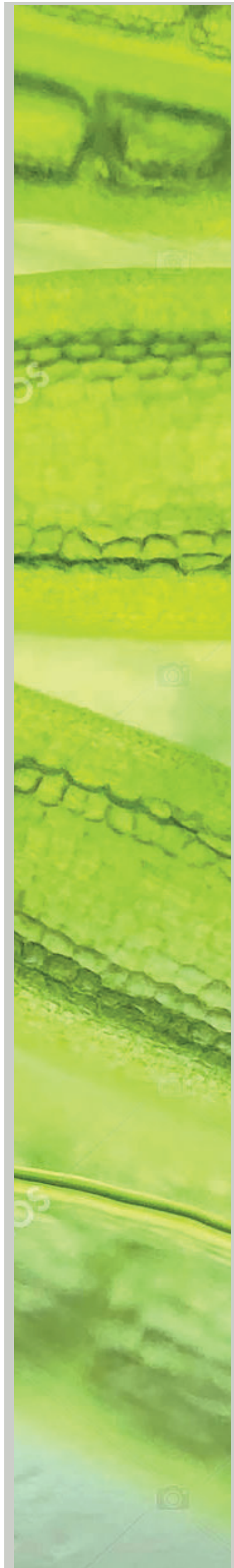


Sustainability simplified: *expert* advice, executed *simply*

THEOVERVIEWEFFECT



THEOVERVIEWEFFECT



Guiding businesses towards *sustainability* compliance

THEOVERVIEWEFFECT

Concept 2

An adventurous and lively approach, presenting a revitalized vision for a sustainability-centric brand.

A logo that captures both an aerial perspective and the passage of time, akin to an hourglass, or symbolizing our team's expertise.

Vibrant, electric colors that exude boldness, independence, and dynamism, while staying true to the overarching theme.

Introducing an unconventional hue: setting you apart in the market and reminiscent of the nighttime sky. Symbolic of sagacious creativity, leadership, comfort, and ambition. This hue is often employed in branding to ignite innovative thought.

The
Overview
Effect

THE **X**OVERVIEW EFFECT
THE **O**VERVIEW EFFECT



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Committed experts,
that believe in
simple execution



Meet **Andy**

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Concept 3

The timeless method

A logo symbolizing the unity of two partners, embodied by the fusion of the letters 'O' and 'E'.

Colors reminiscent of water, earth, and sky, with a classic yet vibrant and intense tone, reflecting the brand's bold, independent, and dynamic stance.

Introducing a gradient mirroring the Earth's distant view, while also signifying the collaboration of multiple entities towards a unified solution.



the
overview
effect





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