FuseTwo

BRAND IDENTITY · CASE STUDY

Brand & Website in 30 Days.

Building an entire brand from a blank page to a launched website — in a single month.

DISCIPLINE	TIMELINE	YEAR
Brand & Web Design	30 Days	2026

01 — THE CHALLENGE

I was tasked with creating an entirely new brand — from a blank page to a launched website — in a single month.

Within that window, I needed to develop logo options with color pairings, secure stakeholder approval, and then build out a complete, multi-page website — all while accounting for the fact that every design file had to reach the development team *before* the month was out. There was no room for a linear, wait-and-see process: approval, design, and handoff had to overlap and keep moving.

The real challenge wasn't any single deliverable — it was **compressing a process that normally takes a quarter into four weeks without sacrificing quality or brand cohesion.** Every decision had to be right the first time, every approval had to come fast, and the entire system — logo, color, type, photography, UI, and developer-ready files — had to hold together as one considered brand. (And yes, a lot of coffee was involved.)

02 — THE SOLUTION

The key to hitting the deadline was **front-loading the thinking before the clock even started.** While the company name was still being finalized, I was already deep in ideation and research — studying the partner-marketing space, competitor positioning, and the visual territory the brand could own. The moment the name was approved, I didn't start from zero; I went straight into design mode with a clear point of view already formed.

From there, I ran a **parallel, approval-as-you-go workflow** instead of a linear one:

- I brought stakeholders a focused, decision-ready set of logo options with color pairings — not an overwhelming spread — reaching an approved direction in **under a week.**
- Once the identity was locked, I built the website **page by page** — sending each completed page for approval, making final edits, and handing it to developers before moving to the next, so build and design happened concurrently.
- I **built a brand system as I went** — color tokens, a type scale, reusable UI components, and clear rules — so every page was assembled from consistent, pre-decided parts rather than designed in isolation.

The result was a workflow with **no idle time**: stakeholders were always reviewing, developers were always building, and I was always designing. That overlap is what made a month possible.

03 — ART DIRECTION

The brand needed to feel **confident, modern, and energetic** — a challenger brand built for growing companies — while staying credible enough for a B2B platform. Every art-direction choice laddered up to that.

Color. A warm, high-energy palette led by Ignition Red and Fuse Orange — momentum and ignition, playing off the "Fuse" in the name — grounded by Carbon Black and Warm White, a deliberate break from the typical cool-blue SaaS look. Color roles were defined deliberately: Ignition Red for primary CTAs, Deep Rust for platform UI.

Ignition Red	Fuse Orange	Deep Rust	Carbon Black	Warm White
#FF2D00	#FF8C00	#782700	#0F0500	#F5F0EB

Typography. The entire system runs on Plus Jakarta Sans — a geometric sans with subtle humanist detailing. Confident at display sizes (headlines carry a signature red accent period), legible down to fine print. One typeface across the whole brand keeps every touchpoint cohesive.

Plus Jakarta Sans

Light 300 Medium 500 **Bold 700** **ExtraBold 800**

Photography & imagery. The visual language pairs warm, authentic lifestyle photography — real teams, natural light, candid energy — with an abstract **data-wave motif**: a flowing, dot-based particle wave in the brand's warm tones representing connection, movement, and the flow of partner data. The waves became the brand's signature graphic device, carried across web, tradeshow environments, and an animated intro loop. All imagery was art-directed to a consistent warm amber-on-dark treatment so photography and abstract elements felt like one family.

TOOLS

Figma · Adobe · Relume · AI — font & color pairing · AI — image prompts

Figma for design, prototyping, and developer handoff; Adobe for asset production; Relume for rapid site structuring. AI was used as an *accelerant* — font and color-pairing exploration and content-matched image prompts — letting me explore more directions faster during the tightest part of the timeline. Every final brand decision, token, and accessibility check ran through me as the designer.

04 — THE RESULT

I designed, approved, built, and launched a complete brand and website — in 30 days.

1 wk
Logo & color direction approved

30 days
Brand & site designed and launched

7+
Channels the system spans

- Logo options with color pairings designed and **approved within the first week**, leaving three weeks for the full website build.
- Using the page-by-page approval-and-handoff workflow, design, review, and development ran in parallel — **every completed page went to stakeholders, got final edits, and shipped to developers** while the next was already in progress.
- The brand and website **launched on schedule, within the month.**

Beyond hitting the deadline, the project delivered a **complete, scalable brand system** — not just a logo and a homepage, but a documented identity with defined color tokens, a type system, a reusable component library, developer handoff documentation, and a library of brand assets spanning digital, print, environmental (tradeshow), email, social, and motion.

The outcome proved that speed and craft aren't mutually exclusive when the process is built right. The brand didn't just launch fast — it launched coherent, consistent enough to extend across every channel that came after.