

First Flip



The blue and white FF identity

The colour exploration held the interlocking FF geometry constant while comparing forest/lime, blue/white and blue/lime. Blue/white was the selected working direction.

Familiarity can help a marketplace product feel approachable, while also creating associations with established social brands. That trade-off is a design question, not customer-validation evidence.

<https://getflipfirst.com>

DrawerSense



An existing mark in a product context

This example uses the existing DrawerSense symbol. Its surrounding story concerns camera-based last-seen object records, timestamps and supporting images.

A white matte in an image is different from a transparent image on a white page. Preserve the symbol; use a genuine alpha export or an intentional matching panel. No new logo or unsupported creation history is claimed here.

<https://drawersense.com>

Mechanistic Health



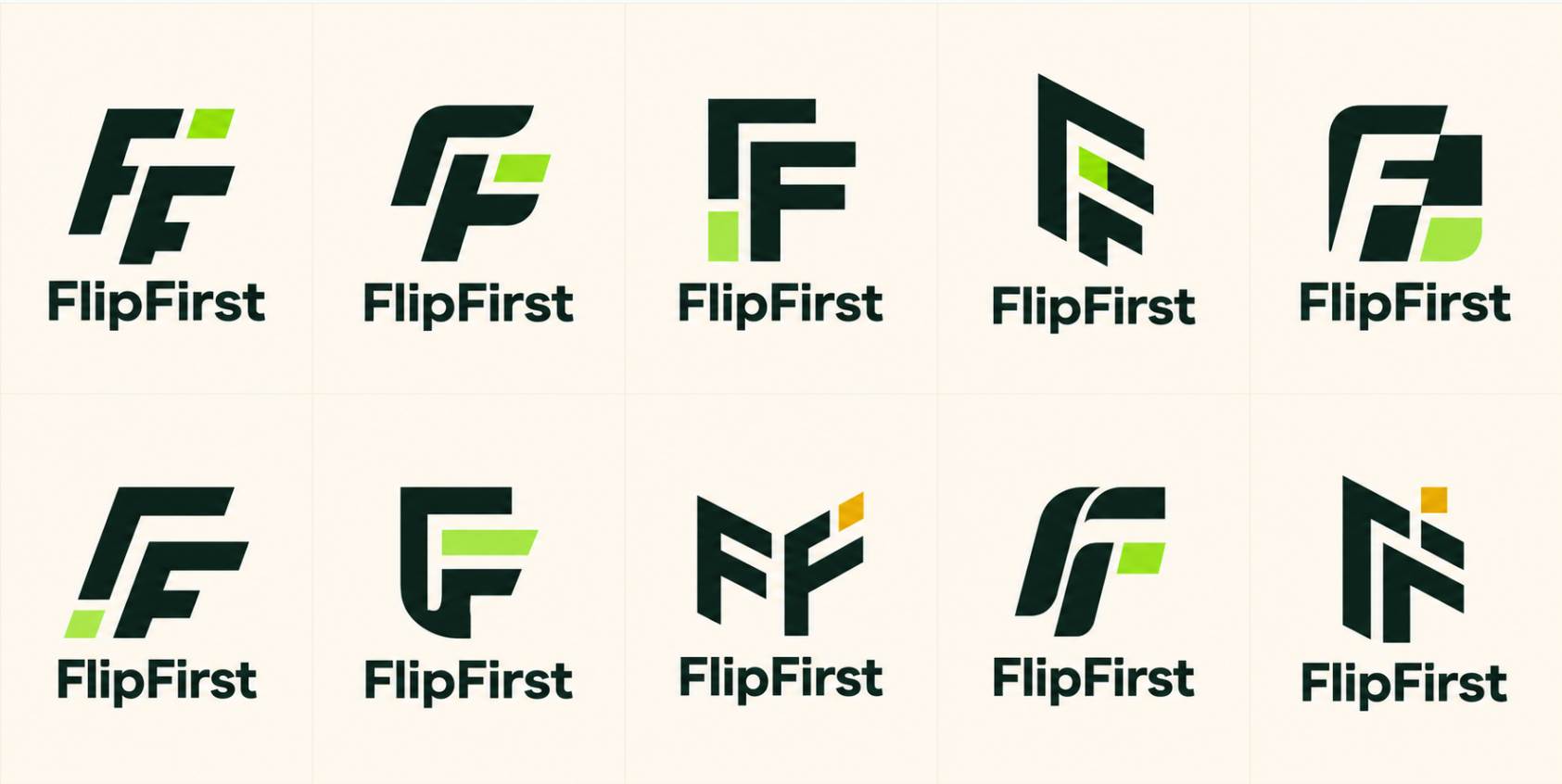
Preserve the original hexagon and M

The internal brand-system exploration retained the recognisable hexagon/M geometry and investigated restrained teal, clearer typography and small-size applications.

The work concerns coherence around an existing identity. Visual trust does not establish clinical performance, product readiness or customer outcomes. Internal product-name hypotheses are intentionally omitted.

<https://www.mechanistichealth.com>

First Flip: original concepts



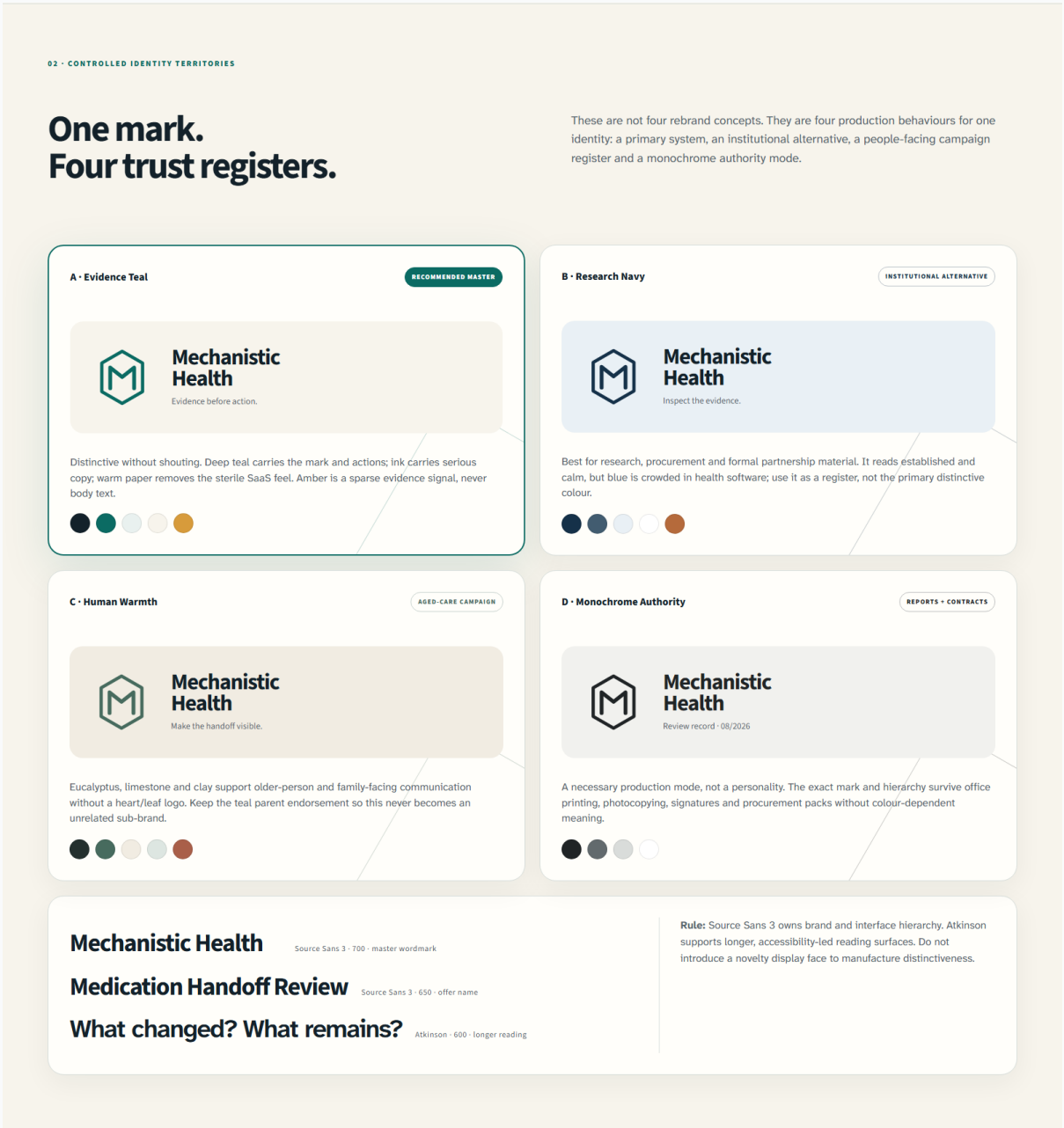
Earlier logo exploration under the FlipFirst name. These alternatives precede the selected blue and white direction.

DrawerSense: original board



Original brand sheet. Device screens, packaging and smart-home applications are design mockups, not shipped-product or integration evidence.

Mechanistic Health: exploration



Original August 2026 comparison sheet. Its recommendation labels belong to the exploration; they do not establish production adoption.