



NUDGE

BRAND DESIGN

June 2026

sbraficdesign

Nudge

THE NEW EVERNOTE'S NEW SATELLITE APP

Nudge is a mobile app that connects to your evernote notes, your calendar and your contacts. It reads across all of it, build a picture of your life over time and reaches out to you proactively. You never set a reminder. You never search for context. Nudge does that work quietly in the background and surfaces the right thing at the right moment.



Main Features

Daily Briefing

every morning, a short summary of what today looks like, built from your actual notes and calendar.

Predictive reminders

surfaces things you never explicitly tracked, inferred from what you already wrote or scheduled

Event memory

before a call or a meeting, Nudge tells you what you discussed last time and what topics may have been left open

Life nudges

reminds you to call the dentist you mentioned three weeks ago, follow up on the bill you noted but never paid, or check in on a friend you said you would reach out to

Main Advantages

- It works across every part of your life, not just work
- It gets smarter the more context it has, so the value builds over time
- It never acts on your behalf, so you stay in full control
- It feels like a very attentive friend who has read all your notes and remembers everything

What's a nudge?

A nudge is a behavioral strategy that, through small prompts, aims to positively influence people's choices. The term "nudge," meaning a **light push** is commonly translated in this context as a "**gentle push**."

It can also be defined as the **art of guiding people toward more sustainable choices without resorting to bans or obligations.**

Brand Direction

the best way to communicate this new product is to keep it within **Evernote's branding**.

First of all, for reasons of trust: users who rely on Evernote to manage their notes will be more inclined to trust a product related to it rather than something entirely new.

So I designed a brand identity that's consistent with the existing one, while creating a new logo proposal drawn from scratch.



“Elephant never forgets”

This is the meaning behind Evernote’s original logo.

Starting from the original logo to create a sort of sub-product that’s consistent with the initial macro-product seemed to me the most sensible choice.

Creative idea

I thought of a symbol that could act as an accessory for Evernote's iconic little elephant. And what's better than a ball to play with? ✨

Since the literal definition of a nudge is a light touch or a gentle push, this concept would be visually perfectly encapsulated by a ball.

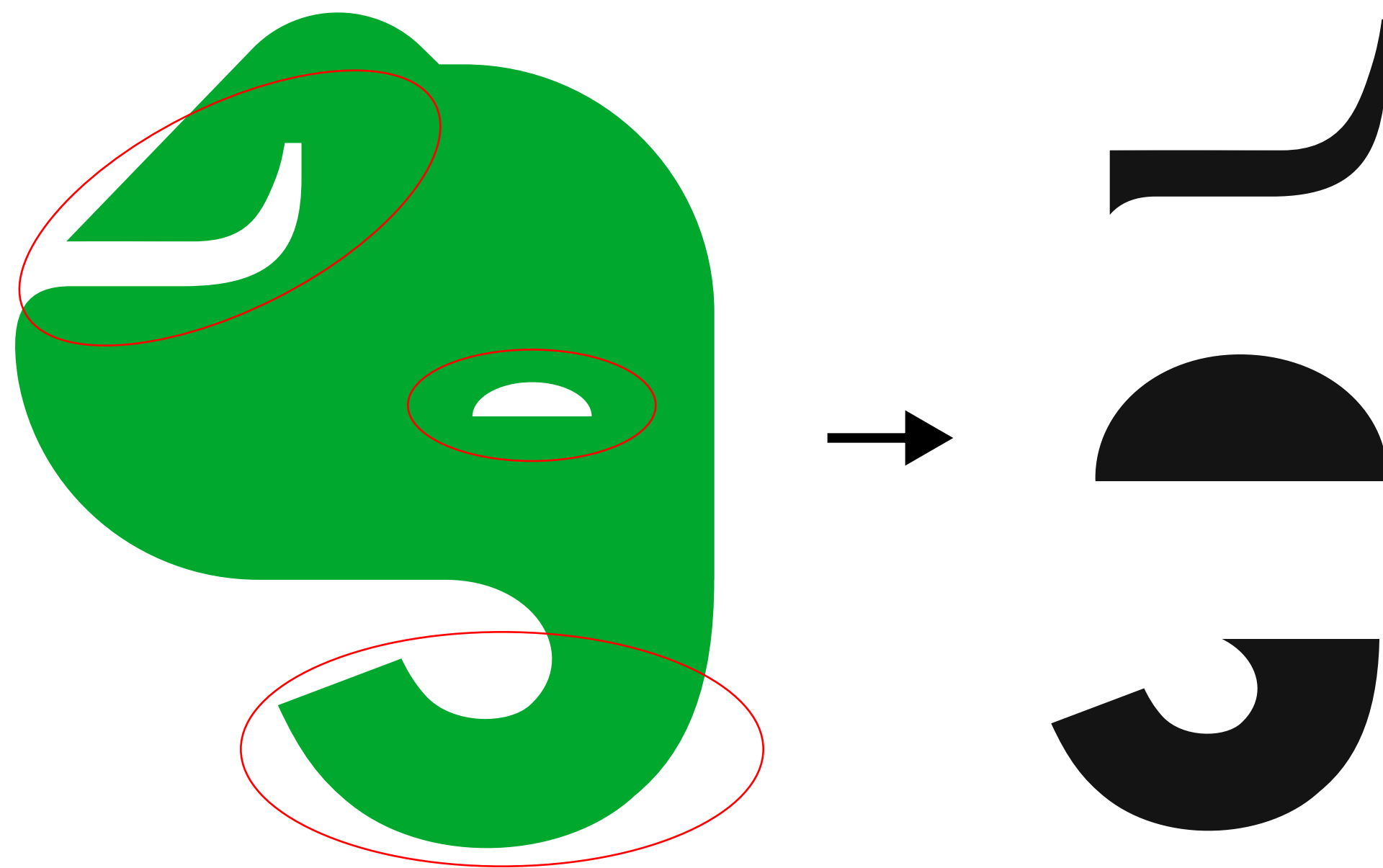
- **In physics**, a sphere represents potential energy waiting to be activated.
- **In design psychology**, it represents agility, friendliness, and momentum.

The ball acts as the elephant's dynamic accessory.

It is a lightweight, high-contrast element that breaks the heavy, static mass of the traditional Evernote branding, introducing a sense of playfulness and kinetic energy



Design Process



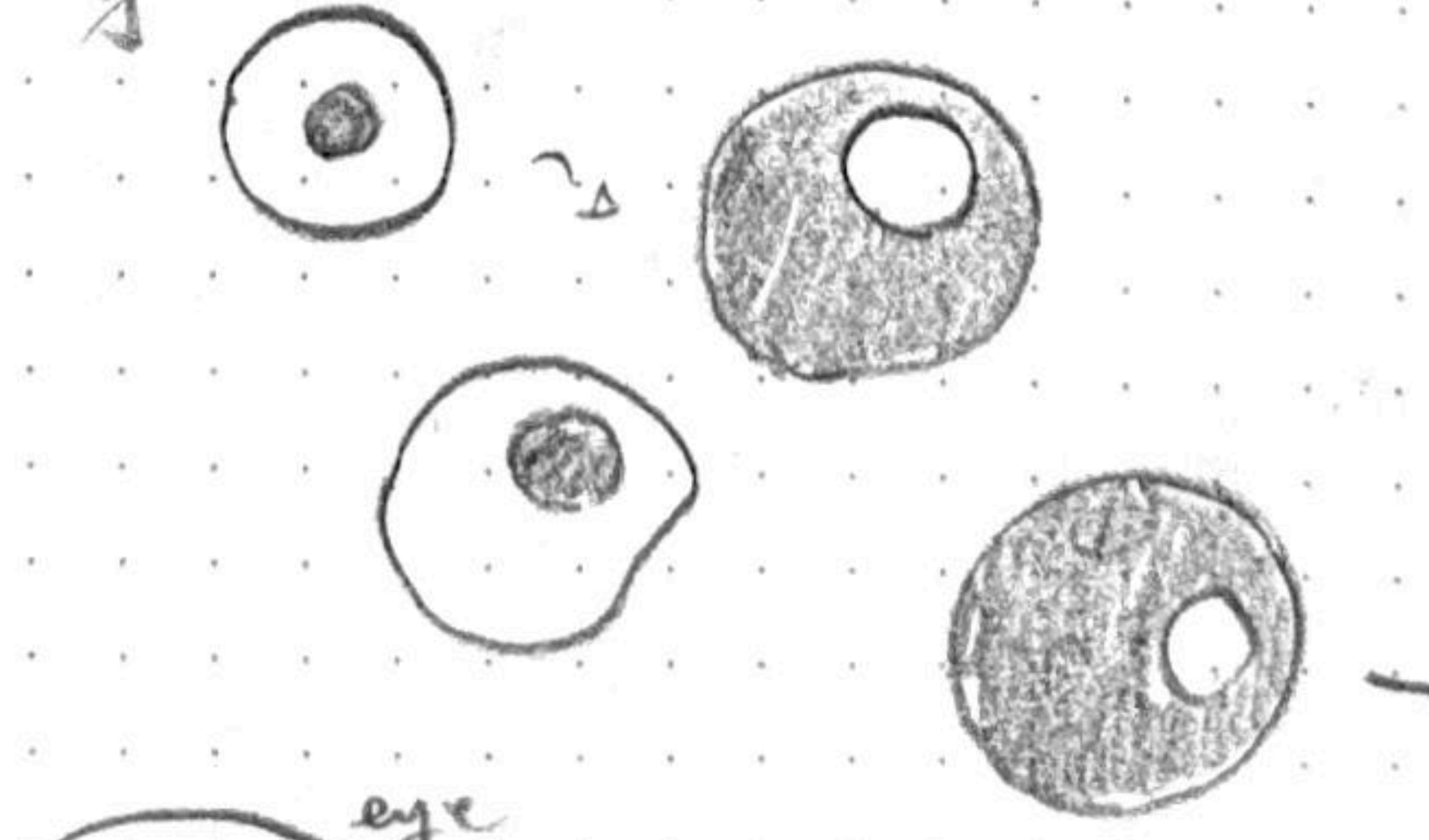
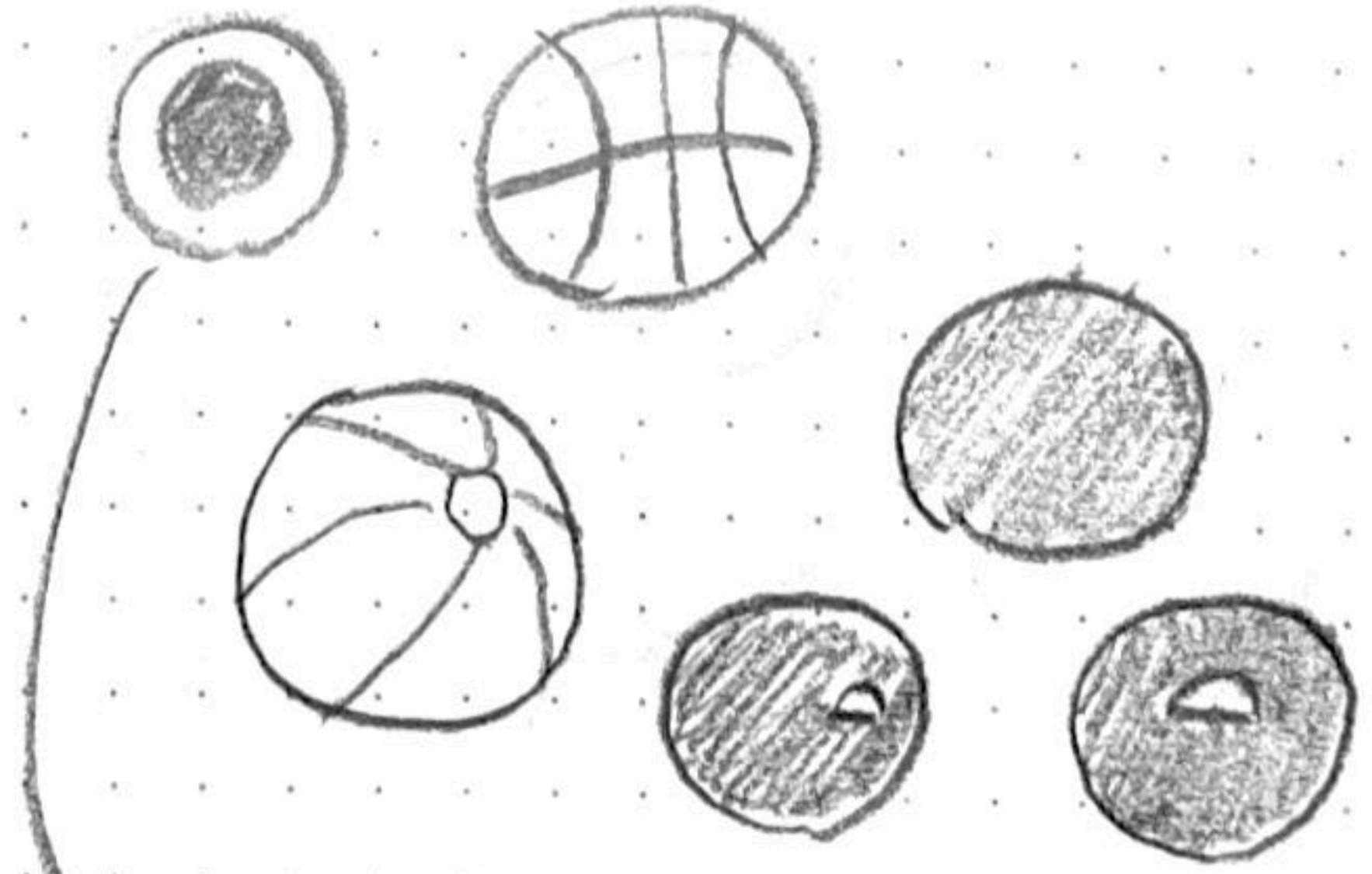
The creative process began by **deconstructing Evernote's iconic elephant logo**. By isolating its defining geometric components—the curve of the trunk, the silhouette of the ear, and the shape of the eye, i looked for a new narrative hidden within the existing brand assets. The goal was to pivot the brand story from "the elephant that never forgets" (static storage) to "the assistant that reminds you" (proactive action).



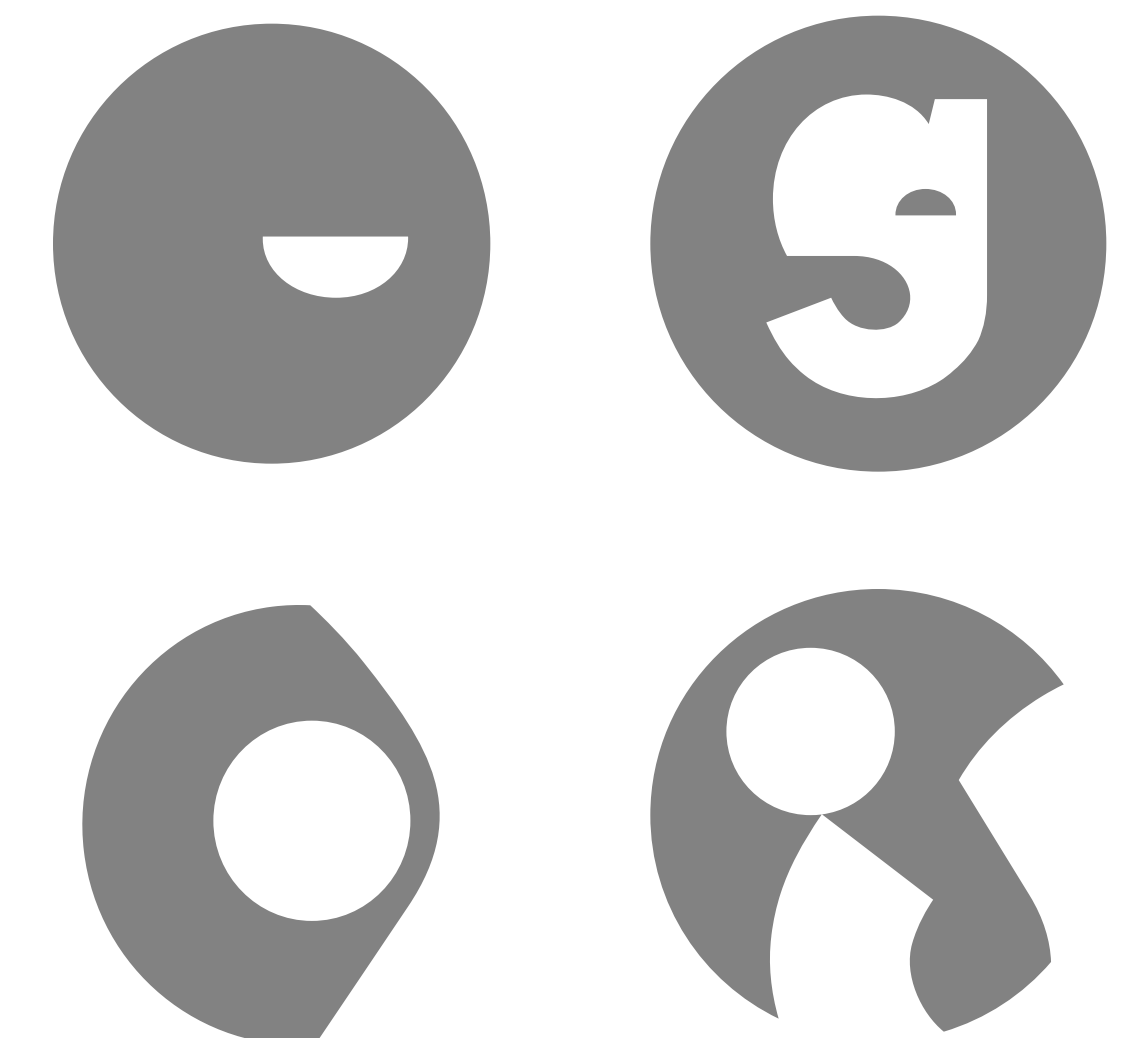
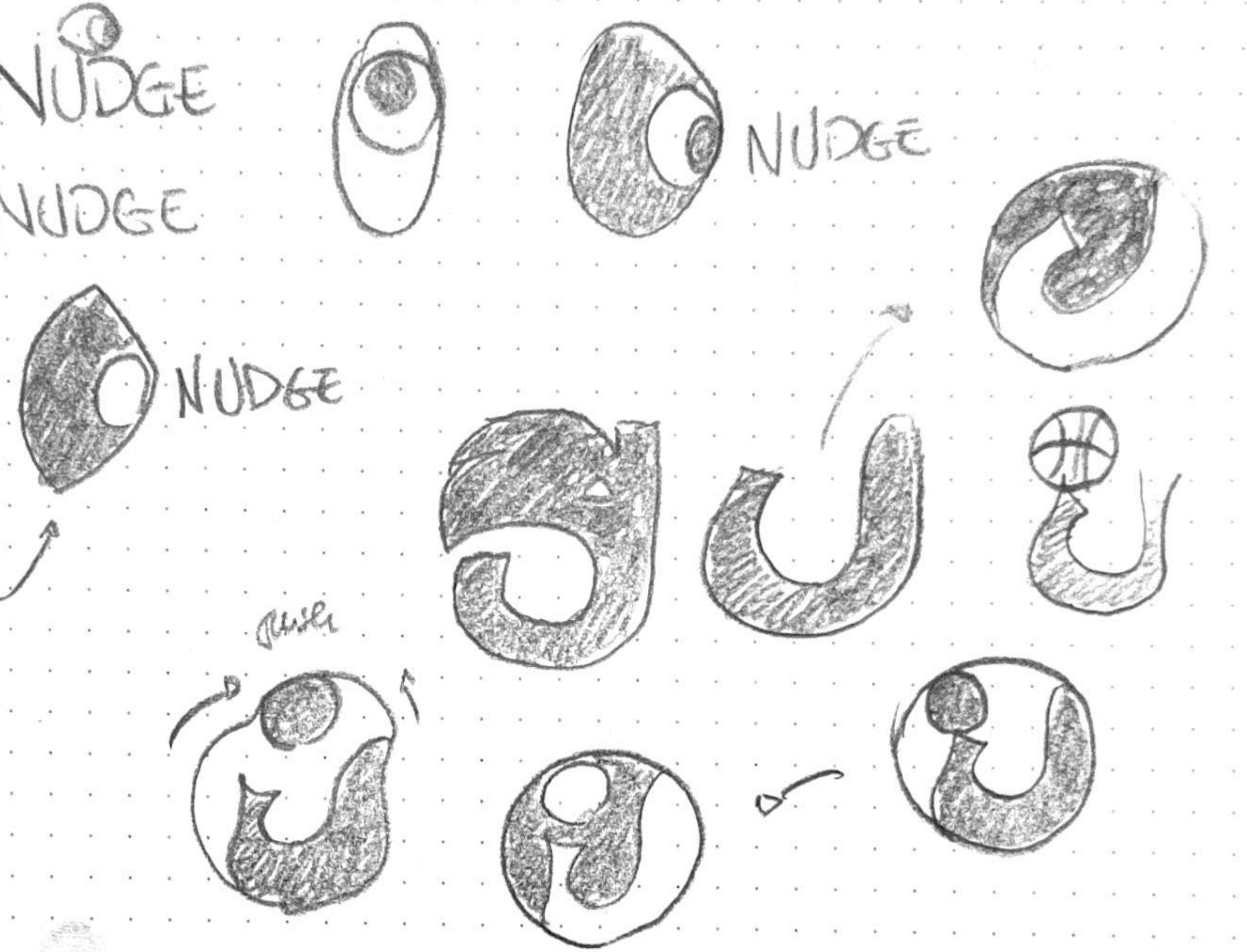
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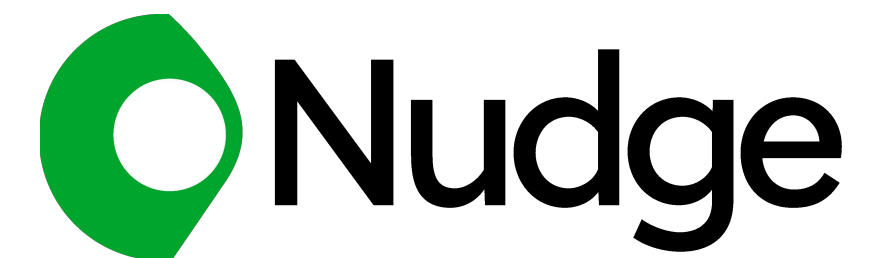
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stretch

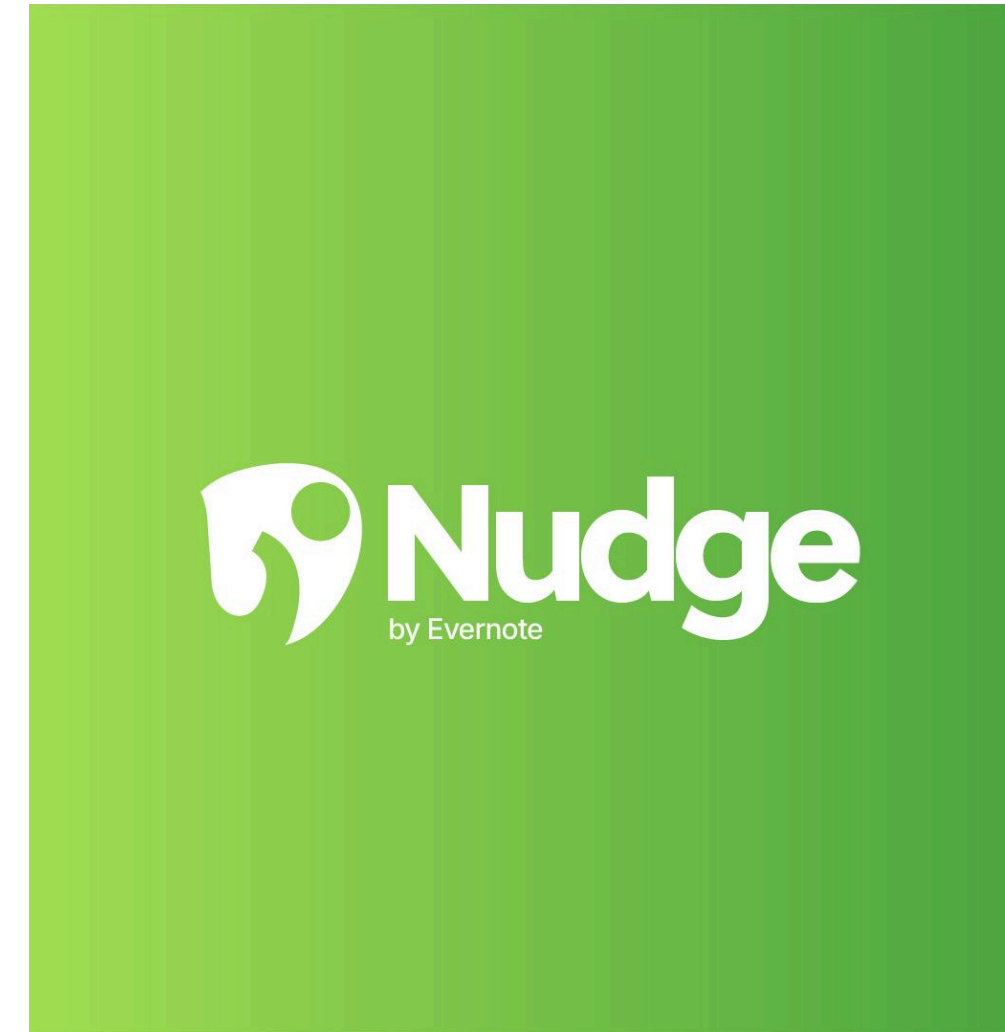


Proposals





Nudge
by Evernote



Soleil
 Abcdefghijklmnopqrstuvwxyz

Inter
 Abcdefghijklmnopqrstuvwxyz

Final Identity



The final logo uses the empty space in the middle to show the elephant's trunk playing with and throwing a ball. The ball pushes against the green area and changes its shape. This connects Evernote's classic look with Nudge's new style, making the ball look like a perfect accessory for the elephant.

The elephant playing with the ball shows exactly how Nudge works with Evernote. It represents a change from just saving notes to actually taking action. By showing the ball in motion, the logo explains Nudge's main goal: helping users move from saving things to getting things done. **It is a visual representation of a gentle push to take action.**



The design brings together two important values:

- **The Elephant:** Gives users a feeling of trust and safety, knowing their data is secure.
- **The Ball:** Represents energy, movement, and quick action.

Soleil
Abcdefghijklmnopqrstuvwxyz

Inter
Abcdefghijklmnopqrstuvwxyz

Trustworthy Lines: The soft, rounded lines of the fonts build trust and create a friendly, approachable feel.

Brand Consistency: This style stays close to the original Evernote typography, keeping a familiar and seamless connection for the user.

Colour Palette



The Electric Purple/Blue Gradient:

Purple represents intuition, calm intelligence, and the companion-like nature of the app. This gradient signals that Nudge is alive, lifestyle-oriented, and moving at the speed of the user's day. It prevents the brand from feeling purely corporate, making it relatable.



The Core Green Gradient:

A direct homage to Evernote's signature brand color, optimized into a fresh, vibrant, and modern gradient. This palette is used to re-engage existing Evernote power users, anchoring the tool in familiarity and professional reliability.

Launch

Targeting Existing Users: Our top priority is existing Evernote users. Since they already have plenty of notes saved, they can instantly experience all of Nudge's features without any setup time.

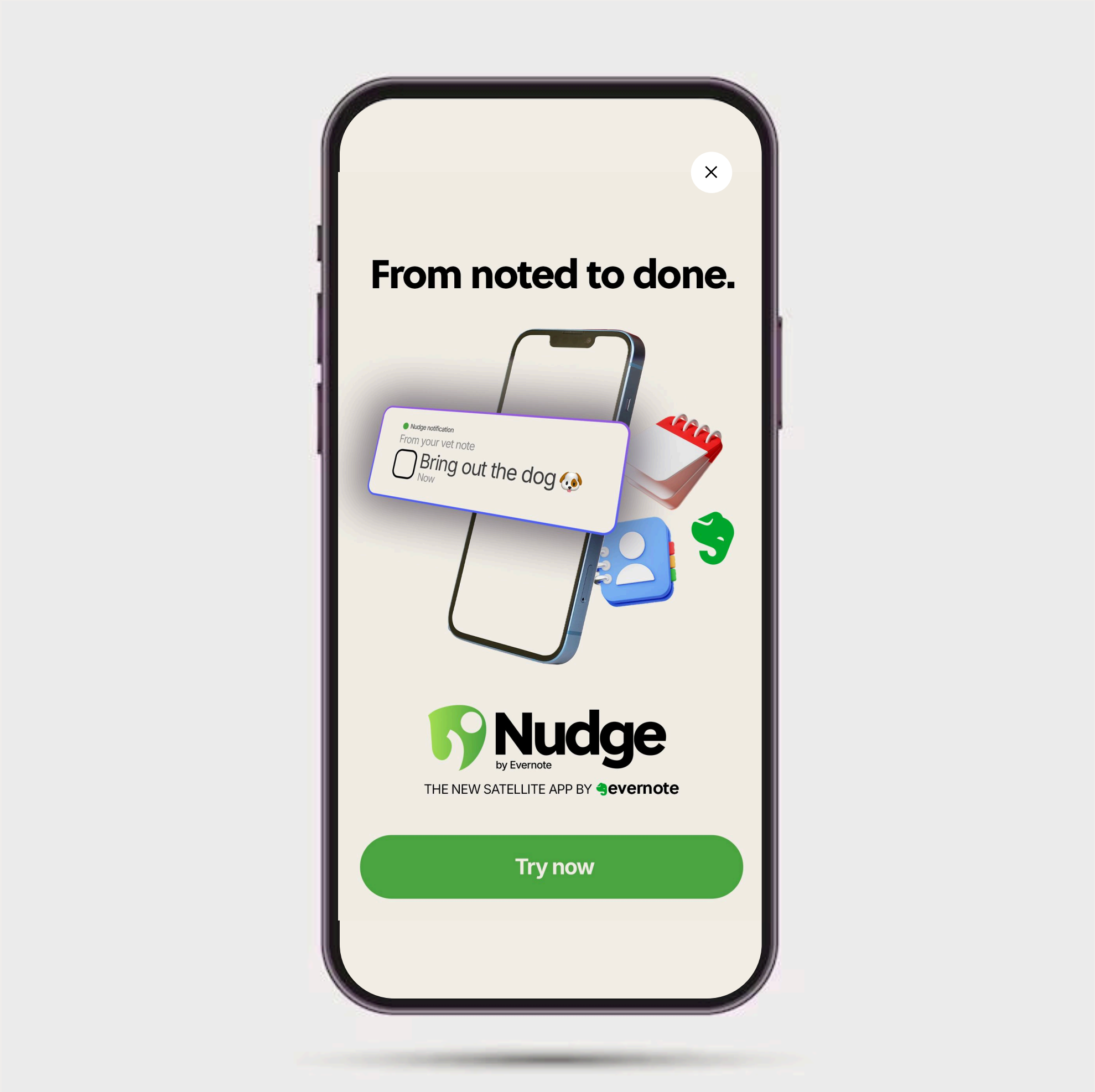
The Main Asset (In-App Banner): The absolute first priority is to create an in-app banner inside Evernote with a clear "Try Now" CTA. This directly invites our current community to download Nudge and immediately unlock the hidden value of their notes.

Consumer insight

My productivity dies in the gap between “I’ve written it down” and “I’m actually doing it.”

Creative idea

From noted to Done.



Campaign

**This is you when you've finally
done you're laundry.**



From noted to done.
With the new satellite app by Evernote



**This is you when you've finally
walked the dog.**



From noted to done.
With the new satellite app by Evernote



Thanks 😎

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