

# Design Brief: Logo and Mascot for container.mom

**Client/Project Name:** container.mom

**Industry:** SaaS / DevOps / Cloud Infrastructure

## Overview

container.mom is a software-as-a-service (SaaS) platform that dramatically simplifies the deployment and management of software containers (like Docker). Just as "mom used to make" evokes feelings of homemade quality and reliability, container.mom aims to bring that same warmth and dependability to developers deploying software infrastructure.

## Core Idea

We want a retro, cartoon-style mascot logo and associated character illustrations that focus on the "mom" aspect as the central branding identity. Think of a caring, competent, homey-yet-cool mom — someone who makes container deployments feel cozy, fast, and trustworthy. The design should feel nostalgic, yet clean and friendly, like classic mid-century product mascots.

## What are Containers? (for Context)

In software, a container packages up code and all its dependencies so the application runs quickly and reliably across computing environments. container.mom makes deploying these containers ridiculously easy – just like a mom who always knows how to get dinner on the table, no fuss.

## Design Deliverables

### 1. Logo (Primary Mascot Style)

- A stylized, retro cartoon "mom" character as the centerpiece
- Holding or interacting with a "container" (box, stack, or shipping container-like symbol)
- Friendly, professional, and a little cheeky
- Formats:
  - Square format (icon style)
  - Horizontal rectangular format with name + tagline

### 2. Typography

- Brand Name: container.mom
- Use rounded, soft sans-serif font
- Clean, modern readability with a nostalgic tone
- Tagline: "containers like mom used to make"

- Alternative marketing slogan: "Made with 10% more love than the next leading hyperscaler"
- Optional cursive or script font to emphasize the homemade, personal touch

### 3. Color Palette

- Warm pastels: soft reds, muted yellows, earth tones
- Contrasted with confident greys or navy blues for tech reliability

### 4. Character Illustrations

- Mom holding a container
- Mom sitting on a stack of containers
- Mom giving a "thumbs up" or gesturing welcomingly
- Bonus ideas: Mom at a terminal typing, Mom serving containers like a pie

## Character Description for the "Mom" Mascot

We envision "Mom" as the heart and face of the brand – not a stereotypical or dated figure, but a fresh, empowered take on traditional care and competence.

### 1. Key Traits:

- Young-to-mid-age, energetic and approachable
- Attractive in a classy, confident way – think timeless beauty, warm smile, well-kept hair
- Tradition meets tech – she might wear a vintage-style apron, but there's a screwdriver in the pocket or a container under her arm
- Girlboss meets homemaker – she's capable, sharp, and nurturing, someone you trust to get things done and done right
- Expression should radiate warmth, assurance, and a hint of playful competence – like she knows your deployment is already taken care of
- Visual cues might include: rolled-up sleeves, tech-related tools, retro hairstyle, stylish flats, and an apron over a smart-casual outfit

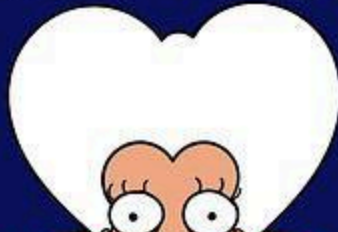
This version of "Mom" is a blend of old-school reliability and modern capability.

### Inspirations

- Futurama Mom but not evil
- Betty Crocker meets tech startup
- Rosie the Riveter energy, but with a soft cartoon touch
- Classic 50s/60s product mascots updated with a tech-savvy twist

**MOM'S**

**OLD FASHIONED**



**ROBOT  
OIL**

MADE WITH 10% MORE LOVE  
THAN THE NEXT LEADING BRAND