

Triia

e-consignment platform

Design Rationale

Triia is an online conduit for Native American-Produced goods, arts, and crafts. Playful and modern, the double letter ii appears as two figures reaching out to each other and echoing the tagline "All. Together. Better." The implied connecting line further reinforces the notion of community and togetherness by bridging the letters 'r' and 'a'. The soft, rounded typeface gives this design an organic, human, and approachable aesthetic.

The star quilt inspired icon insures that Triia's audience understands its offerings.

