

The logo is a large, stylized letter 'I' with a unique shape. It has a vertical stem and a top bar that is not horizontal but curves upwards and to the right, ending in a rounded tip. The entire shape is filled with a watercolor-style texture. The colors are a mix of soft pinks, light purples, and pale blues, with some darker, more saturated areas towards the bottom and right side, creating a dreamy, ethereal feel. The edges of the color washes are soft and blended.

smartish