



A Study of Improvement and Time

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Logo design has become a significant asset for a good amount of graphic designers. As one entering the field, I wanted to test the waters and gain some of that experience for myself. For a straight 18 days, I created a new logo for a fictitious company, utilizing the elements that make a good logo, including silhouette, timelessness, and relativity. Additionally, I wanted to make sure that the audience was a focus as the logo is what draws people in and is what people associate with a brand.

After completing this project, I found that some ideas will come to you almost naturally, but other ideas require more time and can only grow through the help of others.

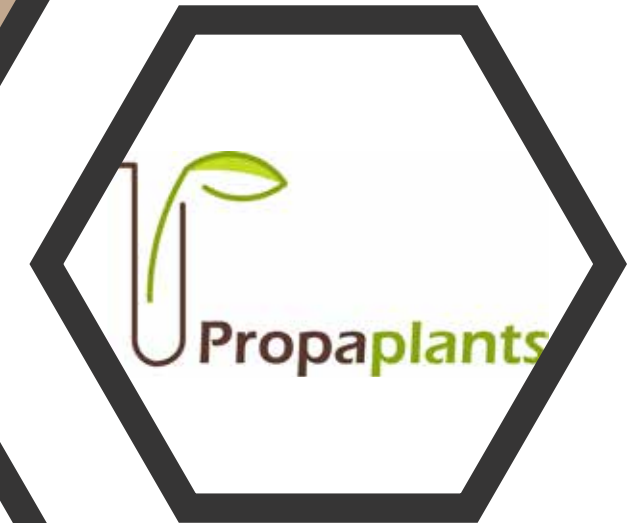
Summary



No matter the business, the audience is one of the biggest aspects to consider when creating any part of a brand, especially the logo.

While working on this project, one challenge I overcame was realizing that thinking about the audience at the beginning of my day became one of the essential pieces in my workflow. The first few days were more focused on the design aspects, but after reevaluating, it became more about the audience.

For example, during days 6, 7, and 10, I focused more specifically on what the audience would expect for each of those logos, especially with the design aspects.



Audience Analysis



My Top Three

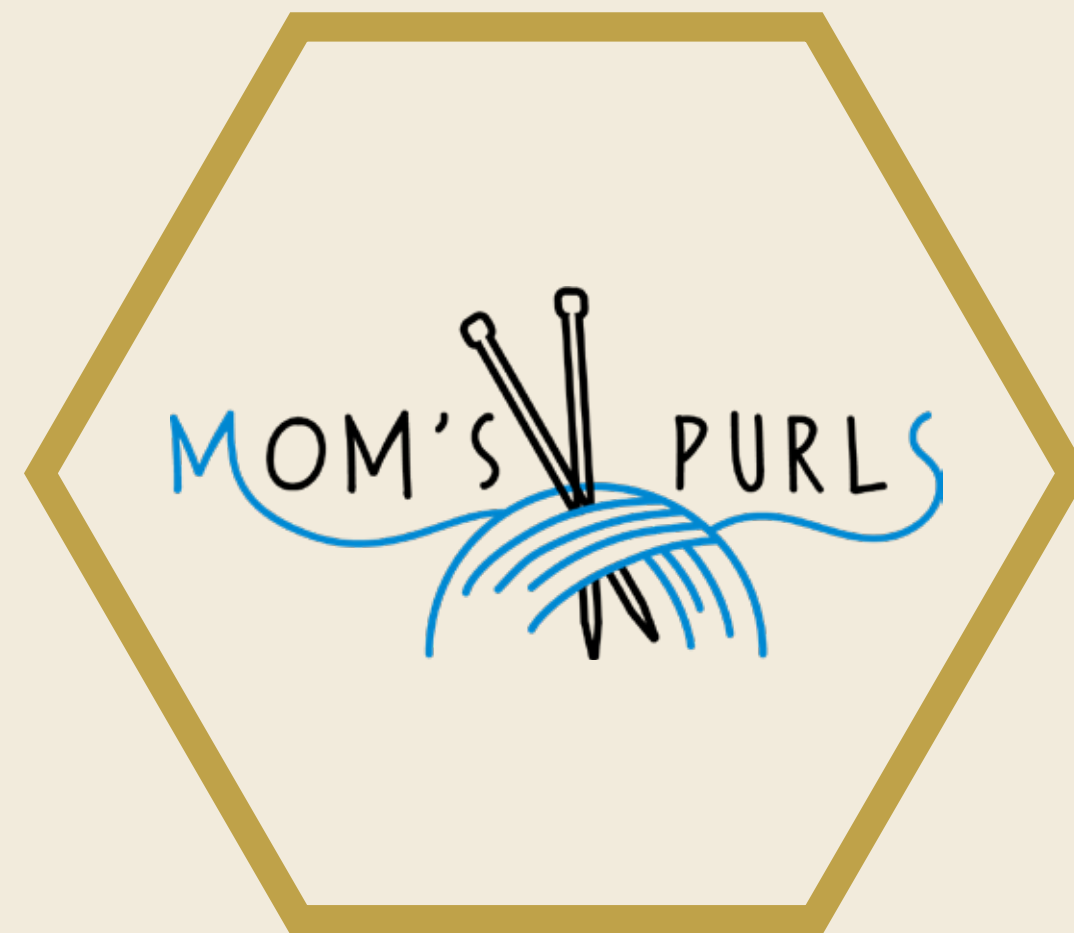




Day 11
The Butter Dish



Day 12
Old Mill Grain



Day 15
Mom's Purls

Each logo I created brought on a different experience, but these three were unique. They all brought on a lesson that I definitely needed to learn. This lesson was centered heavily around seeking out critique.

One of the faults I found that I have during the first half of the project was that I was not reaching out to those who I know could give me useful critique. However, after talking with a colleague, I found that my work was making leaps and bounds once I made the effort to show my work to others. Each of these top designs were presented to others and made better from their opinions.

Critique is Essential



Before Critique



After Critique

Day 11



After Critique



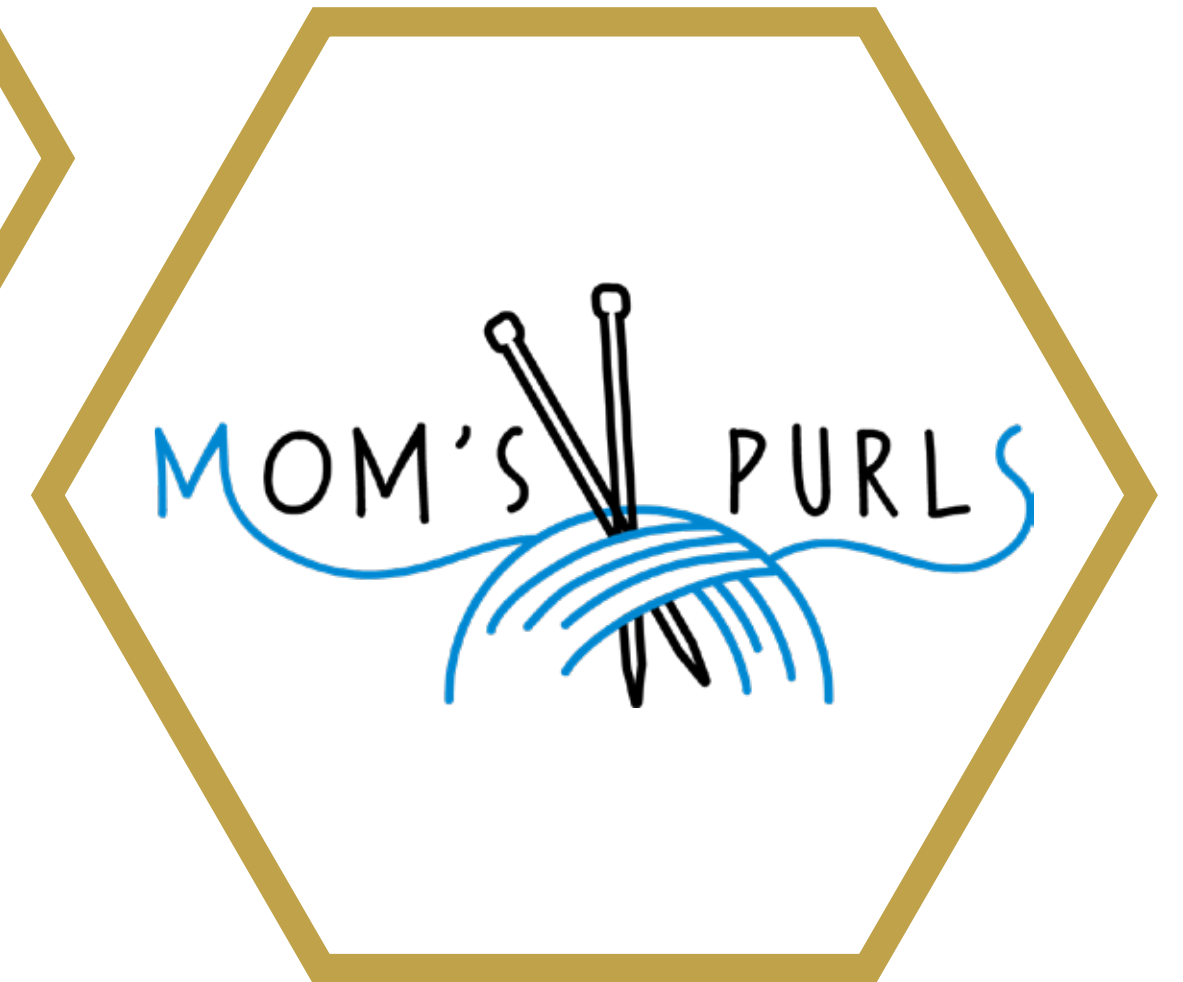
Before Critique

Day 12



Before Critique

Day 15



After Critique



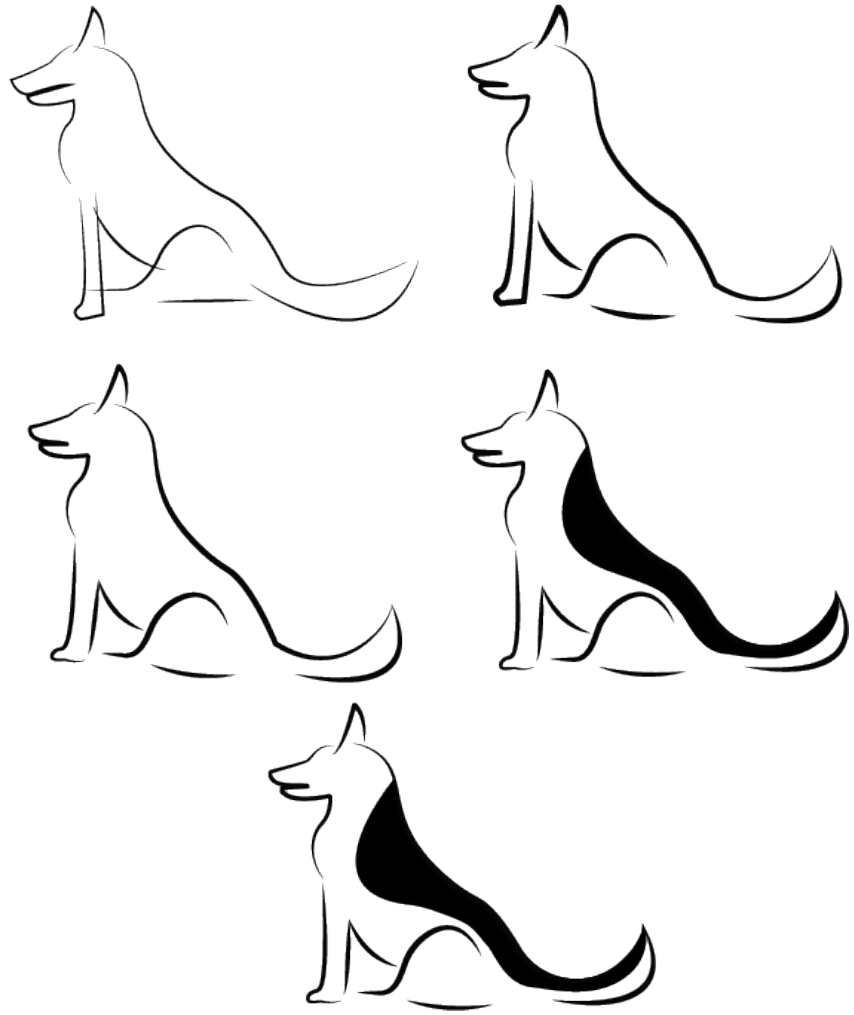
Day 1 brought on excitement to begin the project, especially as I was starting with a company I had ties with. Having a German Shepherd in my home, I wanted to appeal to those who would want to train their Shepherds with a lot of discipline.

The logo had to be strong, yet sleek as the dogs can produce movements that are both powerful, yet graceful when needed.

Day 1

K-9 Shepherd Training





K9 SHEPHERD TRAINING



Life's Cycle
Aquaponics

Aquaponics is a specialized way to farm plants, suspending the plants' roots in water, and then filtering the water through a fish tank. The fishes' waste is then filtered back to the plants via the water.

This was one logo that I found exciting to figure out. Focusing on the silhouette of this logo became a significant part of my mindset, wanting to incorporate the fish or water used in the farming process, as well as the plant aspect.

I relied heavily upon one of the types of fish used in aquaponics, specifically the tilapia and utilized that for the main shape, then added the leaf as a fin.



Day 2
Life's Cycle



Day 3

The Dough Hook



For Day 3, I wanted to focus a bit more about the audience who would be consuming (quite literally) from this business.

For a small bakery in a mid-sized town, I focused on targeting women who were in the age range between 30-60 who tended to stay home with the kids or worked part-time. Their interests would line up with the products and values this bakery produced and follow.

The Dough Hook's logo utilizes an actual dough hook producing a feeling of home-baked goods made by your grandmother on a saturday afternoon as well as a modern, yet feminine color scheme.





Day 4

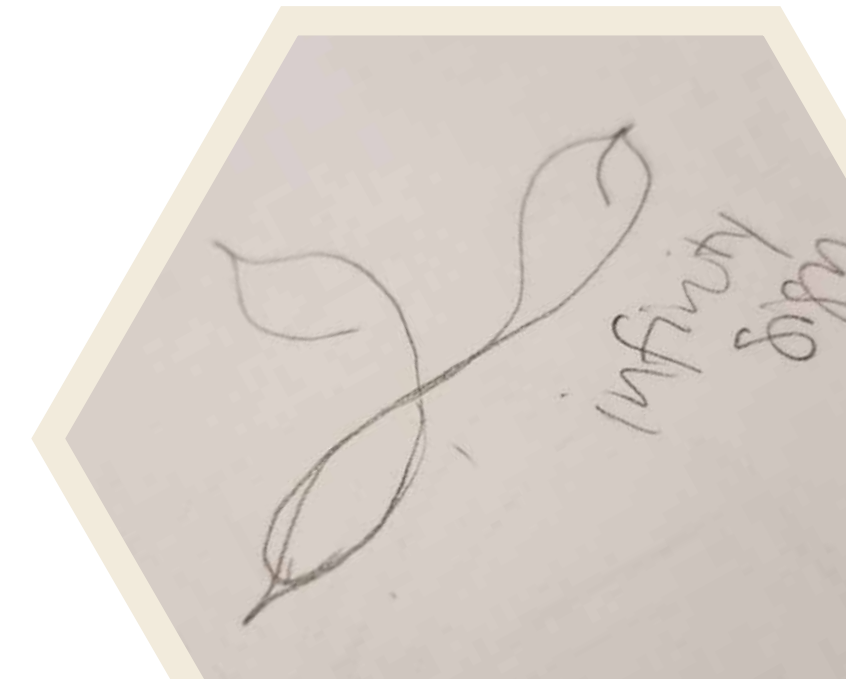
Hummingbird Field Rehabilitation

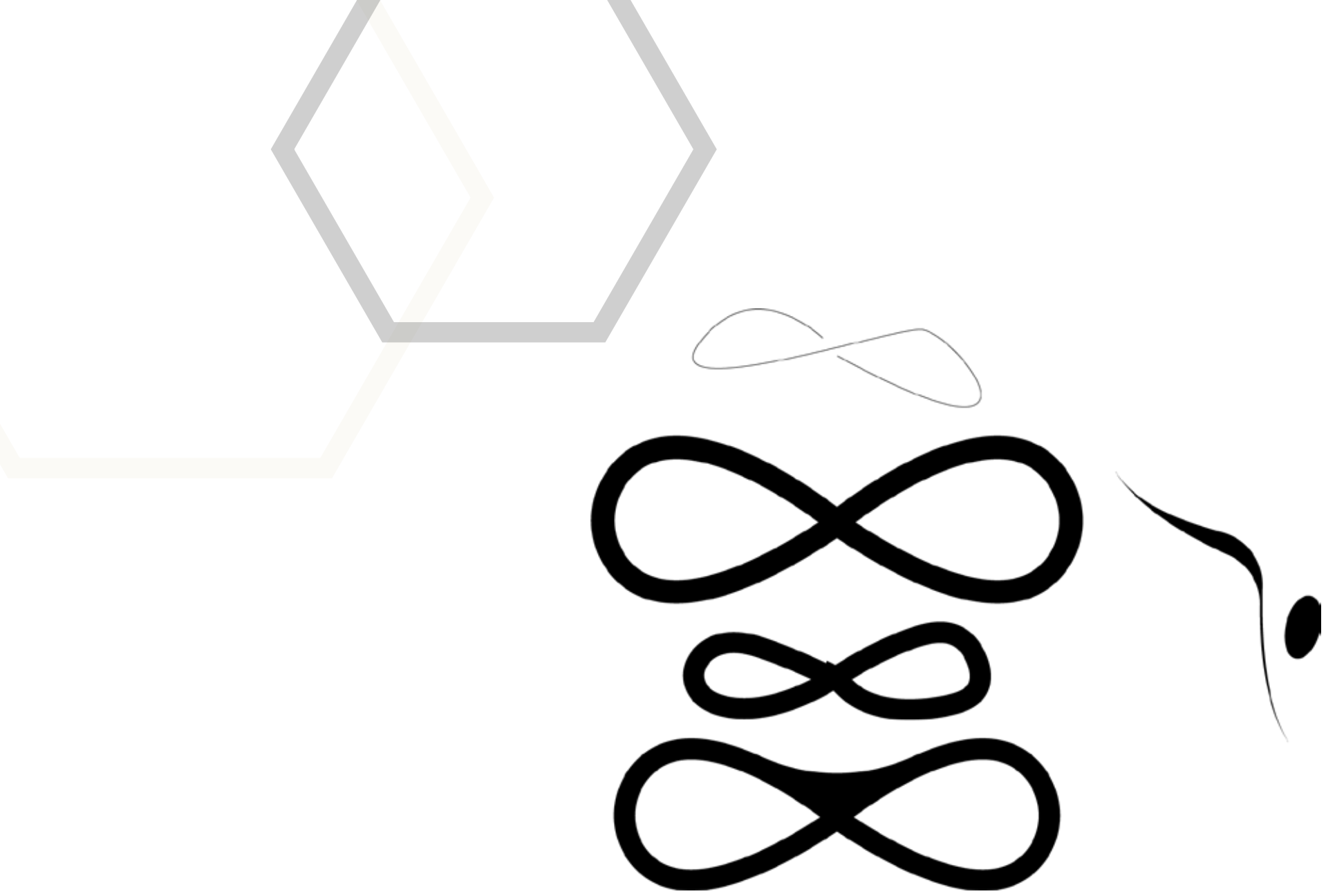
This log became an interesting individual project as I did not intend for it to be a hummingbird.

I originally began with the idea to create an infinity sign with a leaf coming out of the top, focusing on growth. Sketching it out made sense with the thoughts I had about the services given to those going to this center.

Timelessness began to play a role in this logo as soft tones and lines have always played a role in modern rehabilitation. Those involved in that line of work are focused on the growth and the peace that come from moving past those things that limit us.

I played around with infinity signs quite a bit. However, as I was playing with how to create the infinity and ended up with a random, wavy looking line that sparked a hummingbird that became the final design.







ice tone
experience the chill

Day

5
Ice Tone

Ice Tone is a streaming service with a cool tone to it. Many people experience chills as they listen to music due to a connection to the emotional and auditory parts of their brain.

Music is timeless and the emotions that they produce in us people was a huge goal for me in this logo in particular.




Playing with styles I am not used to was a daunting, yet exciting challenge. Day 6 was no exception to this.

The “boho” style of design and clothing is not one that appeals to me, but I wanted to try my hand at it. I found myself thinking constantly about the fact that although I enjoy designing, I would not always enjoy the kind of style I was designing with. Eclipsed Sun was one that was popular among those I shared my logos with and this became a reminder that there are more people out in the world than myself consuming media. This is the main point of creating the audience that a business must prioritize their choices around.

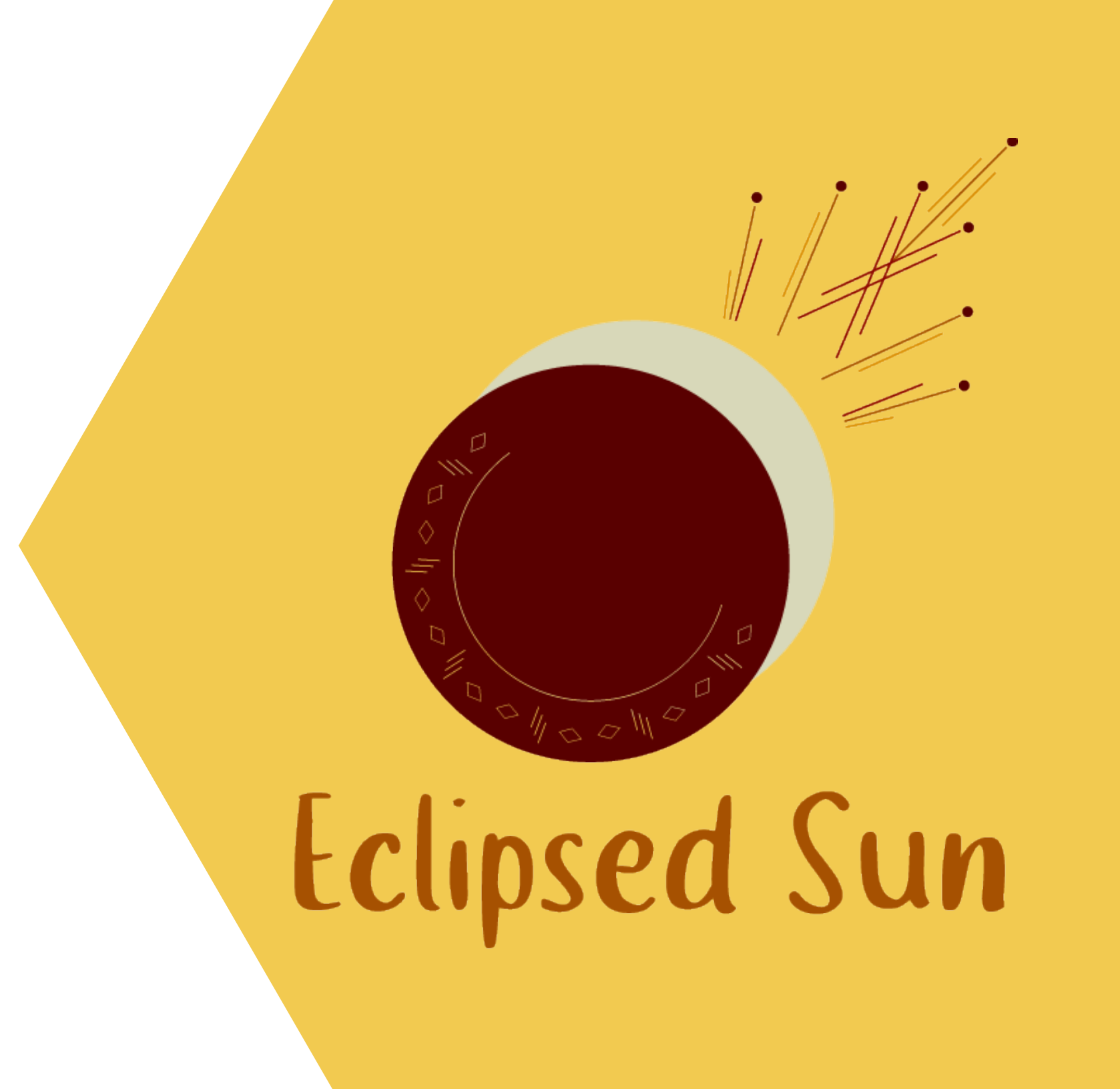
Day 6

Eclipsed Sun

A decorative graphic consisting of two overlapping hexagonal outlines. The front hexagon is a light gray color, and the back one is a slightly darker gray, creating a layered effect.

Sketching this logo was interesting as I had to play with elements of a design style I had never played with.

I knew I wanted there to be some meaning around nature, thus leading me to an eclipsed sun. This logo also brought on the challenge of making it timeless because the style is a trend in and of itself. In order to solve this, I went ahead with keeping close to the trend's style because the business is all about the trend and therefore as time goes on, the "boho" style will always be the "boho" style, similar to that of the 20's flapper style or the 70's disco style.



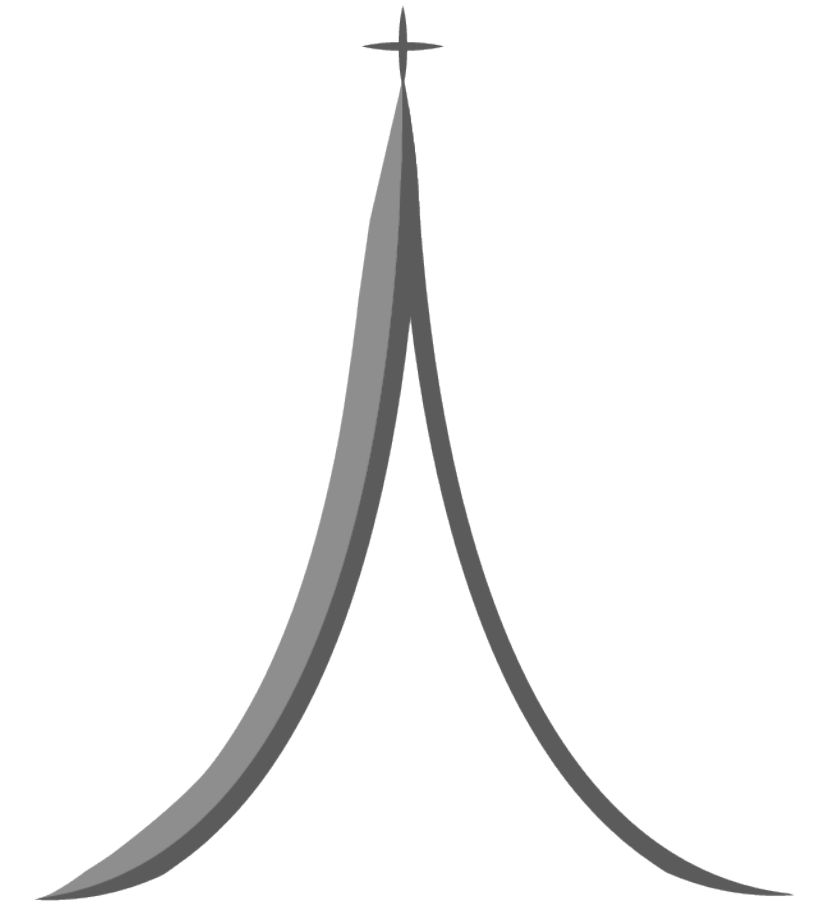


Day 7 Kirchturm



In creating this brand, I wanted to focus on the sleek designs that usually come with watch companies. Many watch companies come from European countries. With Kirchturm, which means “Steeple” in German, I wanted to base the company in Austria, which is famous for its towering castles with the long, tall spires.

I knew those who would buy from this company would be those looking for quality, but something very fashionable.



KIRCHTURM



Day 8 Propaplants

Propaplants is based on the idea of propagating plants to help produce more. This practice is popular among those who have many plants and it can be done by putting the clipping into a kind of test-tube type container.

This logo was quite practical with what the actual business would be doing. Additionally, there was the attention to those who would be using the services provided by the company.



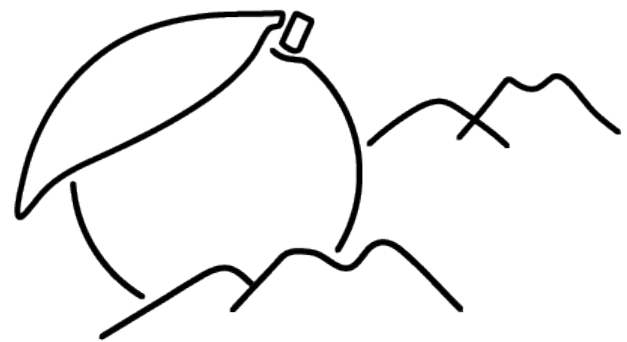
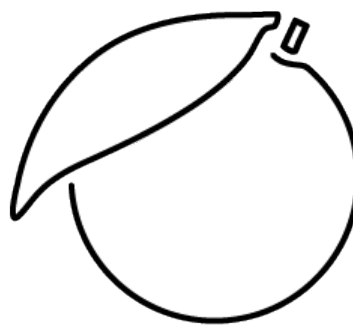
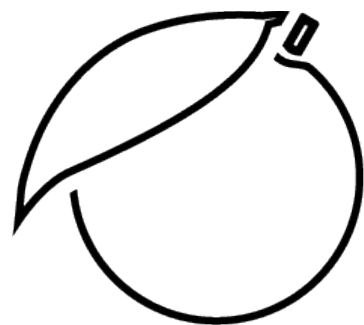
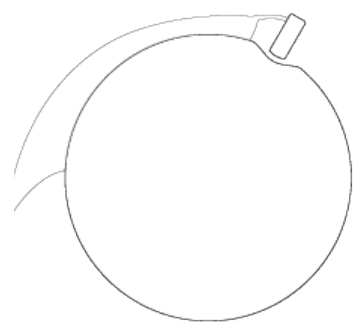
The Inland Empire consists of the land that resides east of Los Angeles, California. Having grown up in this area, I knew what most residents of the area are used to on a daily basis. As a credit union, people expect familiarity. It is welcoming and reduces the stress of things like finances could produce. Orange groves and mountains cover the land and so I focused on this.

Additionally, oranges can mean the prospect of having greater prosperity. By having the main concept of this design focus on oranges, it brought into light the idea that the main mission of Inland Empire Credit Union could be to help their clients become more prosperous in their finances.

Day 9

Inland Empire Credit Union



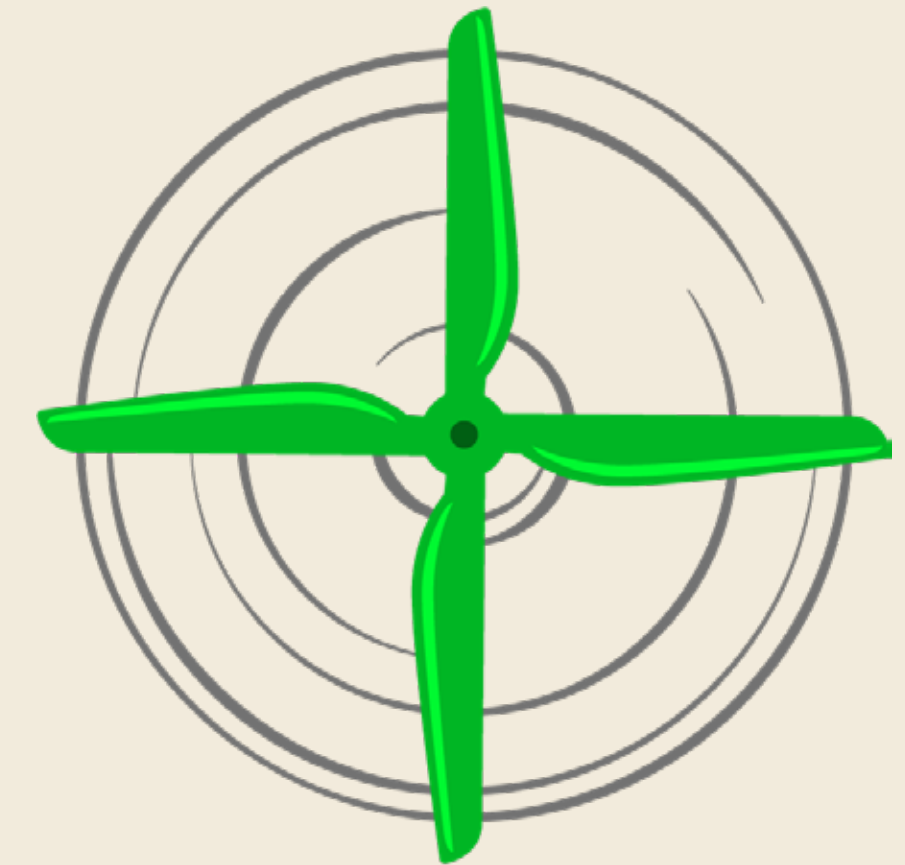


Inland Empire Credit Union



Drone parts are extremely important to those who build their own drones. I wanted to explore a logo for a business that would be primarily used by a male demographic. I knew it would need to be more masculine than anything and thus, this was portrayed through, especially with the font.

Without the props, a drone is practically useless, so I decided to make the bulk of the logo a prop in motion. This just continues to show that Sum of the Parts is trying to help its customers make the best drones possible.



**SUM of
the Parts**

Day 10
Sum of the Parts



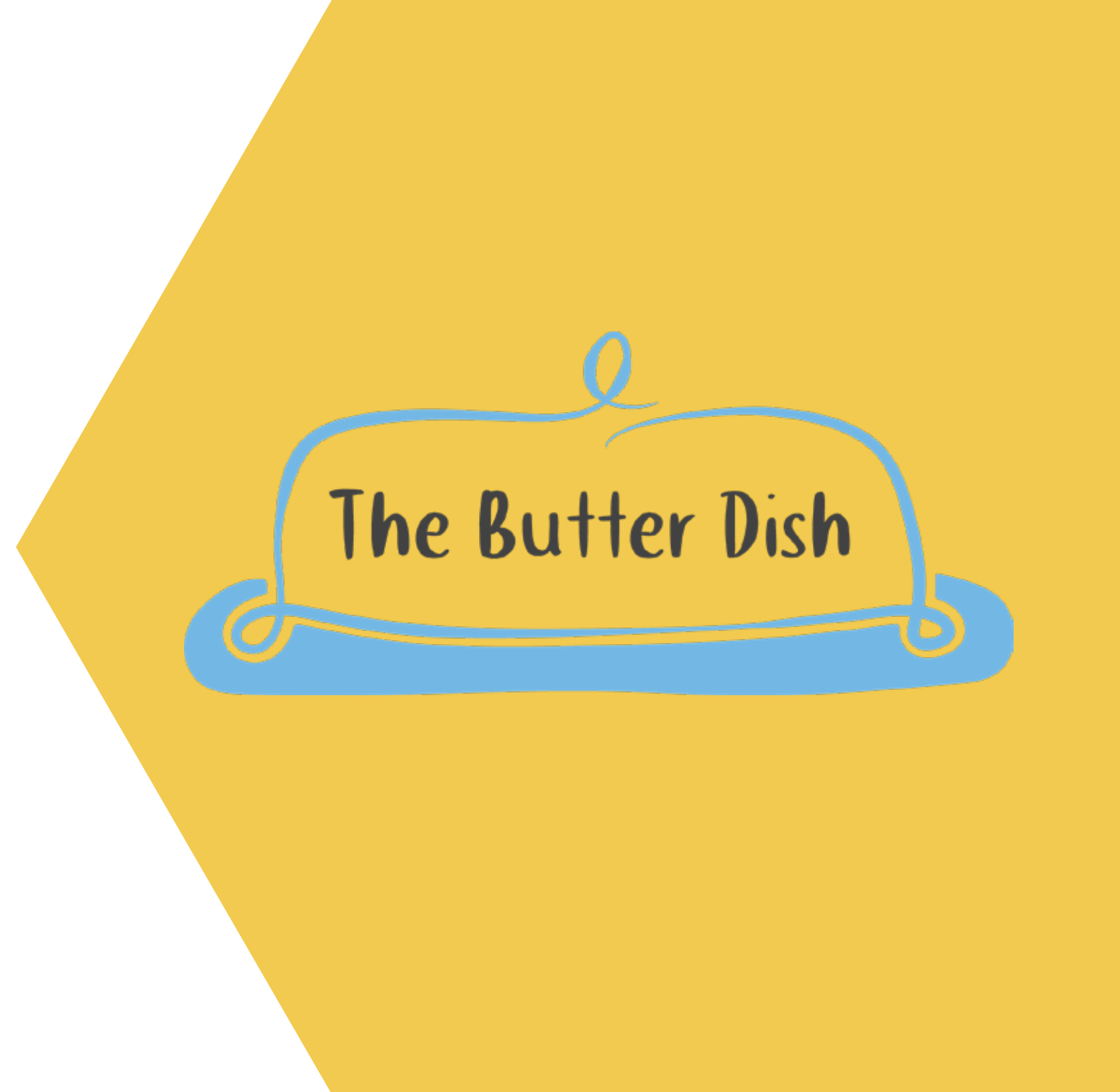
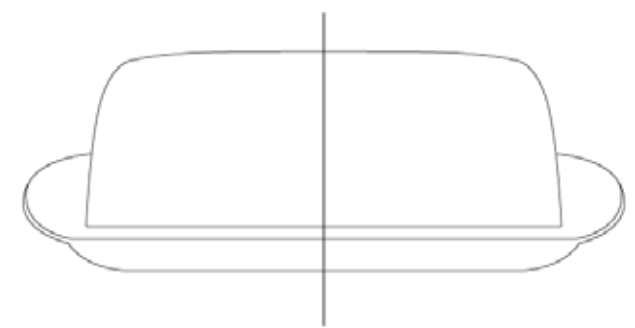
The Butter Dish is a local dairy, used by locals of a small town, with products sourced locally, as well. I wanted to portray a happier tone to appeal to a livelier audience who would be drawn to the joys of baking and cooking.

The main audience that I wanted to focus on was primarily women aged 25-45 who are possibly stay at home moms, or who are beginning to become more of a homemaker. The Butter Dish will allow each customer to become better cooks and bakers, but also create a kitchen that is welcoming and fun. This was the main idea when I came up with the logo.

I tried a few different variations of the logo not really knowing what was missing until I began to look more into the use of white space with the bottom dish and the covering. I feel that the contrast of the filled in bottom dish and outline of the covering helps to bring out what the logo is portraying.

Day 11

The Butter Dish



The Butter Dish



The Old Mill Grain was one of the logos I realized heavily on the opinions of others. This became extremely important as the ideas I originally had, were not as good as they could have been.

As the brand name is “Old Mill Grain,” a traditional wind mill came to mind and I knew that was going to be the main focus of this logo. It just hits home the idea of quality grain, being meticulously ground stalk of grain at a time.

Day 12

Old Mill Grain

Up to this point in the project, I was still making each logo fairly literally with the main point of the business. I wanted to make this one more abstract and needed to have a few more perspectives in terms of what to focus on. After doing a few brain exercises with a colleague, I began to see a grain mill in new ways, such as only seeing parts of it and not the whole, which is what I was doing previously.

I took the previous versions of the project and played with the points of focus and eventually came up with the logo you see.

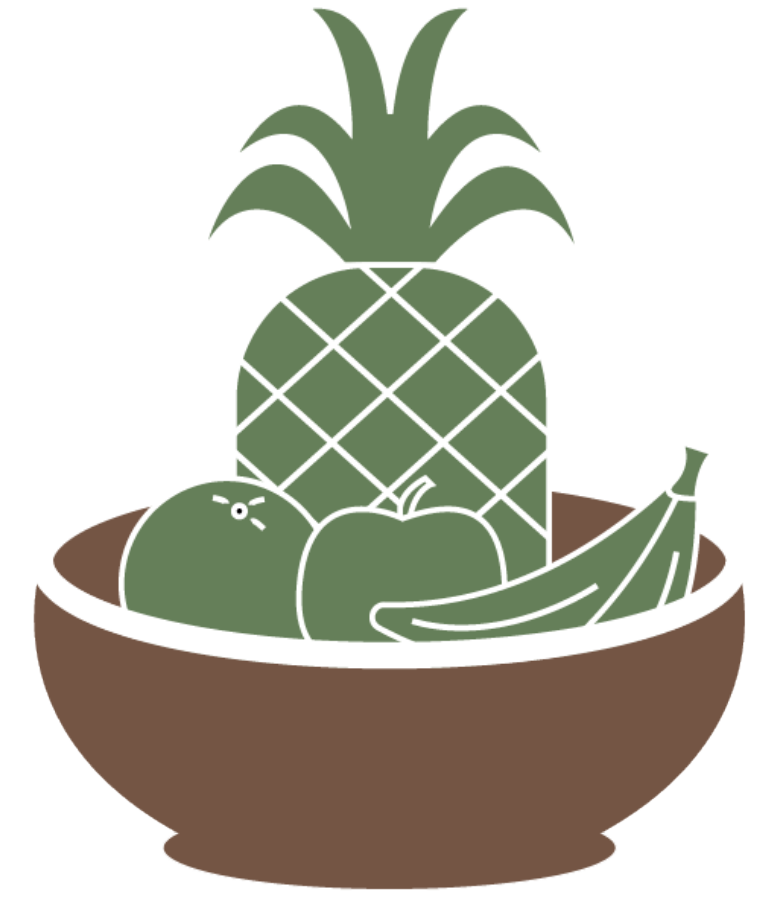


OLD MILL GRAIN



Day 13
3Dimensions

Having done 3-D printing, I wanted to create a logo for a company that specialized in the service. The layers in the “D” were an important part of the silhouette to bring in the actual layers that are created when 3-D printing. Having each layer helps portray the idea that 3Dimensions is focused on the quality of the prints they produce, one layer at a time.



fruit bowl
vacation rental

Pineapples are a sign of hospitality and thus I wanted to bring out that in this logo for a home rental company. Additionally, the idea of having a fruit bowl ready when arriving at a place one will be staying at is always a welcome sight.

Working with logo was difficult as I had not previously done a lot with white space like this. It became a logo that could probably have a little more work done to it.

Day 14

Fruit Bowl Vacation Rental

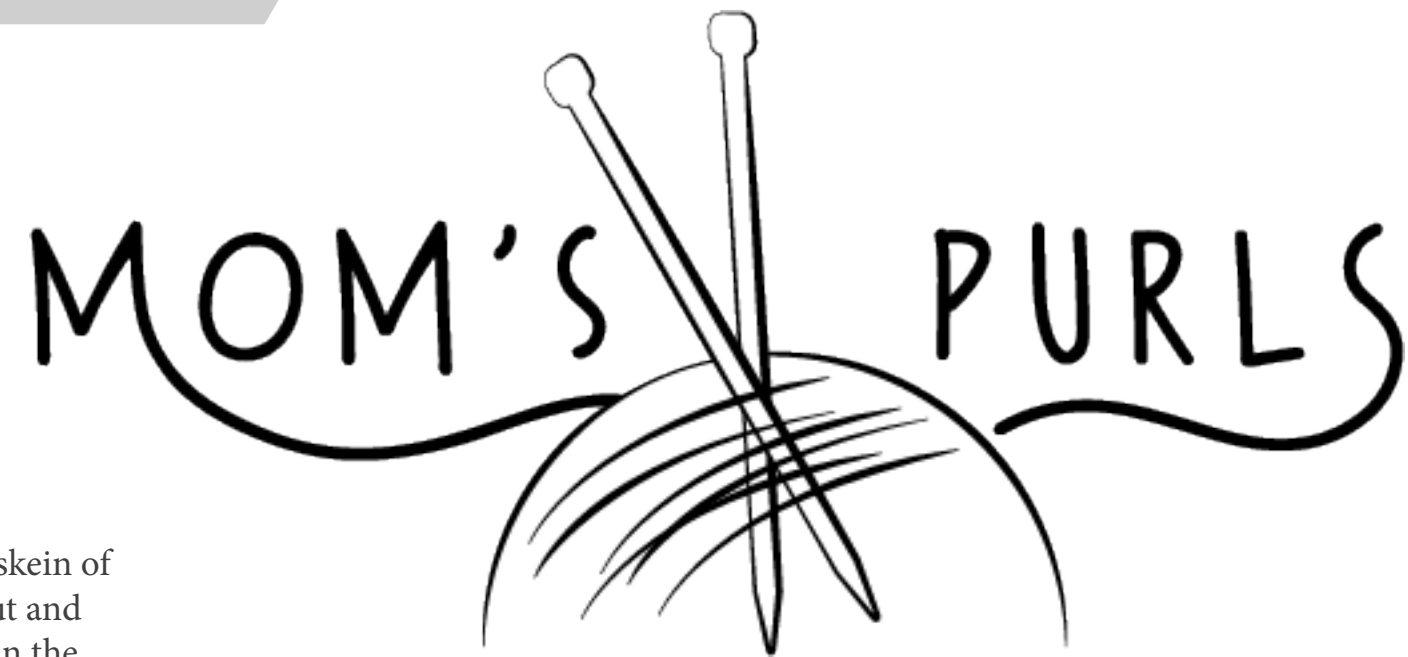


Mom's Purls plays on the idea that one might think of their own mother, grandmother, or motherly figure when it comes to knitting or crocheting. It also plays on the words of "mom's pearls," as in a pearl necklace that one's mother might have had, which are usually a piece of jewelry that is highly favored. I wanted this to be the name has it makes the idea of knitting favored and almost nostalgic.

I loved toying with the idea of using strands of yarn to write out the letters of the name of the business. It took a while for me to work through how that would come out to where it was cohesive, but not jumbled to the point of losing the name in the mess.

Day 15

Mom's Purls



I came up with the idea of using a skein of yarn and having strands coming out and attaching those to the “m” and “s” in the name. I also cleaned up the lines used to make the yarn and knitting needles to be consistent with the font of “Mom’s Purls.” This created a clean look to the logo, but still remained fun and simplistic enough to bring across the idea of a place where you could find your knitting and crocheting tools and supplies easily and enjoy yourself while doing it.





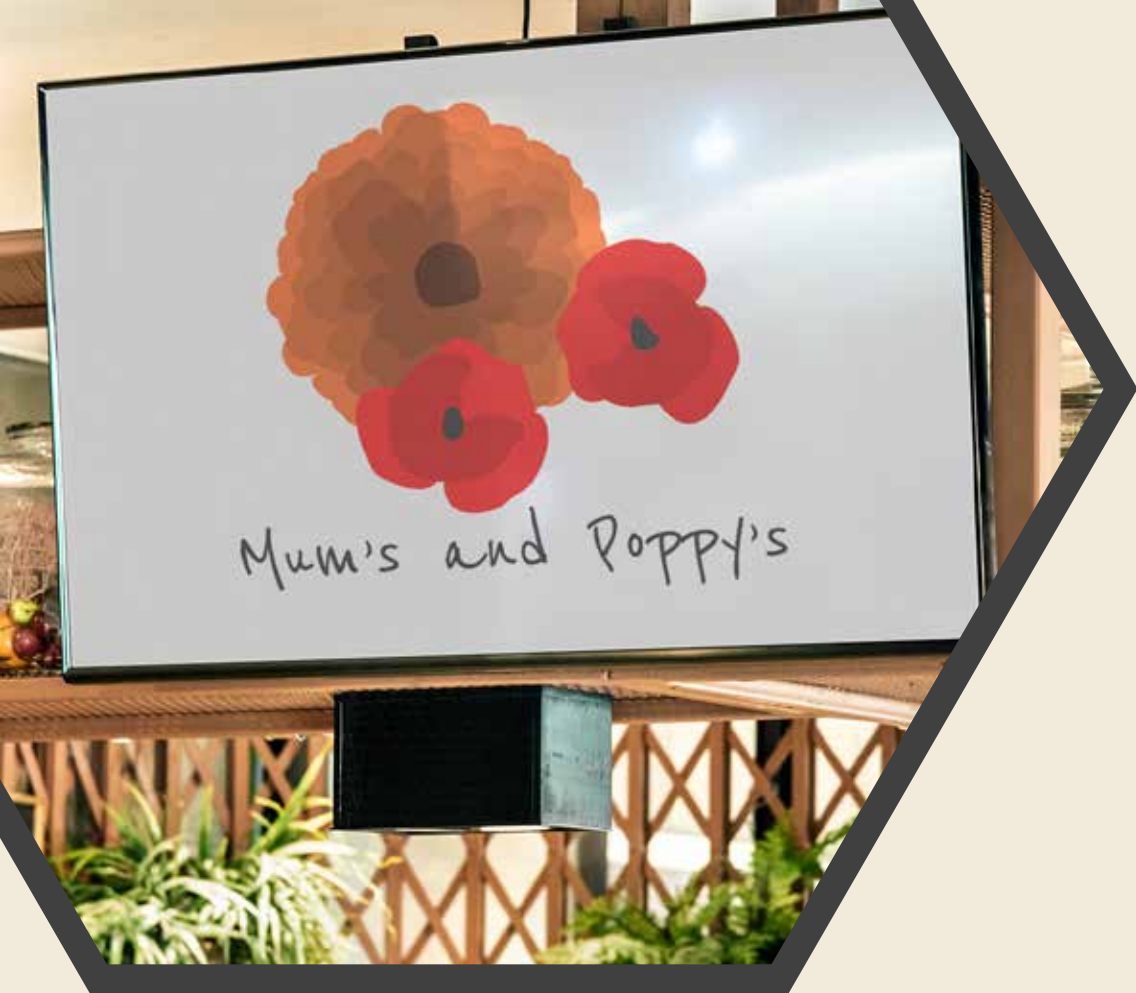
Carrot Patch Publishing plays on the idea that when one looks at a carrot, they will never know how big it is until they actually pull it out of the ground. Similarly, until a person pulls a book off the shelf, opens it, and starts reading it, they will never know what kind of story it has.

The stem of a carrot will always stick out of the ground and give someone a small idea of what might be under the ground. A person will also see a book cover and only get a hint of what the book will be about. Carrot Patch Publishing promotes those wonderful experiences that readers can have when they decide to take a step and open up a new book and dare to see what is inside.



**Carrot Patch
Publishing**

Day 16
Carrot Patch Publishing



Mum's and Poppy's

Day 17
Mum's and Poppy's

The very clear message of Mum's and Poppy's is that it is a quaint mom and pop floral shop that creates beautiful arrangements for any occasion. It is a place that anyone can come in and feel welcome and like a member of the family.

The layering of this logo was actually quite interesting and fun to execute. Getting the overall look of the chrysanthemum and poppies was challenging, but once the colors began to blend together, it became more cohesive.



Attractions and rides are the back bone of theme parks around the world and if they fail in any way, then it risks ruining the trust of all those who go to the parks. Thus A-Line Attraction Manufacturing dedicates their efforts to making sure the attractions they build are safe and reliable, standing the test of time.

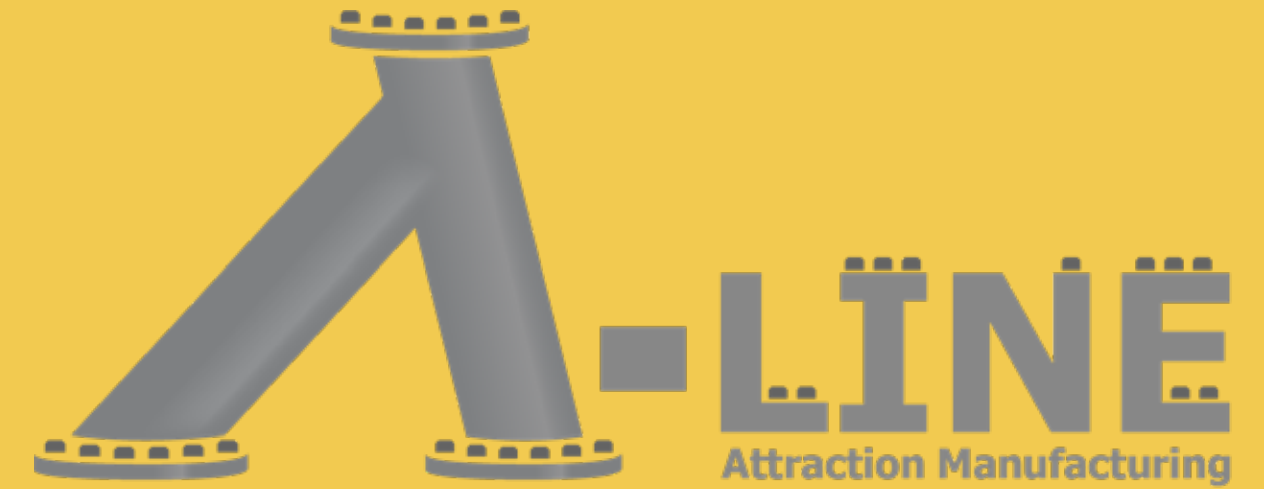
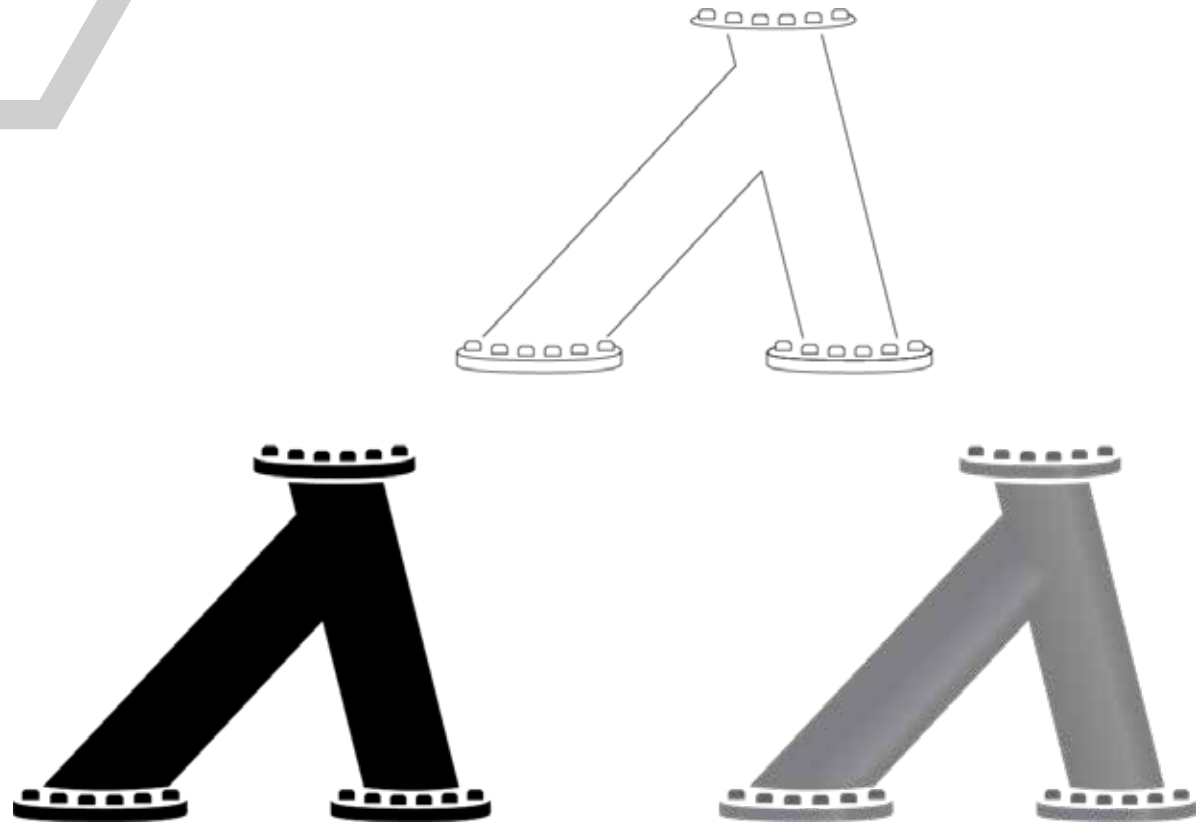
I wanted the name of the company to be the main focus of the logo, but not to have it be overly complicated. The idea of using a support structure that might be used for something like a rollercoaster, some of the most rough and rugged attractions, came to my mind and I began to play with it.

Day 18

A-Line Attraction Manufacturing

As this is a construction company, I made sure to include the rivets that are present on the support structures. This made the overall design seem grounded, immovable.

Additionally, I wanted to play with how to outline the logo. It looked too hollow and unstable with the support that I was looking for in the structure. I filled the shape, but it still seemed to flat. It wasn't until I created a version of the logo that was more 3-dimensional that it truly came to life and the logo became more solidified.





I hope my skill set is one that you are looking for as you work on your own logos.

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