INSPIRATION

Inspired by the world of code and its transformative power, the potential to continue indefinitely, and the unified relationship between data, design, language, art, and people.

ALCHEMY CL _ R1_LOGO DESIGN @THE STUDY ©2017

SPIRITED TRANSFORMATION

This logo is inspired by the traditional alchemy of transforming and combining. The triangle is a symbol that is grounded in strength (like a mountain) rising upward to the sun. The center circle crosses over the triangle to form the letter A, and every element is connected on a center axis.

There is a hint of magic happening here, and a nod to a teams valor, because learning happens from within the center, and pulses outward to the future— transforming along the way.

This mark is modern, innovative and balanced.



ALCHEMY CODE LAB

Developing the Future





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INNER CIRCLE

A combination of the letters "a" and "C" are balanced by smaller circles floating inward and outward representing learning, diversity, and energy. The circles of the letter forms symbolizes the lab, a hub of knowledge where infinite possibilities take place—and Alchemy Code Lab is the nucleus to learn without limits.

Without circles the mark is like a key and was inspired by patterns and language.

This mark is bold, modern, and timeless.









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BOUNDLESS BADGE

Pulling elements from the origins of alchemy to combine a mark that perpetually moves.
Highlighting the triangle's three points—signifying technology, creativity, and connectivity.
Combined with a crest of a shield, this mark represents the scholar of modern times. The monograms of the school are subtly incorporated in the lock up.

This mark is friendly, bold and playful.



for the bright & curious





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