Also, the reason why I thought the stamp like pictures were a strong design, was because I liked the idea, that it is almost like a canvas, and I wanted to search for something that is unique but can appear in every product that we have. I learned that having an element that appears all the time can be a good way to stay consistent with the design, and more people can remember it.

My first finished logo

The one that I merged.

Nathalie's art
"fill in the blanks"

Nathalie
fill in the blanks

Nathalie
fill in the blanks

My groupmate's logo

Initial inspirations, which I chose because I thought the idea of using bright and summery colours are captivating and connects to the client. Also, these colours can remind people of summer, and spring which was a important element for the client.
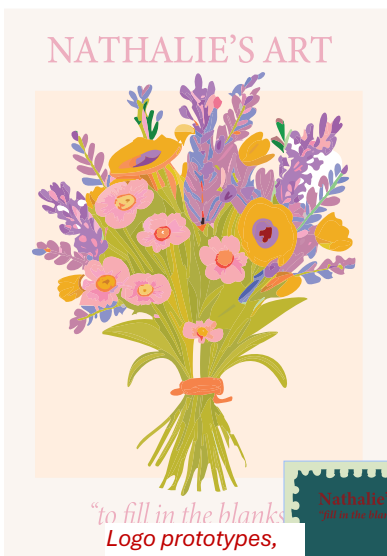
Flyers that I designed for offline marketing.

NATHALIE'S ART

"to fill in the blanks

Nathalie's art

Nathalie's art

Nathalie's Art
"To fill in the blanks"
-nathalieschildert@gmail.com

Nathalie's Art
"fill in the blanks"

Logo prototypes, after user testing, I learned that I should use different colours, because these weren't pastel and elegant enough, the contrast of the colours were too striking.

I tried to make it consistent with the stamp and the fonts, slogans that we decided on, also the colour of the texts are the same, so it is obvious that the two poster is connected in someway.

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