

Ideas for future icons

Cheeky Ferret: Diving into the eyes and mouth, having the eyes pointed up to the right with a big smile. Shows confidence in the future. Maybe even a star in the background in in the eyes.

Determined Ferret: Using the brows to show we are going toward the future relentlessly without mercy, plus our game fans would enjoy the cute ferocity.

Current Idea

Happy Ferret: Using the bouncy colours and honest expression of determination with a wonderful outlook represented by the browns and reds to show passion and peace, such as with the Lord of the Rings books, good was shown with nature such as browns. The Outline that has been established in the later iterations is designed to show strength, bold, and to stand out as a white background would wash out the mouth, with that the mouth was darkened to take away from the nose that the viewer will automatically place in the minds eye. The nose may need work to look less like a hamster, a timid creature that is very different from the ferret. A social creature with a ferocious aggression when needed. The Shadow is there to make it again stand out on a page, but is not necessary for the logo to stand out.

Issues

- 1. I am a bit worried it is not ferrety enough, such as Evernote for example with their elephant.
- 2. Smile is not a smile when zooming out/at low resolutions
- 3. People Mistaking him for a mouse


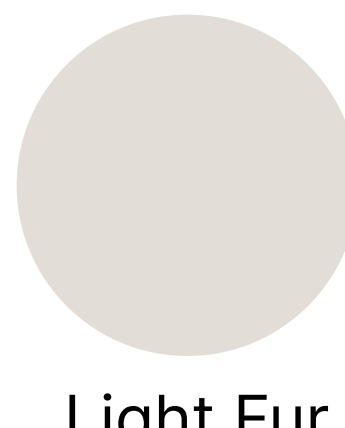
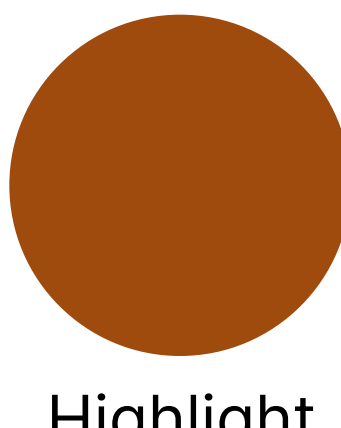
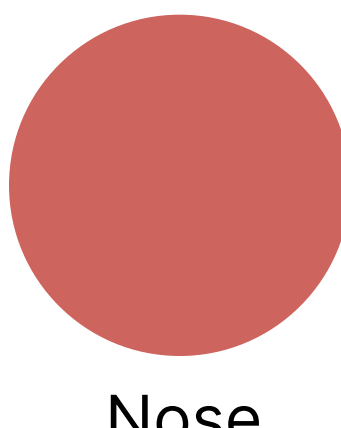
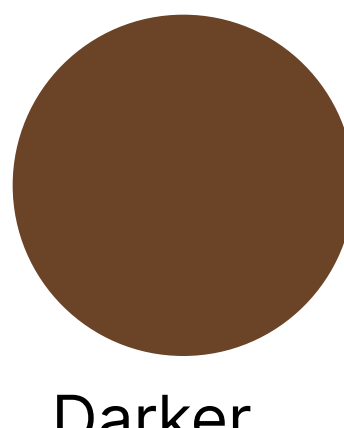
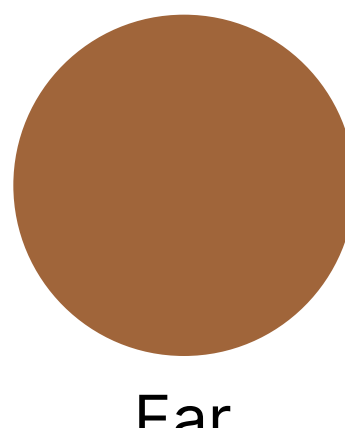
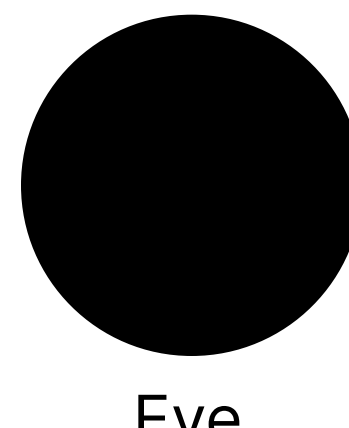
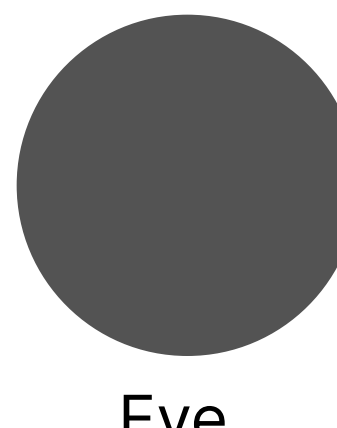
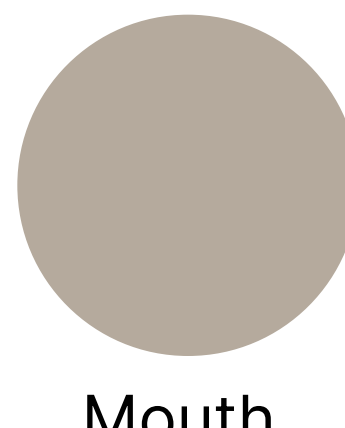


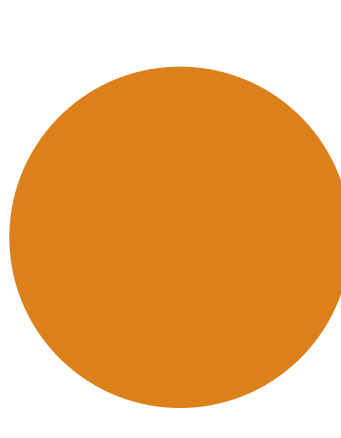
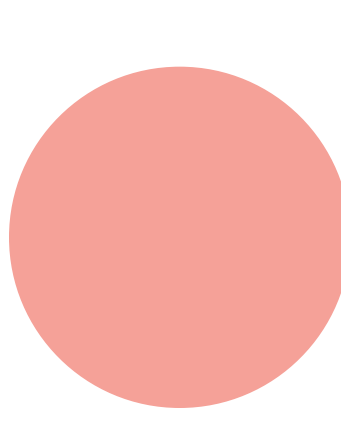
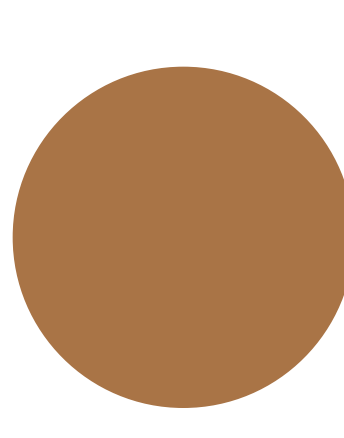
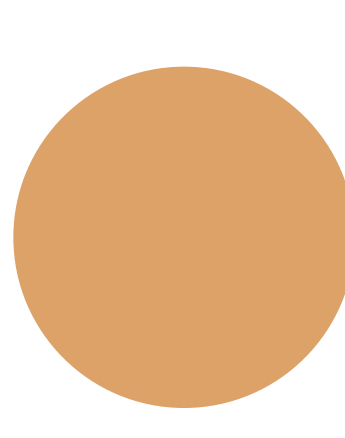
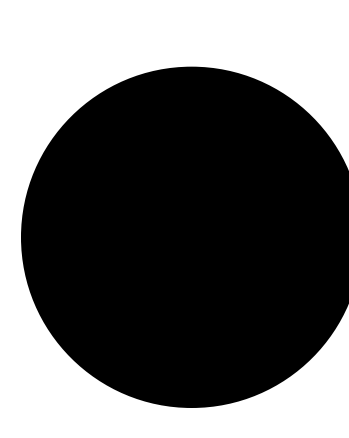
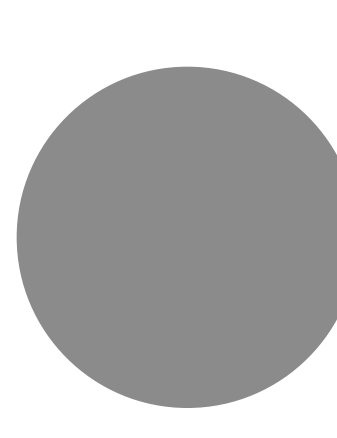
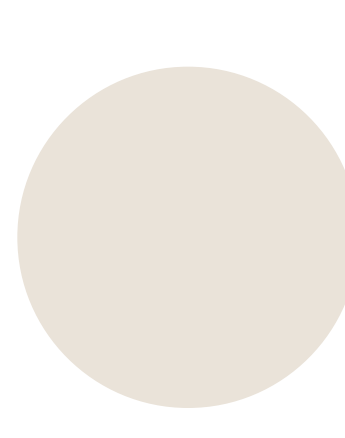


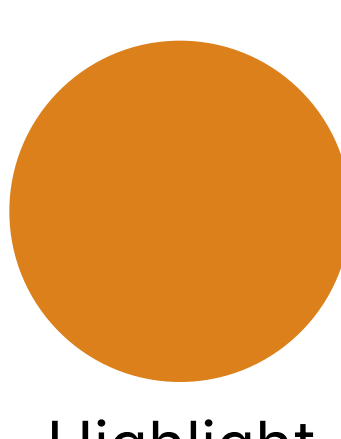
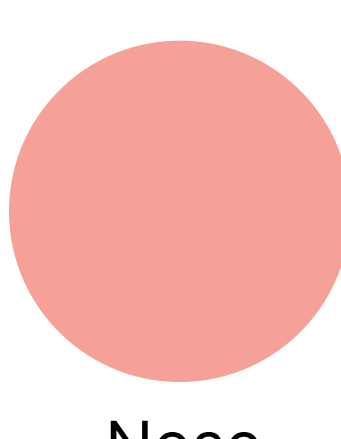
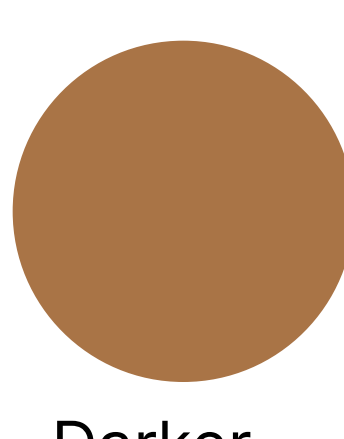
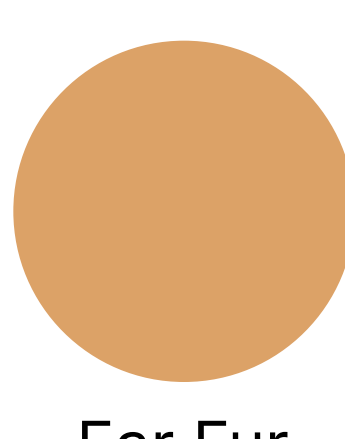
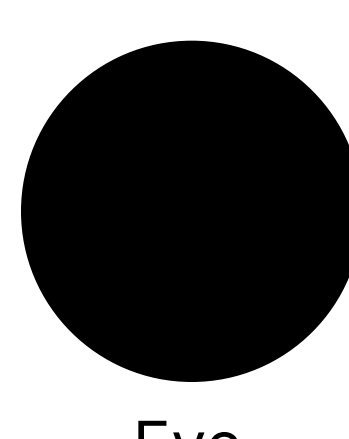
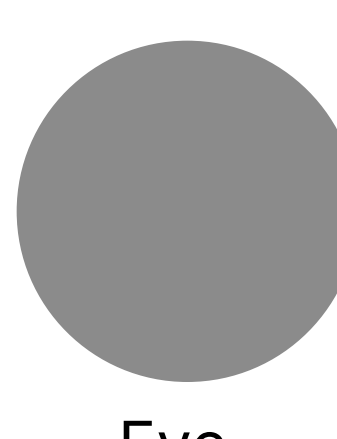
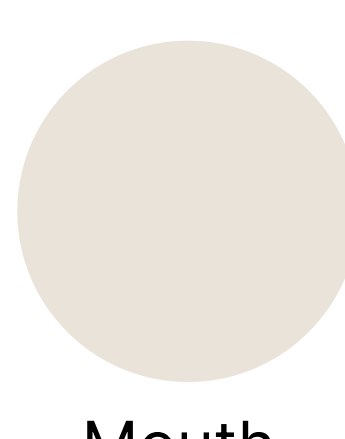
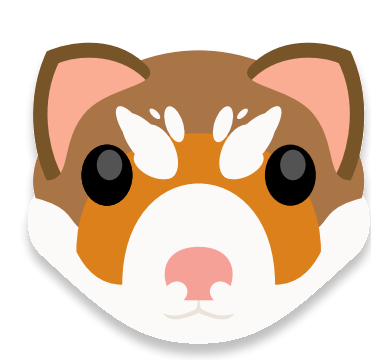
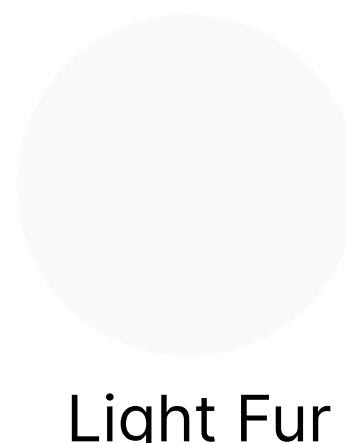
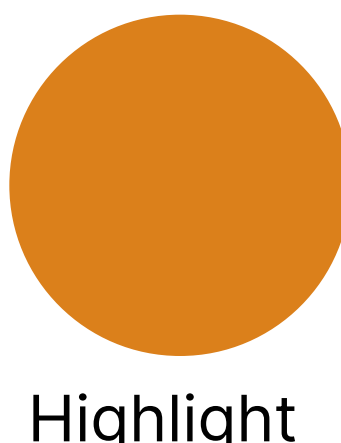
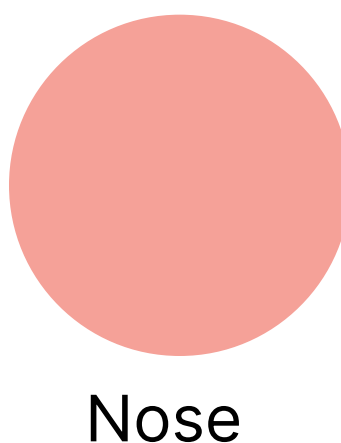
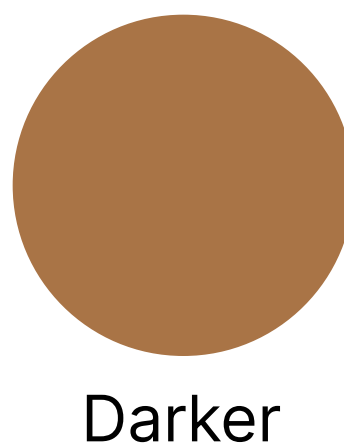
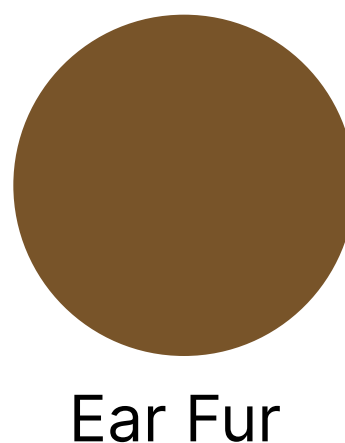
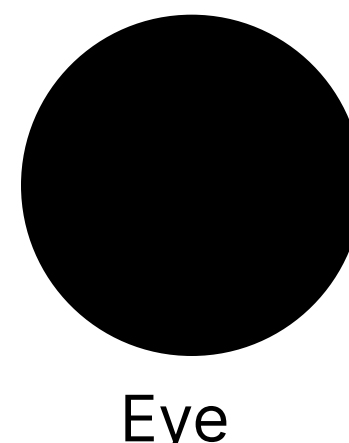
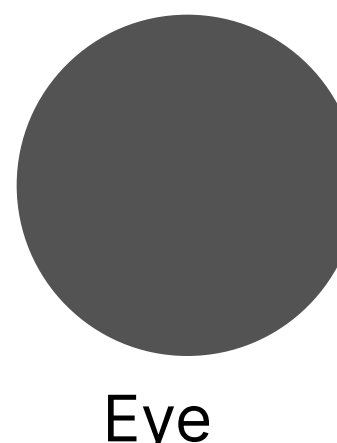
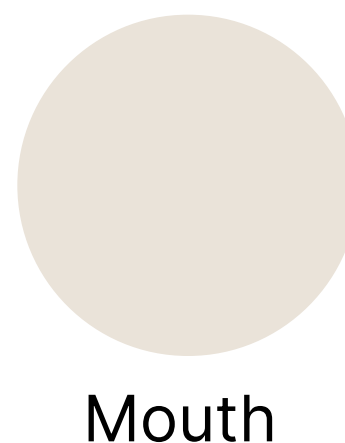
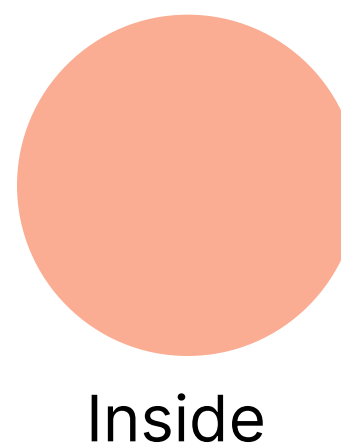
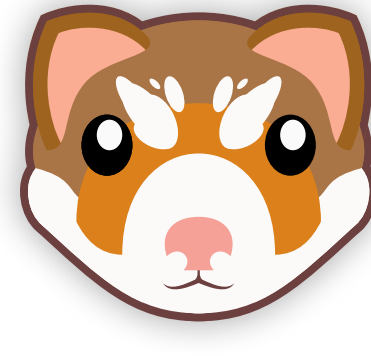
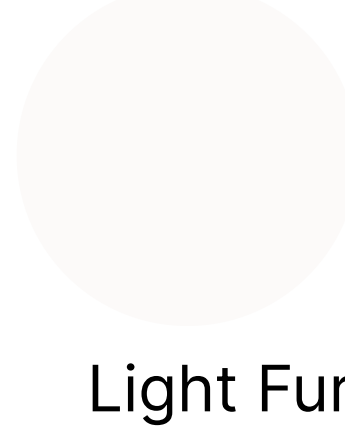





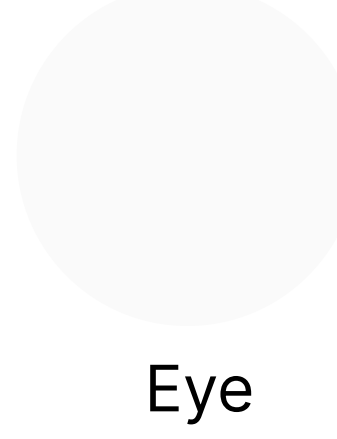
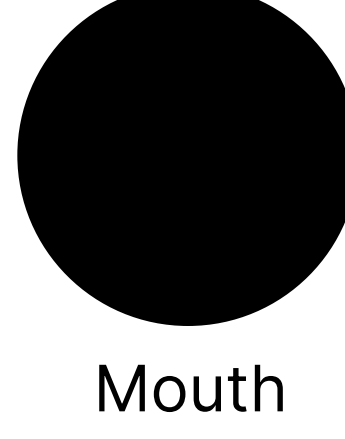
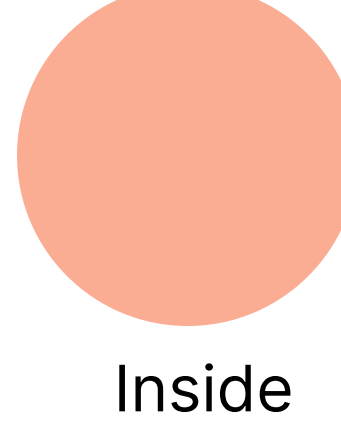

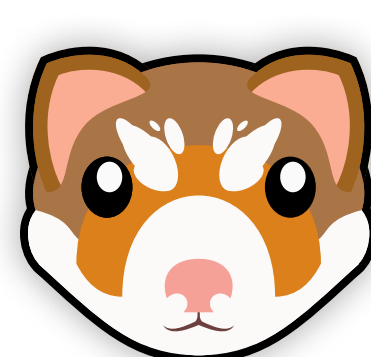

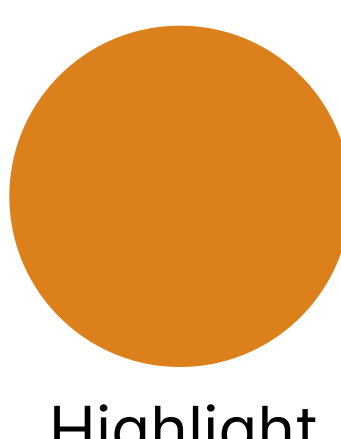
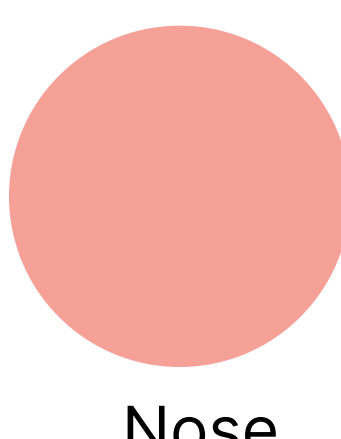
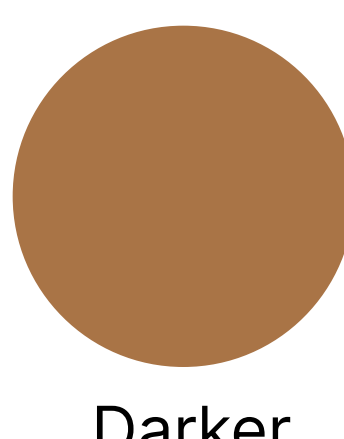
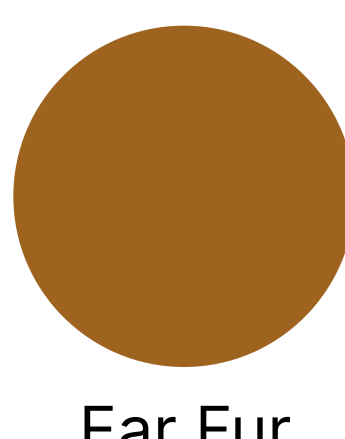
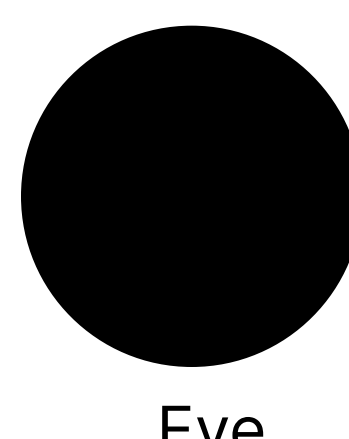
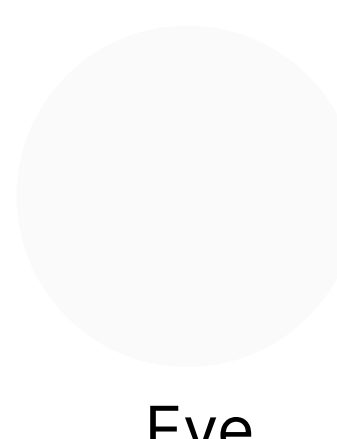
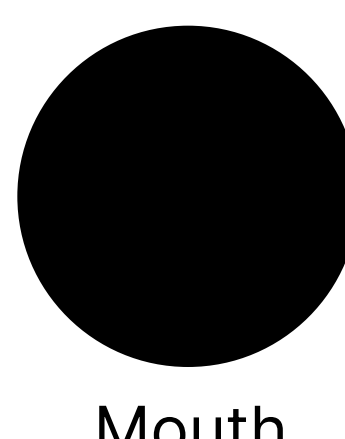
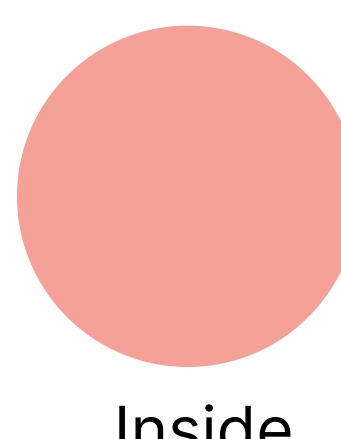
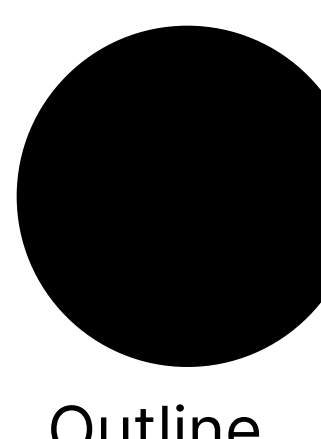
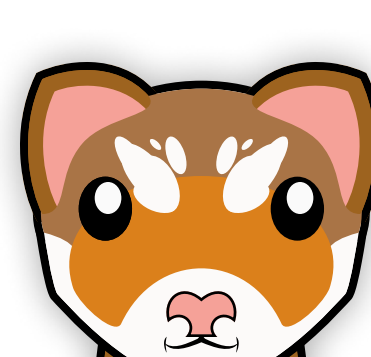

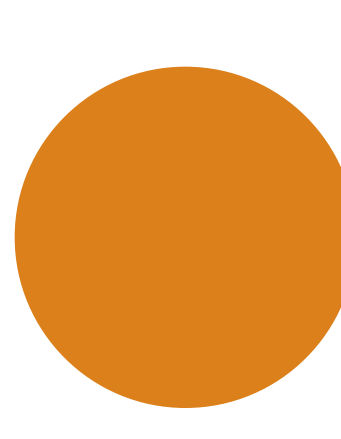
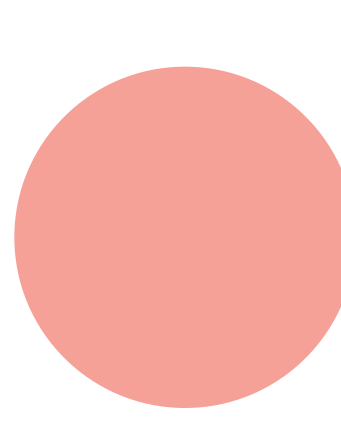
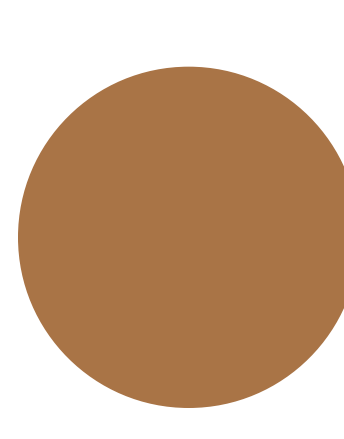
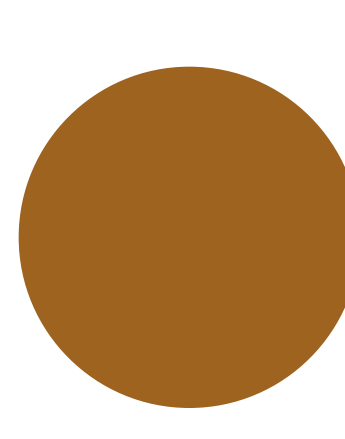
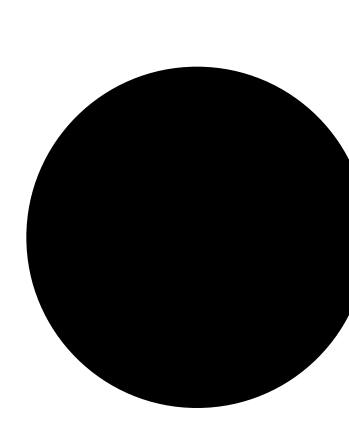
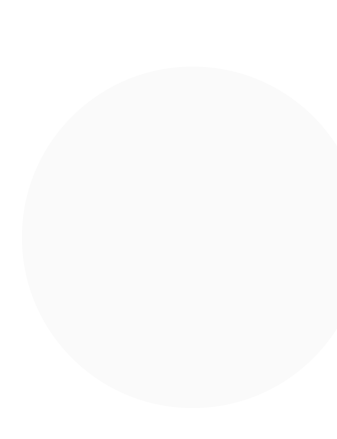
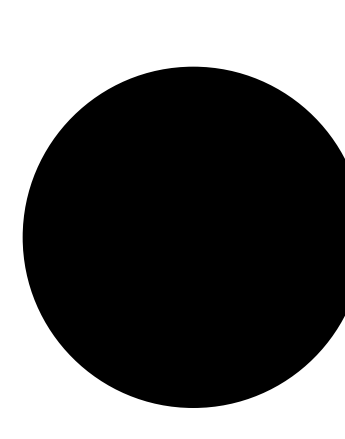
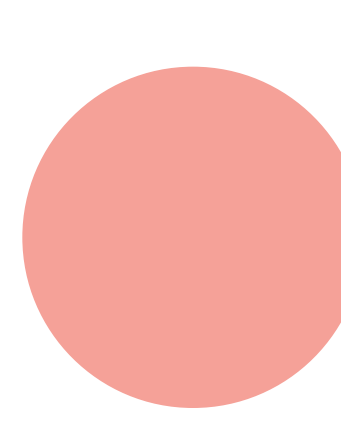
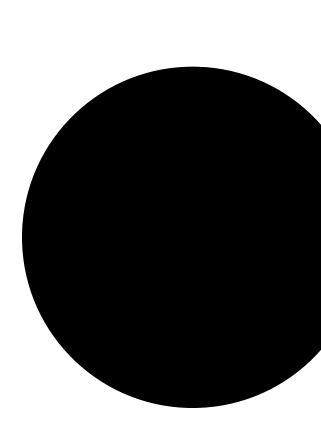
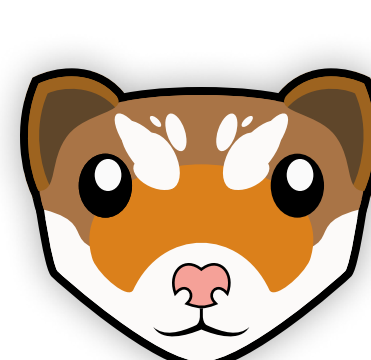

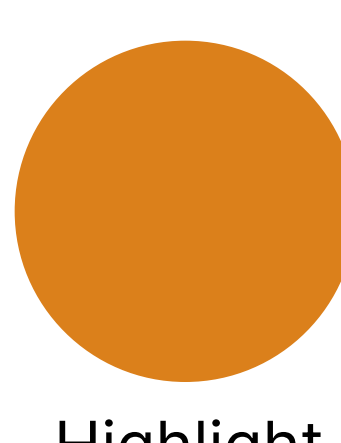
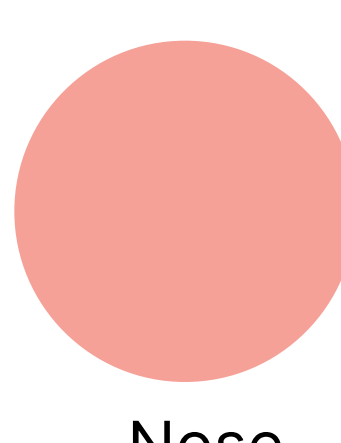
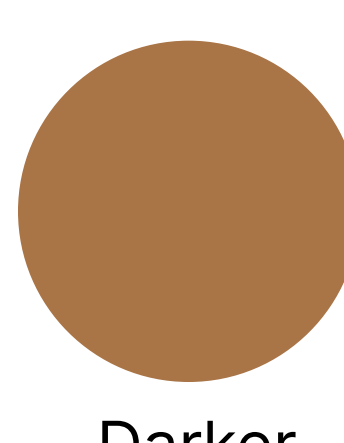
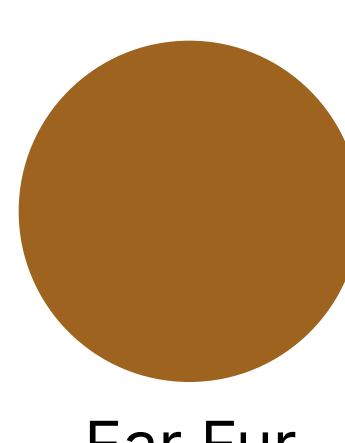
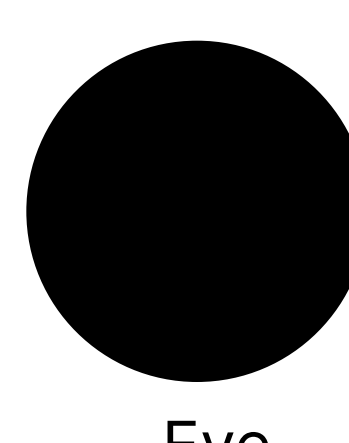
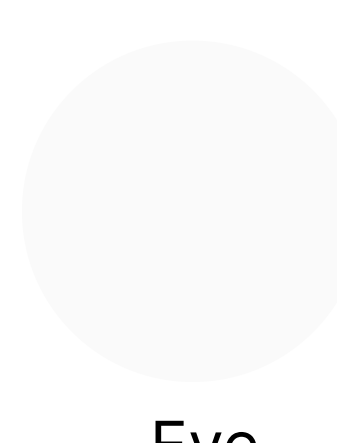
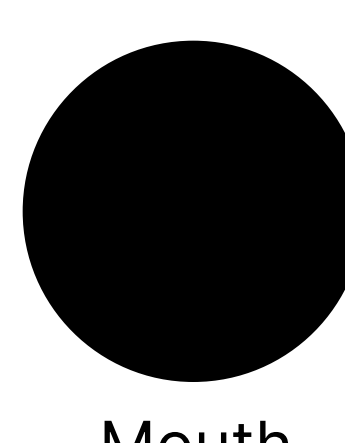
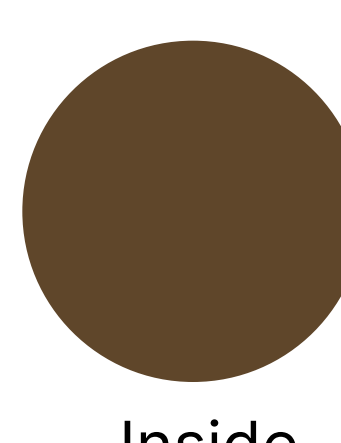
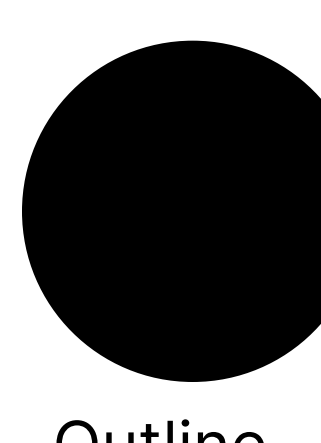
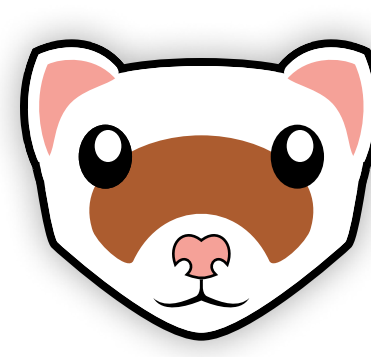
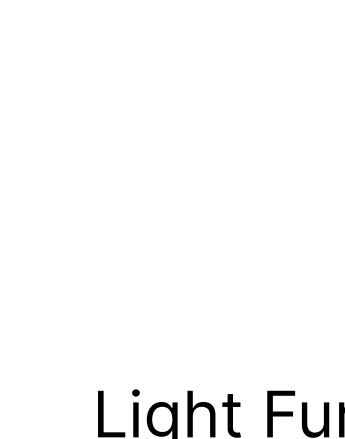
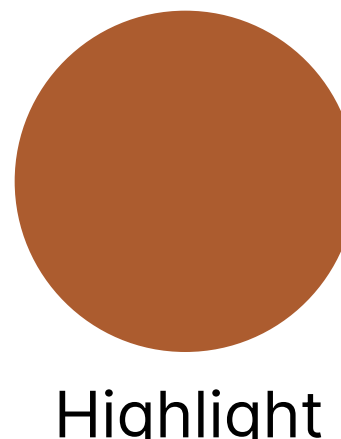
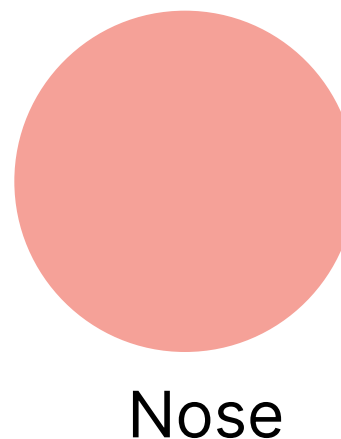


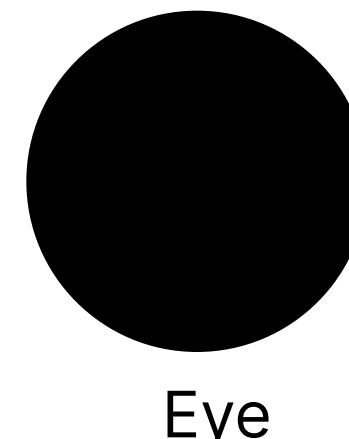
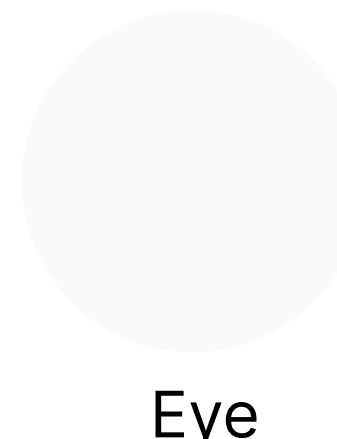
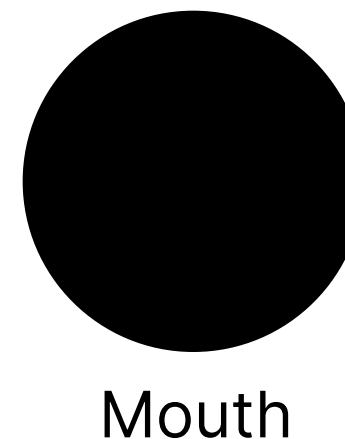
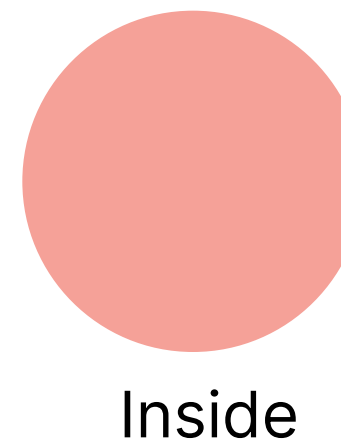
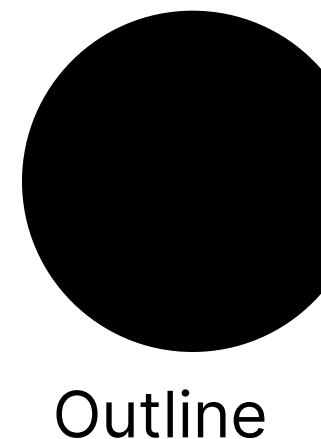


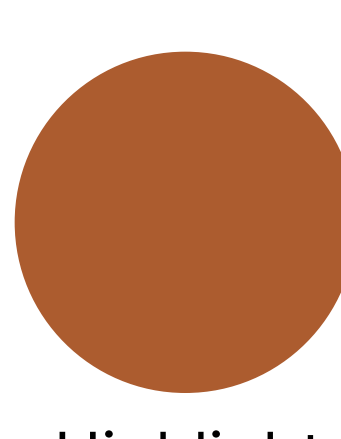
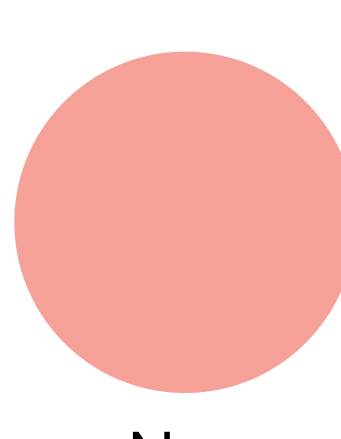


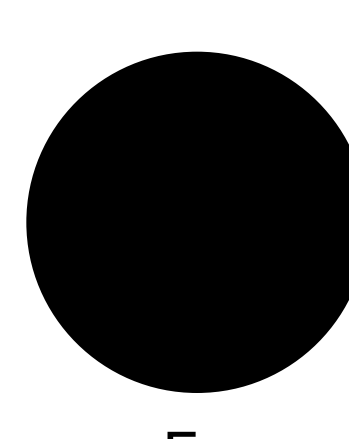
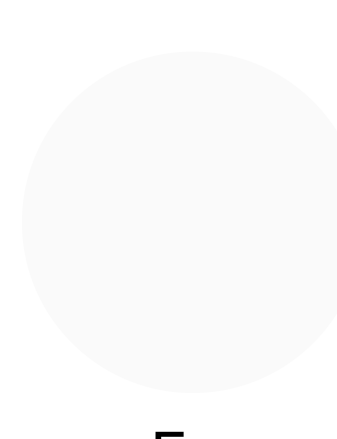
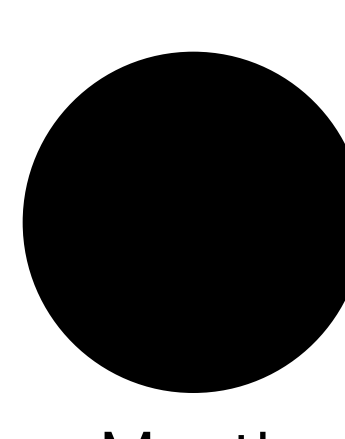
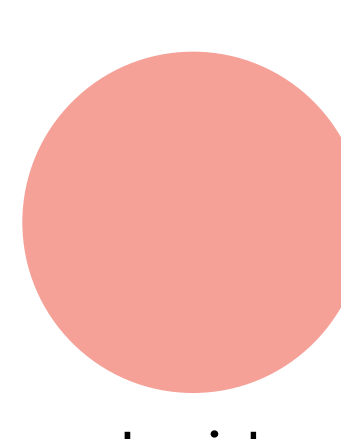
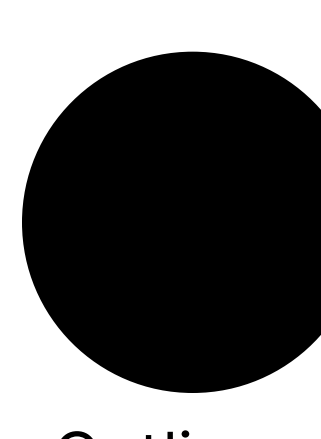
Solution

- 1. Removed the chubby cheeks that made it look like a hamster, instead a strong jaw line was added and a slim body, so not to draw the whole ferret but to imply its physique.
- 2. Added dimples to imply smile, now it either always looks like it is smiling or at worst neutral, either is good, we are serious and fun, not sad and disheartened.
- 3. Removed the body and designed the colours to match a ferret more

Colours

Brown is thought to evoke feelings of warmth, security, and earthiness.
Orange is associated with optimism and energy, many brands use orange to convey a message of positivity.
Pink is a nurturing, playful, and nostalgic color that takes people back to their childhoods.

Ferret Studio Logo Timeline

Original Design											
2nd Design											
3rd Design											
4th Design											
5th Design											
6th Design											
7th Design											
8th Design											
9th Design											
10th Design											
Current Design	