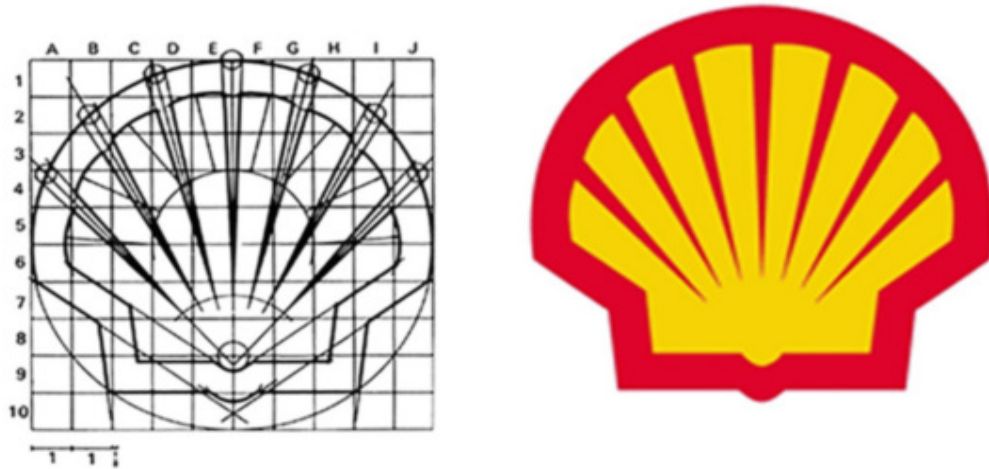


Balance

The shell logo is symmetrically perfect since if we draw it on a grid we can see that it is the same in each angle of the logo and the two halves are identical



The huawei logo is geometrically symmetrical since if we divided it in two it would be the same both the image and the letters.



Contrast

The World Wildlife Fund logo is quite a contrasting logo as the black lines do not form the entire panda drawing but it is easily recognizable.

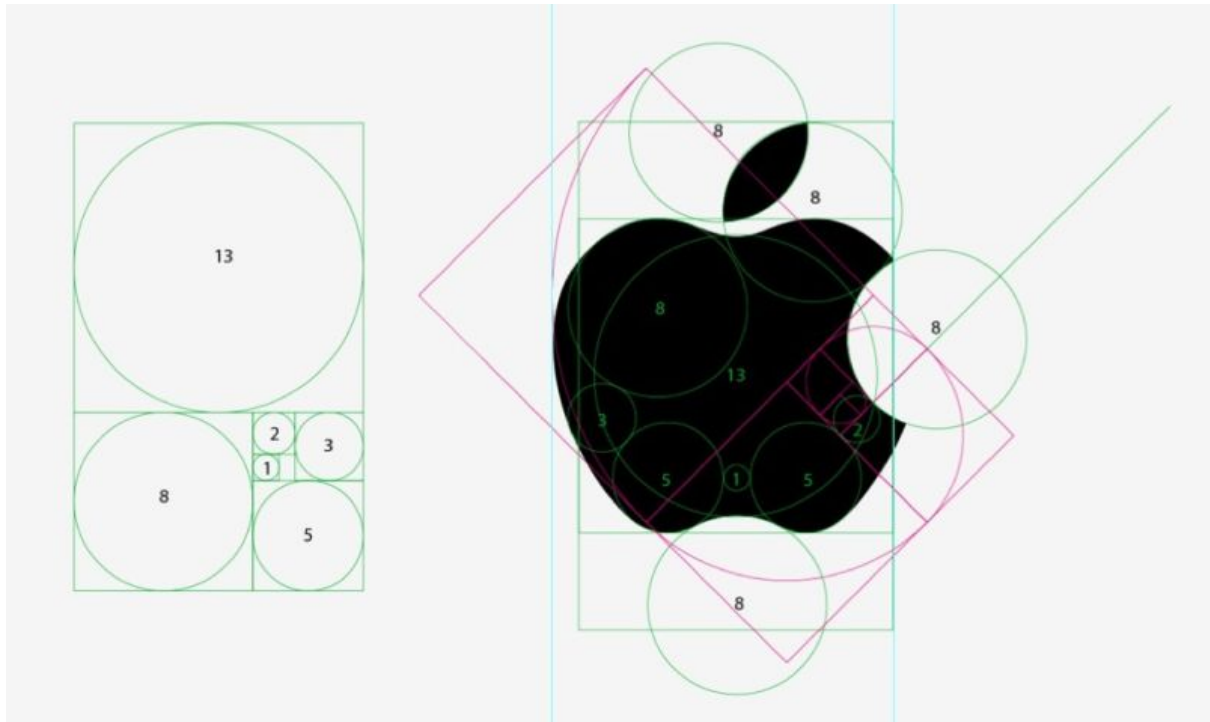


The KFC logo is a logo made in color but even if we put it in negative, the contrast it has is noticeable since the image can be easily recognized.

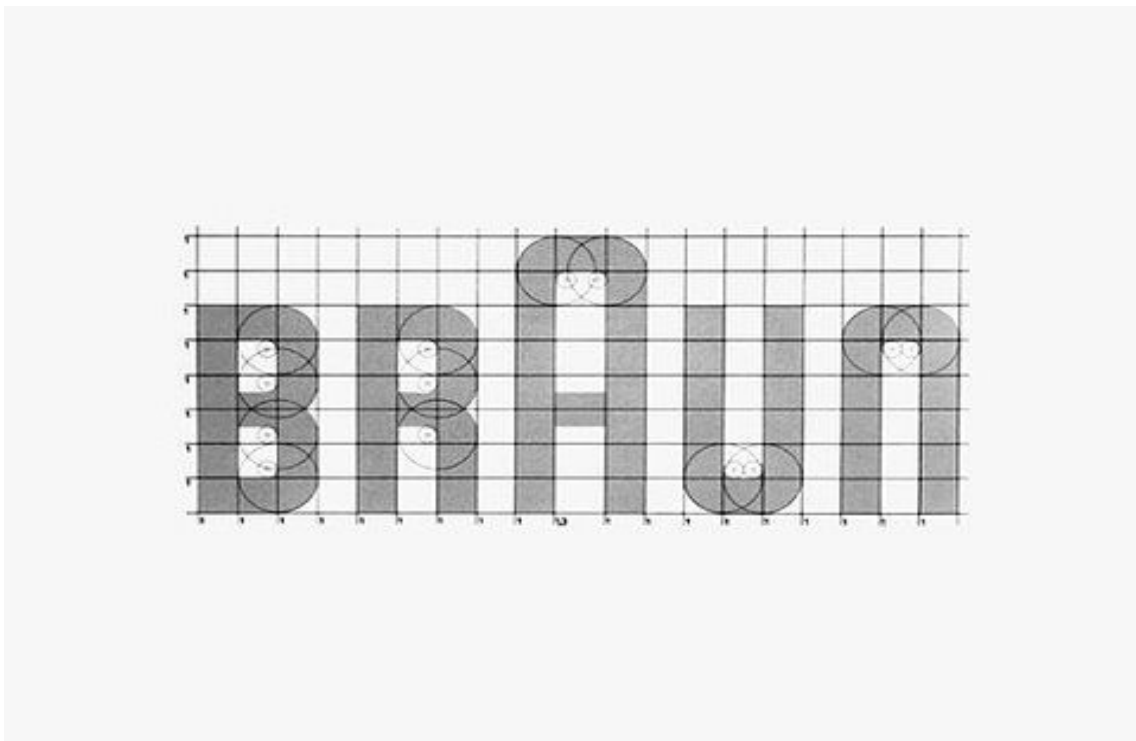


Balance appreciation

The apple logo does not seem to be a symmetrical logo but it is a fairly balanced logo because it is made in such a way that if you put several overlapping circles you realize that it is circumferentially perfect.



The braun logo seems not to be symmetrical from the beginning, but if you look at it exactly the logo if you divide it in half it is quite symmetrical and the circumferences of the braun logo fit perfectly.



Dominance appreciation

The playstation logo is a "p" above an "s" but when we look at it for the first time it is made so that you notice the "p" which is the main letter of the word.



This image highlights that all the apples are green and there is just one red one, which makes our eyes focus on the red apple when we look at it for the first time since it is the one that differs from the others.



Center of interest

We have this image in which our gaze is focused on the moon since the image focuses us progressively towards it, the author uses a conical shape to focus the image more and more towards a point.



In this image we can see that there are many blue flowers but the author wants to focus our gaze on a single flower that stands out above the others since it is the only one that is not out of focus and that way we do not look more than in the others .



Teoria GESTALT

In this image with the naked eye it is easier to perceive the tree for most people but there are others who see two animals that are an ape and a feline.



In this image it is more difficult to stay with one of the two forms since most people do not distinguish one of the two forms, this 50/50 the two forms, in one we have a woman and in the other we have two faces.

