

1. The first logo was based of the three bird idea (a logo design I sketched), where there are two normal seagulls side by side with a fake seagull with a camera lens as an eye. I also used a downloaded 'tough' looking font from the internet.
2. From the first sketch I enhanced the background gradient and moved around the background a bit. This was to fit the word 'Animations' in the bottom of the logo. This was the base logo for the next couple of logos designs.
3. I changed the font for this logo. I wanted to see what a more sleek modern text would look like with my seagulls.
4. The fourth logo was another variation of this text. 'Animations' now has a white stroke around the outside to make it clearer.
5. This logo was experimenting with the text on a path tool. I made it into an arch shape and also changed the font.
6. In an effort to make it simpler, I decided to remove the sunset background and just have the three seagulls standing on a rock. Furthermore, I think having the white background makes the logo more practical as it gives the effect of not having a border when placed on something white. The text was also changed back to the 'tough' looking one.
7. The logo previously was zoomed in even more so you can only see the three heads of the birds. The text was also made a little bigger.
8. This was the same as number seven, but with a sunset design behind it. I thought that it looked much improved with colour behind the logo. This is why I kept the sunset. The logo is probably one of my favourite logos so far.
9. This logo is another logo based off the zoomed in idea of logo six. With this logo I thought I might add a bit more three dimensionality to it by having the birds heads go in front of the text.
10. This was definitely my most alternative logo, as it looked like nothing else from the bunch. I chose such contrasting colours on purpose. I needed a logo that people removed. Having every part of the seagull black and keeping the beak orange achieved this for me.
11. After completing the logo before I realised that I could make the black seagulls into a silhouette. I think it looks nice having the sunset back in the picture again, although the design before would be better for business cards and other more paper based purposes.
12. I went for a different approach with this logo, by adding the text on a path (like logo 5) but also a text box at the bottom of the logo. This would be turned into more of a banner if I were to base my final logo on this one.
13. The obvious difference is the circular logo shape. The writing also follows the curve of the circle. It has all the other components of the other logos that I like. I also undertook further refinement of this logo as it became my favourite. I added waves to the logo to give a sense of movement.