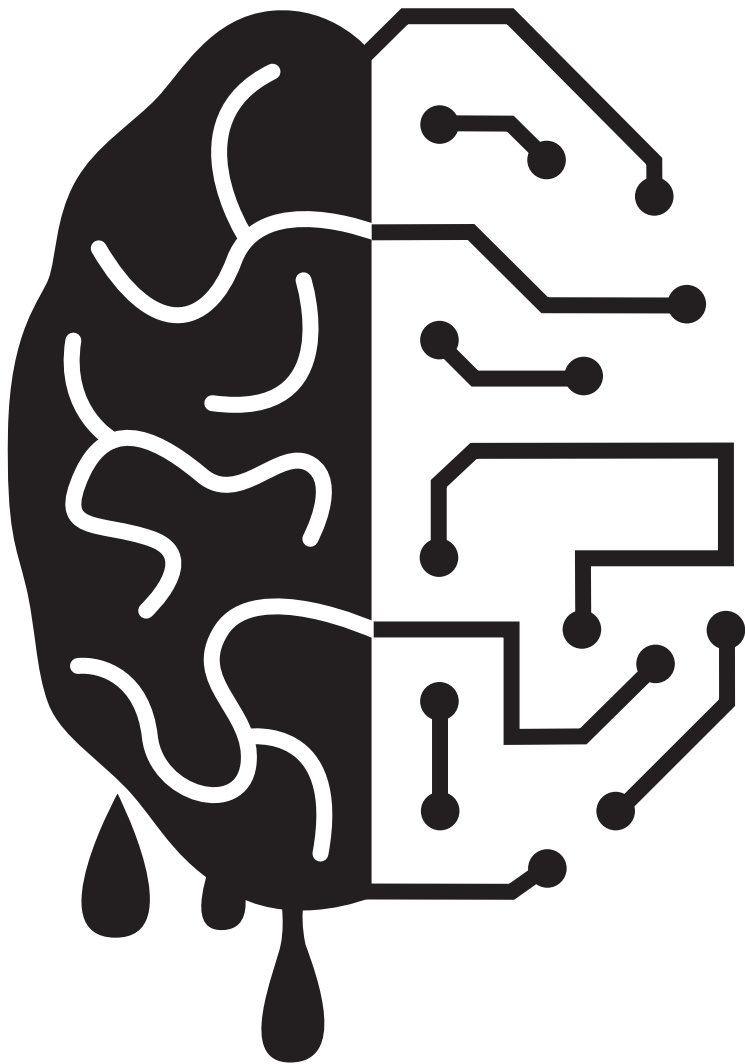
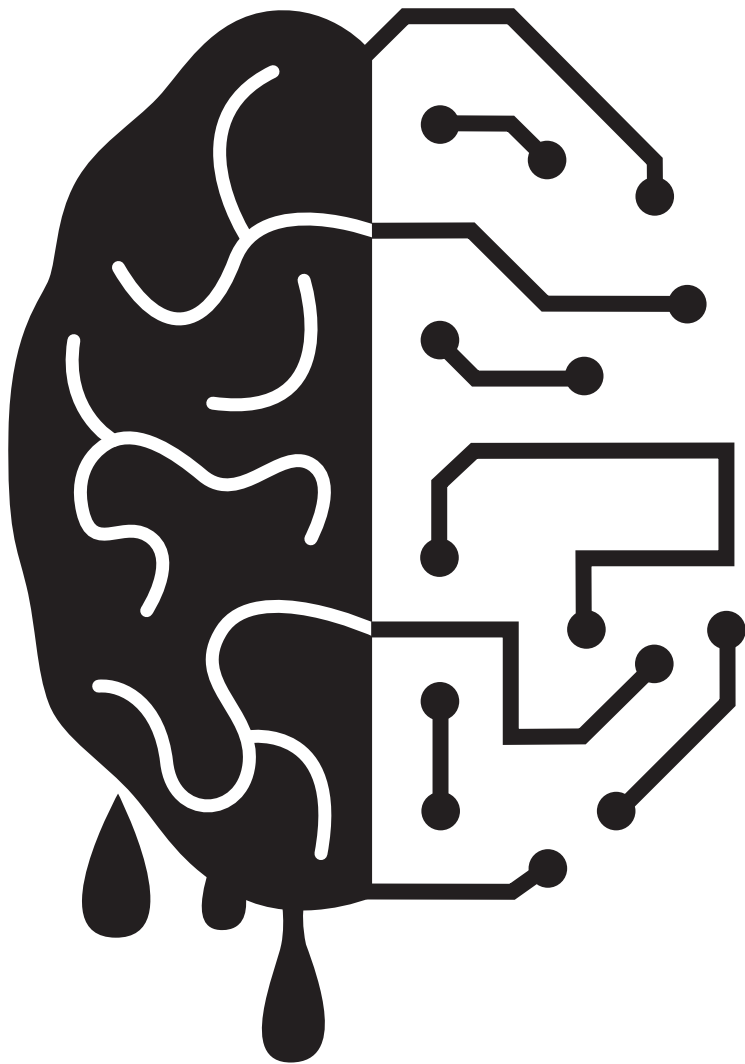


LET’S PLAY SPOT THE DIFFERENCES



ORIGINAL



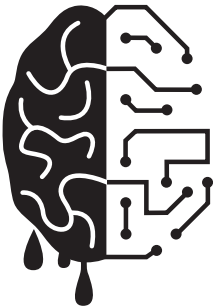
NEW

The brain on the left is the original brain, winner number 3! The brain on the right has subtle changes to make it less busy. What I did was I made the stroke (the lines) size smaller on the left side of the brain. However, I didn’t want to make them too thin because I want to create consistency from one side of the brain to the other. And I do this by making the lines on both sides of the brain appear to have a similar stroke weight, making the brain flow from side to side.

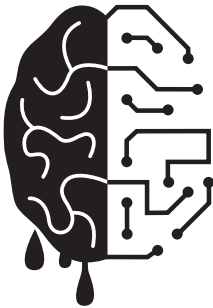
I also softened some of the curves, so again, it flows better on the page. And I moved some of the line ends into the brain, instead of them being near the edge. Our brains will automatically close lines and shapes, its a gestalt principle called closure (it’s pretty cool), and since the original lines were close to the edge it made our brains want to connect the lines to the edge of the brain, making our brain work and keeping our eyes busy. But now the lines are farther from the edge, allowing our eyes to rest and not wanting to close the lines. Does that make sense?

I also wanted to provide a large and small scale just so you can visualize how the lines will look at different sizes.

I would definitely have to say that the new version looks a lot cleaner than the original and I think that it has good balance. However, if you want to make it even less busy, we can try economizing the detail on the left side. We would do this by removing some of the lines and relying heavily on space for an effective layout and balance.



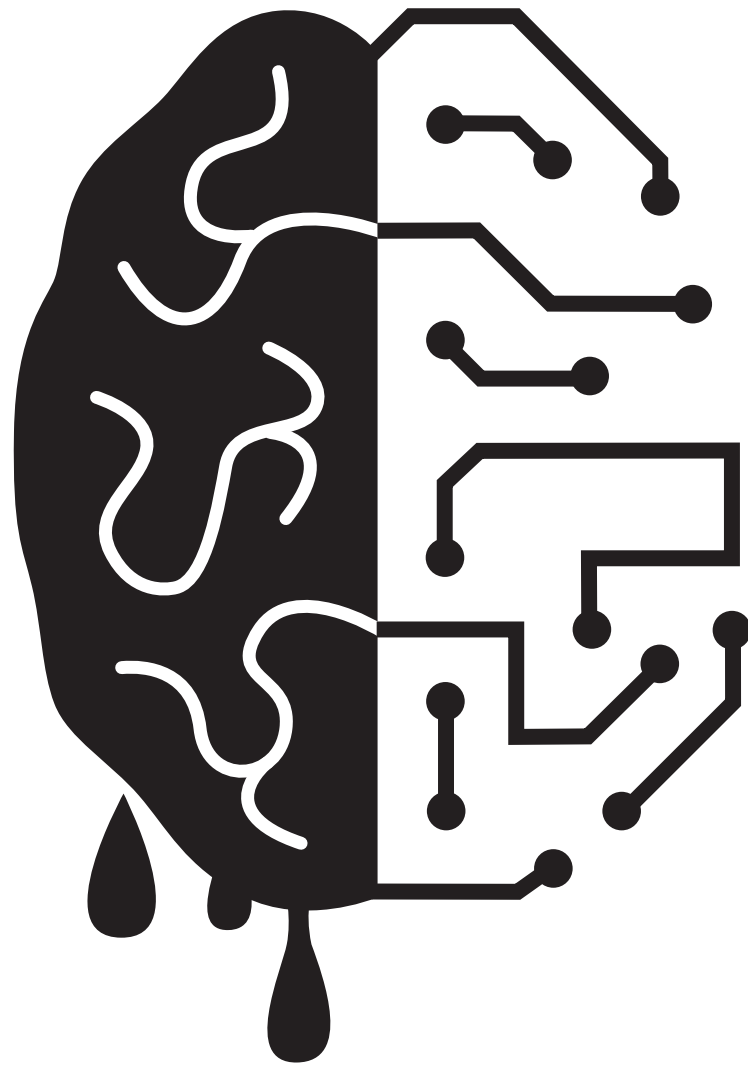
ORIGINAL



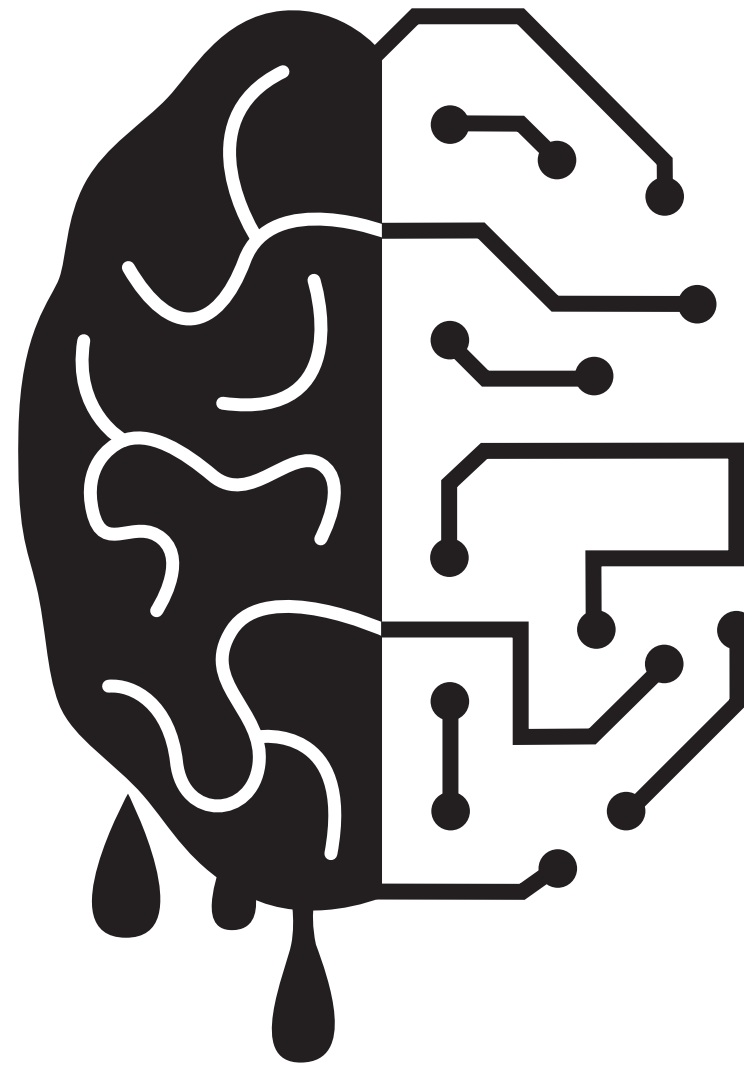
NEW

OKAY, SO I HAD TO SEE WHAT IT WOULD LOOK LIKE.

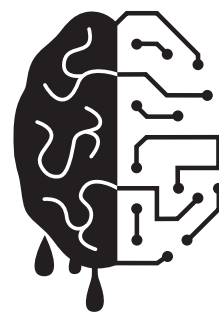
This shows a possibility of economizing the detail of the lines on the left side (the New New logo on the left). Although, one thing that I found while trying to lessen the detail was that the logo looked great small, but when it was large it didn't look full, or complete.



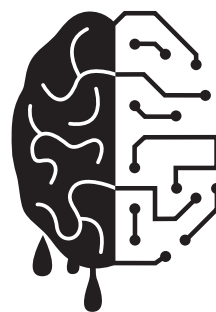
New New



NEW



New New



NEW

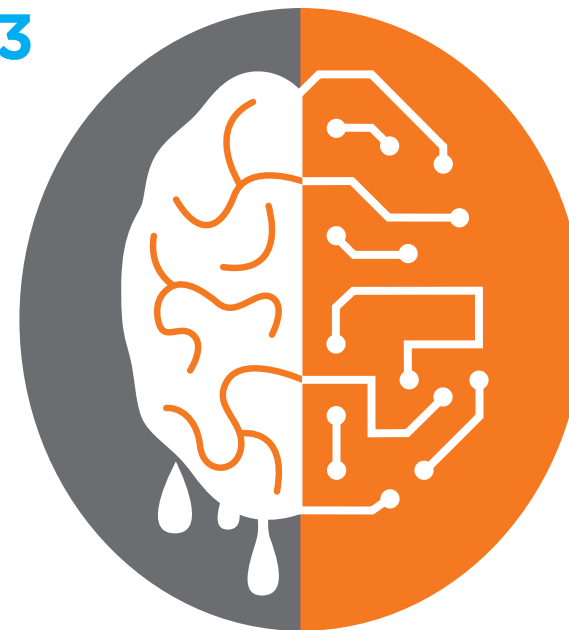
1



2



3



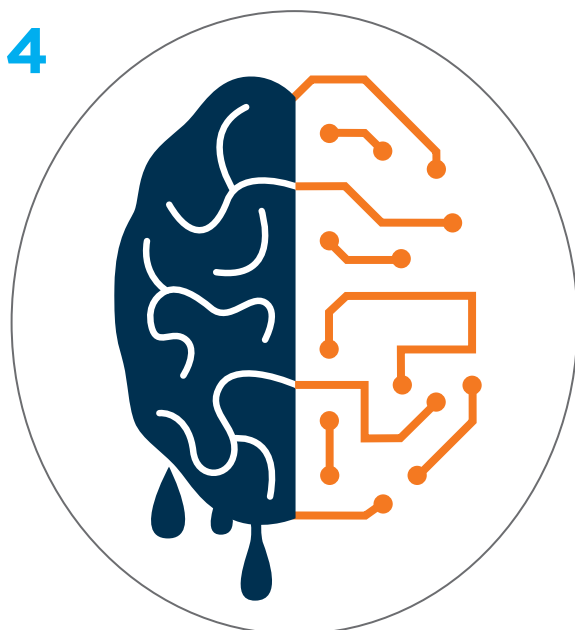
IT'S ALIVE. ALIVE WITH COLOR.

Here are major variations of color applications and combinations. Number 4 and 5 have a grey stroke around it for visualization of a white circle.

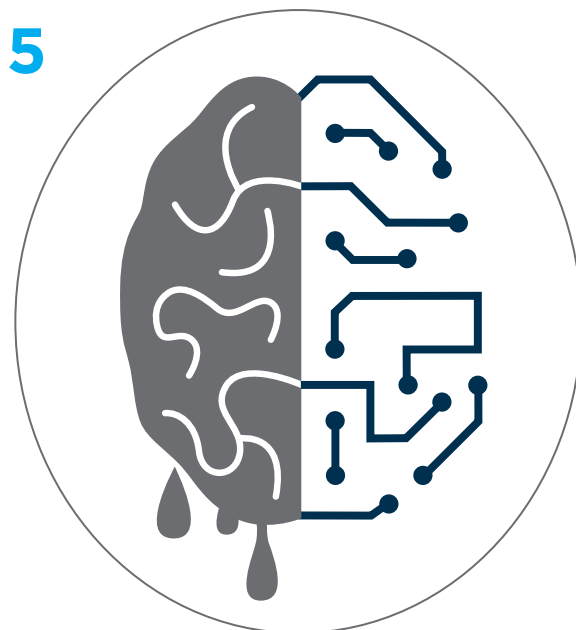
I didn't make the circle, a perfect circle because the space seemed awkward since the logo is oblong.

I also had to lighten the grey by 5%. The tone between the grey and blue were too close and wasn't creating enough contrast.

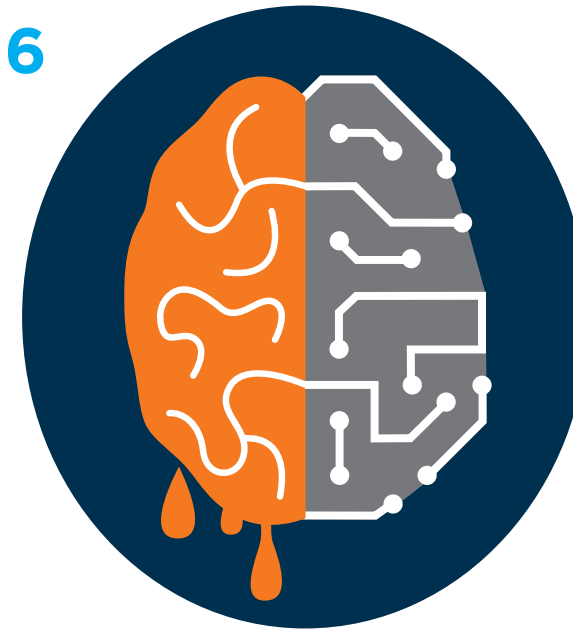
4



5



6



I personally like either number 1 or 2. The look clean by only using a two or three color combination that still creates interest. Also, the color usage can change with different medium and applications. The color can go with Braingu's brand.