



Team COLATA

# UNDERSTANDING COLORS AND SHAPES

A C T I V I T Y 6



CORDERO, LATAGAN, TAMBURANI

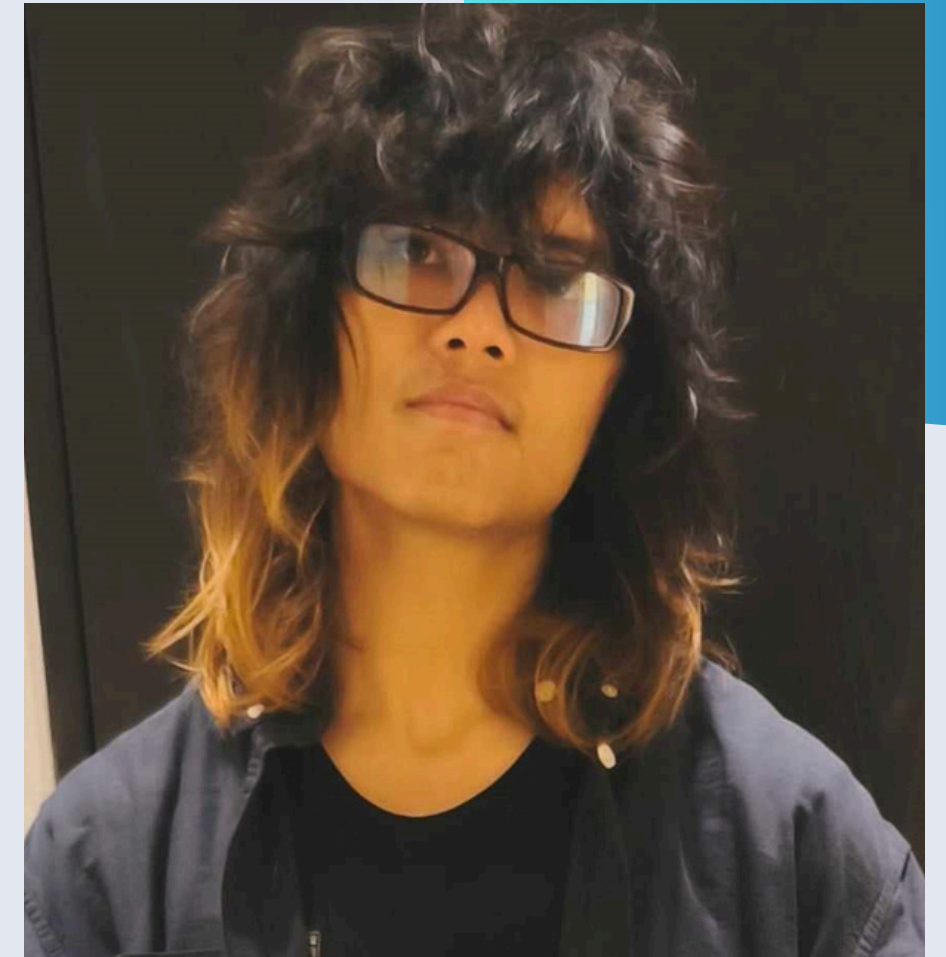
# Team Members



**Ed Chryssha  
U. Cordero**

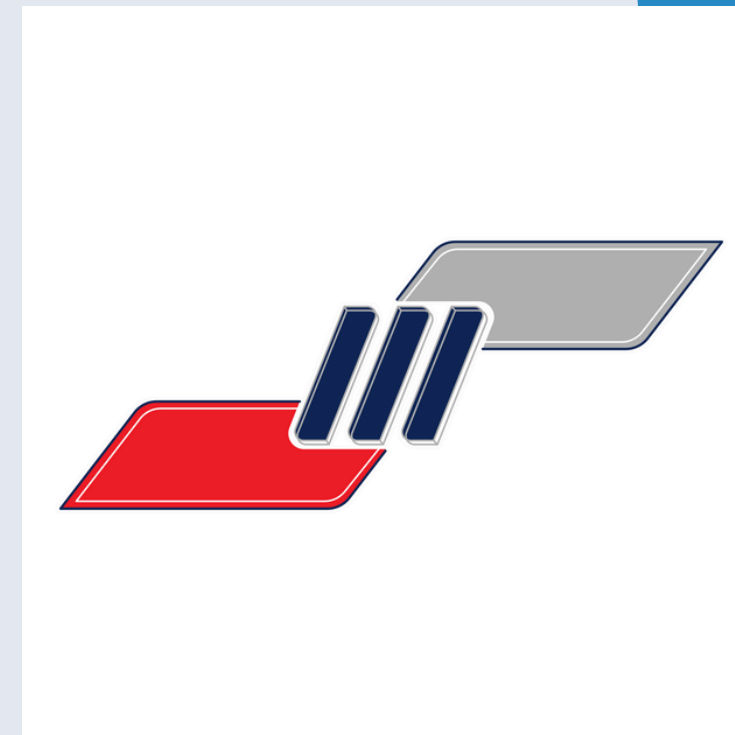
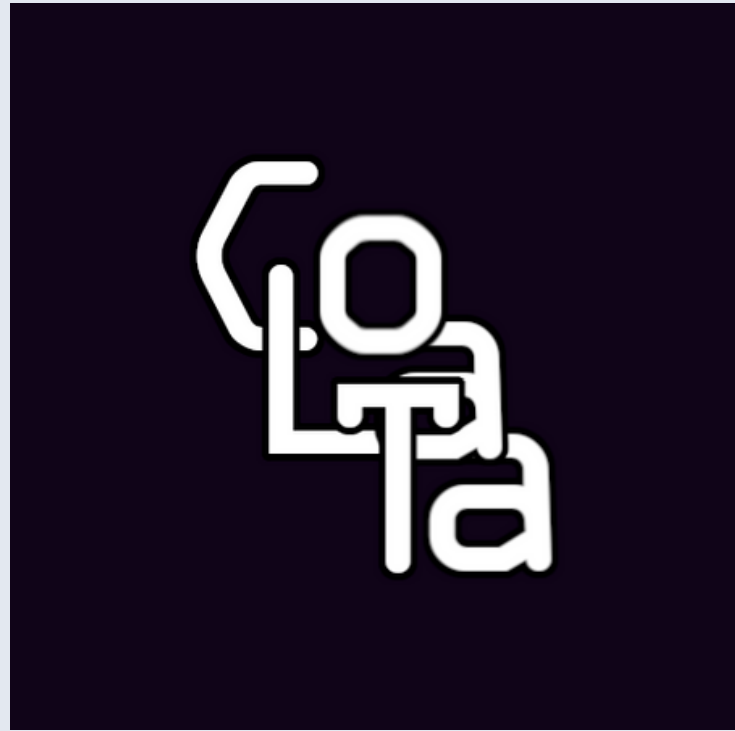


**Fritzgerald M.  
Latagan**



**Nur Fyed  
Tamburani**

## Team Logo Drafting



## Mumble Icon Drafting





# Team Colata's Logo



**COLATA**

## **Triangle Symbolism:**

The triangle is used symbolically in place of the first 'A.' It represents unity, cohesion, and the forward-thinking ambitions of the developers.

## **Clean Typography:**

The bold font for "COLATA" ensures readability and professionalism.

The simplicity of the design allows for versatility across different mediums.

## **Basic Color Palette:**

The choice of a black and white color palette offers high contrast, ensuring that the logo will stand out and be legible in various contexts.

## **Law of Proximity | Law of Closure**

# Mumble Icon



## Handshake Symbolism:

Handshakes symbolize communication and connection—essential concepts for an app named Mumble.

## Letter 'M' Negative Space:

The clever use of negative space within the handshake forms the letter 'M,' directly referencing the app's name, "Mumble."

## Color Palette:

The colors used are white, black, and two shades of blue (hex codes 0000b4 and 00004d). The choice of a blue color palette symbolizes trust, communication, and intellectual growth. The use of black and white provides contrast and ensures legibility.

Law of Figure-Ground | Law of Proximity | Law of Similarity