

Assignment 1: Logos

Introduction

The idea of my logo came up to mind when I started drawing some things on a piece of paper. I wanted to have three things in the logo that described myself as I want this logo to be an extension of myself.

The three things that I wanted in the logo are:

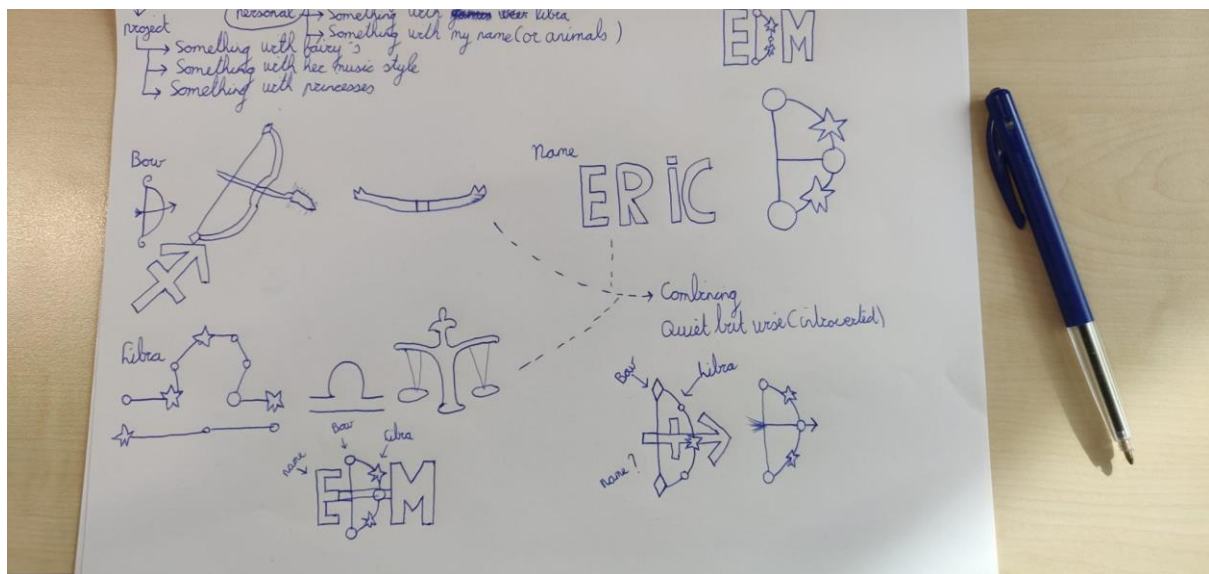
1. Something with games
2. Something with Libra
3. Something with my name

The reason that I wanted to have something with games is that I love gaming and it's a hobby of mine. I do it almost every day and I still enjoy every moment with it.

The reason that I wanted something with libra is that I feel like my star sign makes me who I am.

The reason why I wanted something with my name is because your name makes you unique and gives you that feeling that someone gave you that name for a reason.

Overall, I wanted a logo with my name and not with a specific brand, although I could be used as a brand.



Picture of my early designs

Making the logo

Bow:

I started working on a piece of logo for the gaming part of my final logo. Since I wanted something from gaming, I chose for something I use every time when it is available, and this is a bow. I think that a bow in gaming is so cool, and you have lots of different looks on bows and effects for it.

I took my inspiration for this bow on one of my favourite games which are Assassins Creed and Fire Emblem, in here you get the option to wear some bows or to give some bows to your team.

Libra:

The next part of my logo that I wanted is something with libra, I don't particularly like stars or star signs, but I do like the meaning of them and that they are given to you as part of being yourself.

I took my inspiration for the libra sign on internet which showed a half circle with lines and with another line underneath that. This fitted perfectly for the bow string.

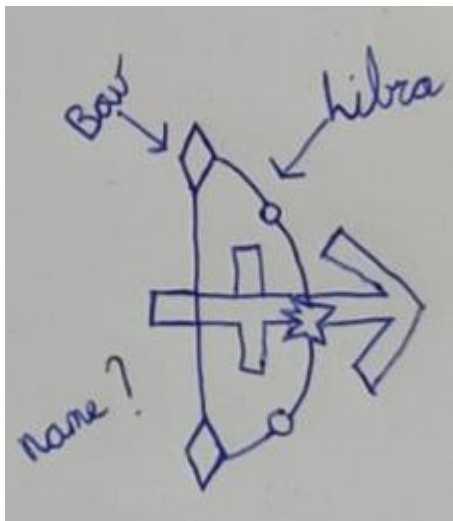
Name:

The final part that I wanted for my logo is my own name in a kind of way that it shows in the logo. I choose for my first and last name which shows EM. I want this in my logo because this is who I am and people know me this way, it felt that this was needed for my own personal logo.

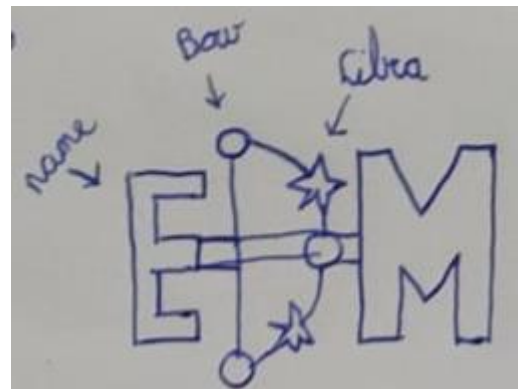
Everything together

The next challenge is that I needed to put all my drawings in such a way that everything fitted and that it felt nice for a logo.

As I explained before is that the libra part is a perfect way for a bowstring, this means that I already have two things that I want inside of the logo. Later I added the bow in between the E and the M, and I looked good for me at that time.



Picture before my name is in the logo



Picture after my name is in the logo

Illustrator

Next thing is to put it in illustrator and to draw it out to make it look like a good logo. I started by making the letters first and adjusting the bow his length to the letters. Making a line with a half circle made it look like a bow and I added some stars and circles to make it look more like a star sign bow.



Picture of the logo in illustrator

I thought this was going to be the final product, but it felt like you could read EMD out of it which is not the meaning of my logo. I chose to sleep a night over it and I woke up with a feeling that this logo is not what I want, so I went back to illustrator and tried some new designs with the arrow and the bow itself which came up to a new design. Just my initials and an arrow through it looked good, and I did like the design. But I needed to add a different font because the standard font looked ugly with it.

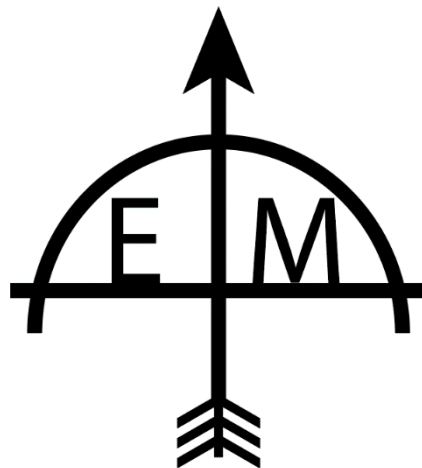


Logo without the font change



Logo with the font change

After this I felt that my logo was not finished because I did want a bow inside of my logo and it was missing from this one, so I came up with a new design to make the bow differently and put the letters inside of the bow which gave a good first result.



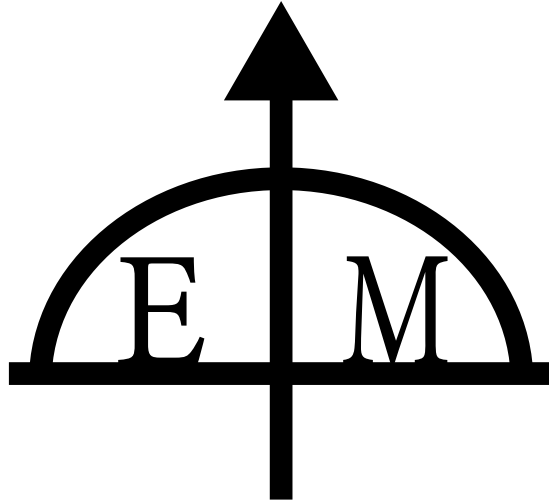
Final logo design without adjustments

At last, I found this the best logo that I wanted to make but it felt too basic to me, so I made some adjustments to the arrow and the bowstring as well, and although I did not have the libra anymore I feel like the bowstring I still part of this libra thing that I wanted.

The final design

After making these adjustments I came to this conclusion as a final design. This is an abstract logo and can have a lot of different meaning to different people. I also decided to change the font of the letters because I feel like this font is more appealing.

The final thing to mention is that I don't use colour, and this is for a reason. I don't use colour because I feel that will ruin the design of the logo and I wanted to keep it abstract.



The final logo (SVG)

Tools used

Pen and Paper: Sketches, design ideas, inspirations.

Illustrator: Making the logo's a reality.