Graphics Design

Name: Fenish Chetankumar Modi

Task 1: Logo Redesign (as per CodeAlpha Graphic Designing Tasks)

Project Title

Logo Redesign – Elite Studio

Brand Overview

Brand Name : Elite Studio
Industry: Construction / Real Estate / Infrastructure
Brand Nature: Professional, reliable, modern, residential-focused

Elite Studio operates in the construction and real estate domain, delivering residential and infrastructure projects. The brand emphasizes trust, quality construction, and modern living solutions.

Objective of Logo Redesign

The objective of this logo redesign project is to modernize the existing logo of Elite Studio while maintaining its core brand identity. The redesigned logo aims to:

- Present a clean and professional visual identity
- Align with modern design trends
- Reflect trust, strength, and growth
- Ensure scalability across digital and print platforms

Design Concept & Idea

The original logo of Elite Studio featured a high-rise building icon, representing large-scale construction and urban development. While strong in symbolism, it followed a traditional and common real-estate visual approach.

The redesigned logo shifts focus toward a modern residential architectural form, reflecting contemporary homes, lifestyle living, and client-centric development. The house structure with clean lines symbolizes:

- Stability and trust in construction
- Modern architectural thinking
- Long-term reliability and growth

A minimal and balanced design approach is used to ensure clarity, recognition, and versatility across platforms.

Color Palette

- Primary Color: Deep Blue / Navy Blue – Symbolizes trust, professionalism, and stability
- Secondary Color: Grey / Charcoal – Represents strength and balance
- Accent Color (optional): Orange or Yellow – Symbolizes energy, growth, and innovation

The selected colors maintain a corporate yet modern appearance suitable for the construction industry.

Typography

- Font Style: Sans-serif (Modern & Clean)
- Characteristics: Bold, readable, and structured

Typography is chosen to reflect reliability and professionalism while maintaining simplicity and legibility across all platforms.

Logo Variations Created

To ensure adaptability and usability, multiple logo variations were designed:

1. Original Logo
   - High-rise building structure
   - Represents strength, scale, and urban development

2. Primary Logo
    ○   Modern residential building illustration
    ○   Used for website, branding, and marketing materials

    ○

3. Icon Logo
    ○   Circular format with simplified building illustration
    ○   Ideal for social media profiles, app icons, and favicons

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4. Monochrome Logo
    ○ Black and white version
    ○ Suitable for documents, print materials, stamps, and low-color applications

These variations maintain consistent brand identity while supporting diverse use cases.

Design Logic Explanation

- Clean lines and balanced proportions reflect engineering precision
- Minimal design ensures scalability without losing clarity
- The bird symbol creates a unique identity while staying relevant to the brand name
- Modern typography enhances readability and corporate appeal

Tools Used

- Canva

Applications of the Logo

- Company Website & Mobile App
- Business Cards & Letterheads
- Construction Site Hoardings
- Social Media Profiles
- Marketing & Promotional Materials

Conclusion

The logo redesign for Elite Studio successfully transforms the brand's visual identity from a conventional high-rise symbol to a modern, residential-focused architectural representation. The new identity maintains professionalism while introducing a cleaner, more contemporary aesthetic.

With clearly defined logo variations—primary, icon, and monochrome—the brand achieves strong versatility across digital and print platforms. This redesign strengthens brand recognition and positions Elite Studio as a trustworthy and modern construction brand.

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