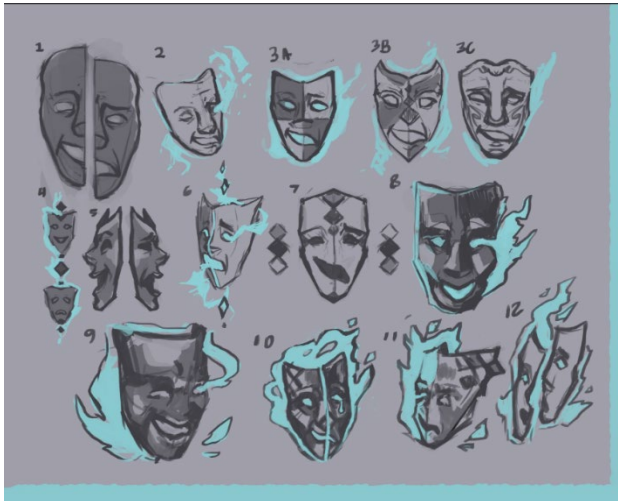# Team Branding Package Notes

Logo Design Process

- I created some initial logo sketches based on concepts we had discussed as a team. My teammates liked concept 5 and the tear on concept 1 a lot.
- For the first round of iterations, I focused on the concept of 5 and also experimented with the idea of 1 and began thinking more about contrast and color palette. My team liked 1A, 1C, 2A, 2C, 3A, and 3B.
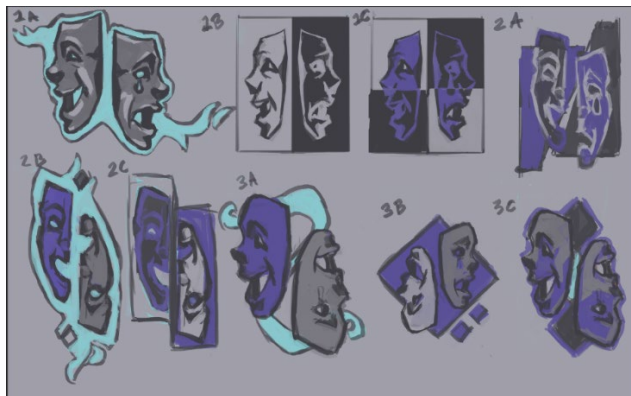
- I narrowed the concepts down to 1C, 2C, and 3B because of their limited color palette and compact design. 1C was popular and had good logo potential, so it was ultimately selected and refined into a finalized logo

Page Layout—First iteration

- My team liked the first iteration, but I was a bit worried about it being cluttered and not very readable.

Page Layout---Second iteration

- I boosted the contrast on the page background to make the text stand and graphics stand out more and incorporated the purple accent color into some of the subhead text for a more cohesive look.
- I also reduced the number of graphics on the page, so creating new pages and rearranging things wouldn't be as destructive if we used this branding package.
- My team liked both branding packages, and the darker background in the first iteration. However, we agreed that boosting the contrast so the text stood out more and was more readable was important.