

Team DaFruTo - A221

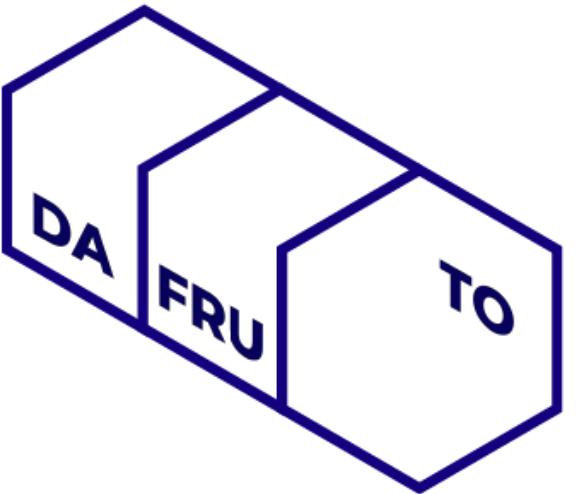
Logo Design Process for Pinans



Dayuno Fruto Toyoda



Team DaFruTo Logo



Pinans Logo

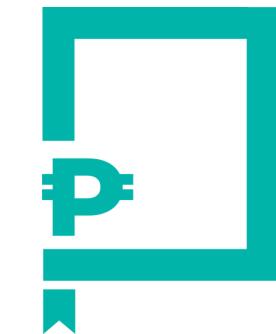


Drafts

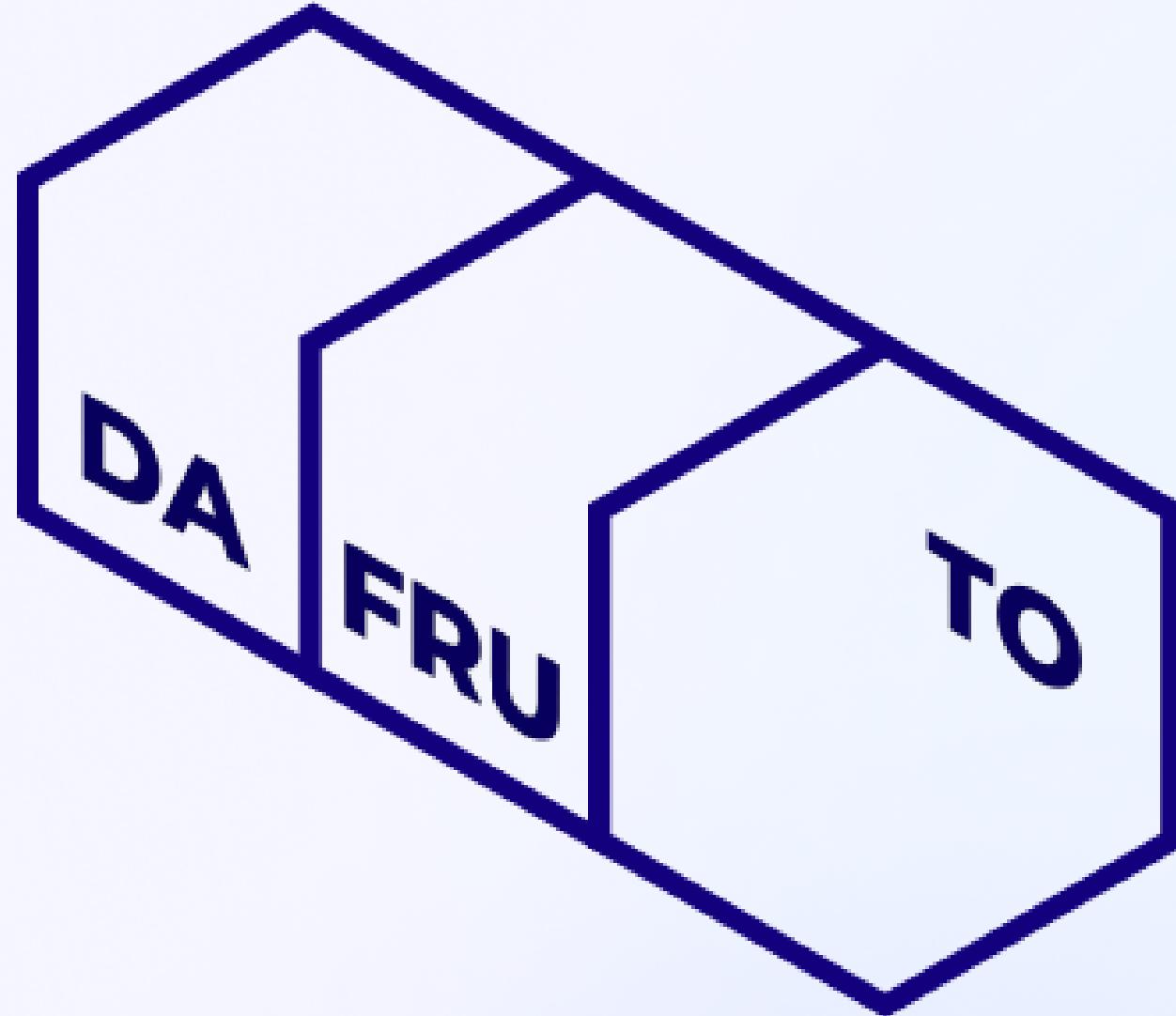
dafruto



Drafts



Pinans



DaFruTo

*HCI Team composing of Jhon Lloyd **Dayuno**,
Luis Angelo **Fruto**, and Jaen **Toyoda***



Design Process

- The three-dimensional cube structure represents each team member's initials, symbolizing unity, stability, and strength through interconnectedness.
- The modular and minimalistic design promote an elegant, modern, professional feel that is versatile across various mediums and formats.
- The symmetrical design creates a balanced look that reinforces equality and teamwork, while the forward alignment indicate progress and growth.



Gestalt's Law

- Similarity (Anomaly), Proximity, Closure



Design Process

- In designing our financial learning app, we incorporated a book and bookmark to signify learning, while stylizing the letter P into a text logo. This transformation connects to "Pesos," reflecting the financial aspect of our app .
- The color choice of green again is to symbolize learning.



Why is it named Pinans

- Pinans is derived from the term "Financial" in English, transformed into Taglish. Meaning the financial learning app is tailored to the Filipino masses.



Gestalt's Law

- Closure, Figure and Ground

Pinans

A Financial Learning Application