# STUDYMATCH

APPLICATION







### BRAND DESIGNERS

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RUSIANA
UX DESIGNER

## COMPANY LOGO DRAFT



DRAFT 1

DRAFT 2





DRAFT 1

DRAFT 2

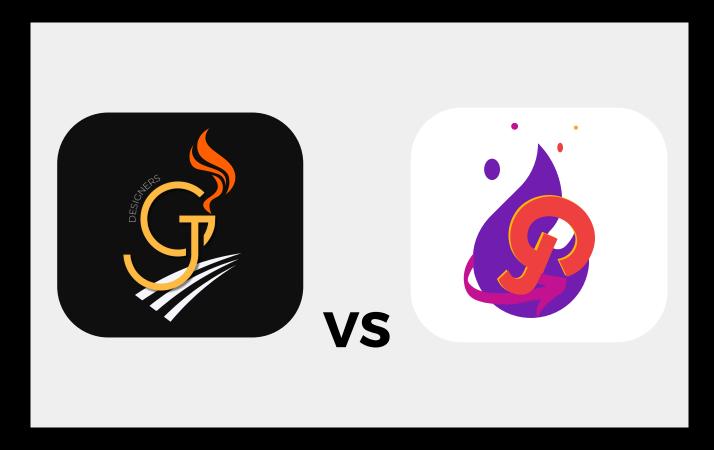


#### APPLICATION LOGO DRAFTING

#### COMPANY

Industrial and Trendy (Good Services and Professionalism)

- gestalt's law of continuity
- professional looking
- sense of credibility



LOGO

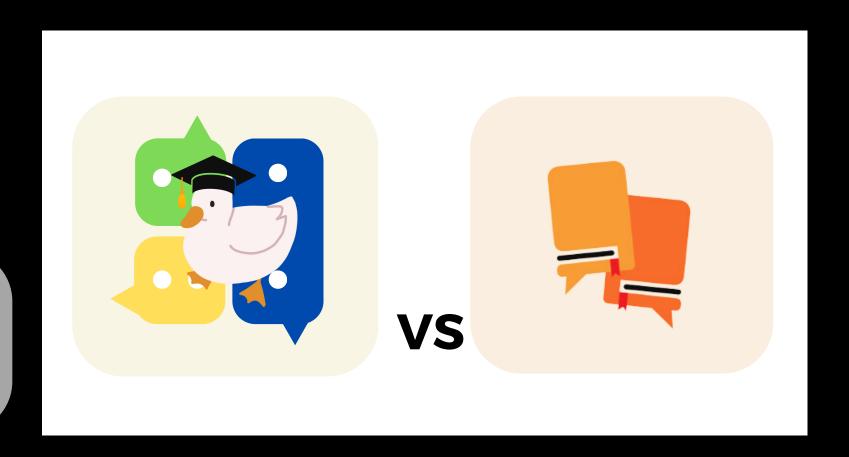
Fun and Rebellious (Gimmicks and Uniqueness)

- gestalt's law of figure and ground
- emphasizes J and G as an umbrella for fun gimmicks
- a surviving company in a harsh world

#### APPLICATION

Fun and Educational

It invites people of all ages to use the app.



LOGO

Professional and Academically Inclined

It invites people in a professional environment to use the app.



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