


ONLINE ACTIVITY 6

 Gonzaga, SA

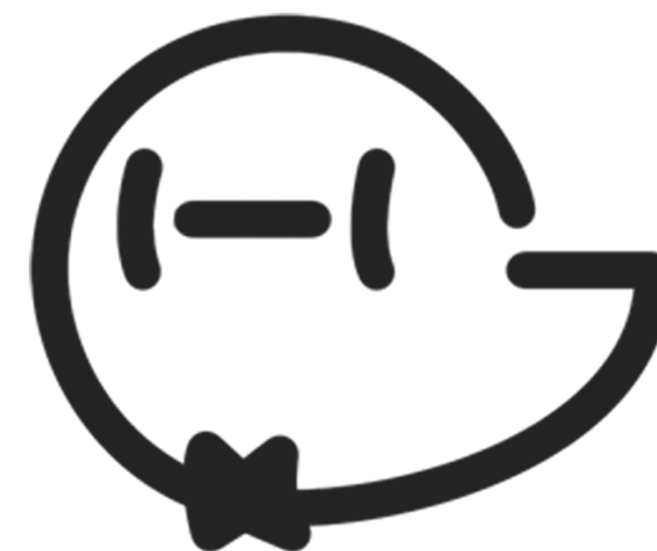
 Huang, RA

 Mende, KA

COLORS • Gestalt Principles • **SHApes**

TEAM
LOGO

Drafting

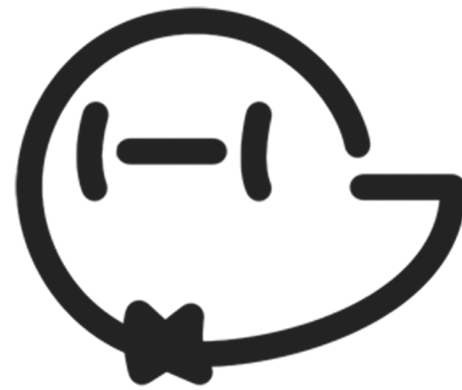




Principle of Proximity

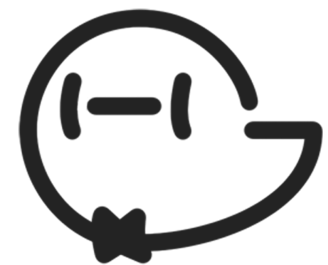


Principle of Similarity



GoHuMe

Gonzaga • Huang • Mende



GoHuMe

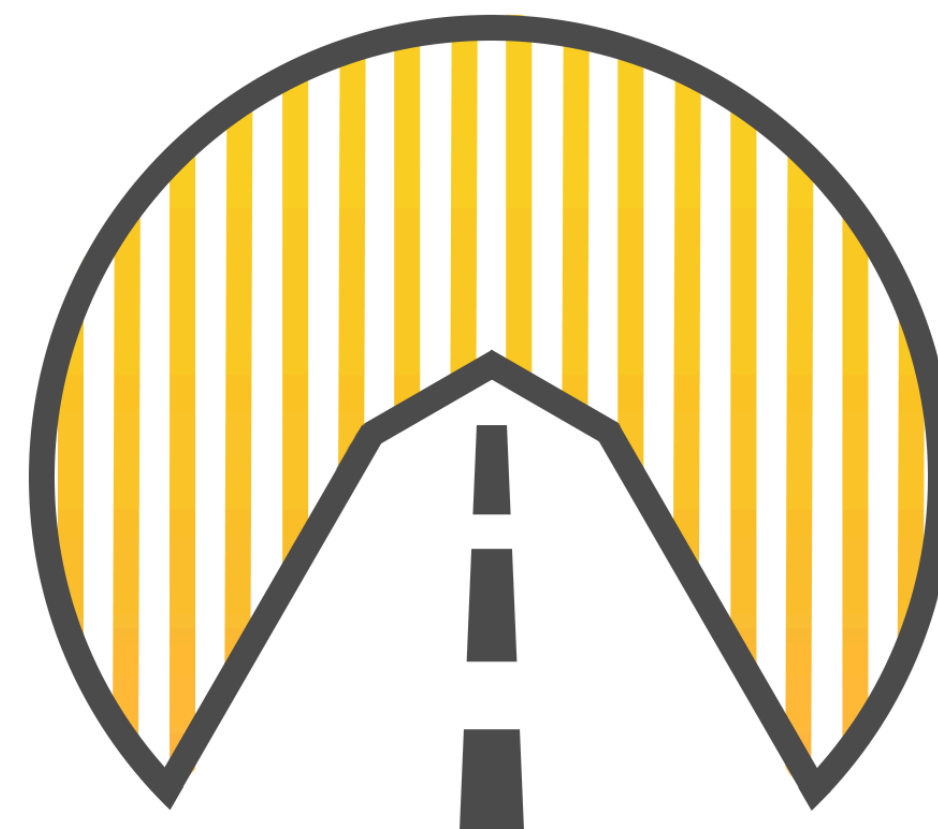
Color

Design Notes

- Our goal was to create a logo that is both distinct and memorable.
- Using a flat color enables customization and offers versatile design options.

APP ICON

Drafting





**Principle of
Similarity**



**Principle of
Continuity**



Location

Shaped like map
pins, means *A & B*



Direction

U turned into an
arrow, means *A to B*

GoHüme

Color



Design Notes

- *GoHume* is both the team's name and a play on the phrase "*Go Home*"
- The anomaly **ü** in *GoHume* means to "*escape the monotony of commute*"