

MASSAFE - A MOBILE BANKING APPLICATION

TEAM MACEVI - LOGO PRESENTATION

Maldonado - Cerbo - Villa

TEAM MACEVI LOGOS



MASSAFE BANKING APP LOGOS



TEAM DESIGN

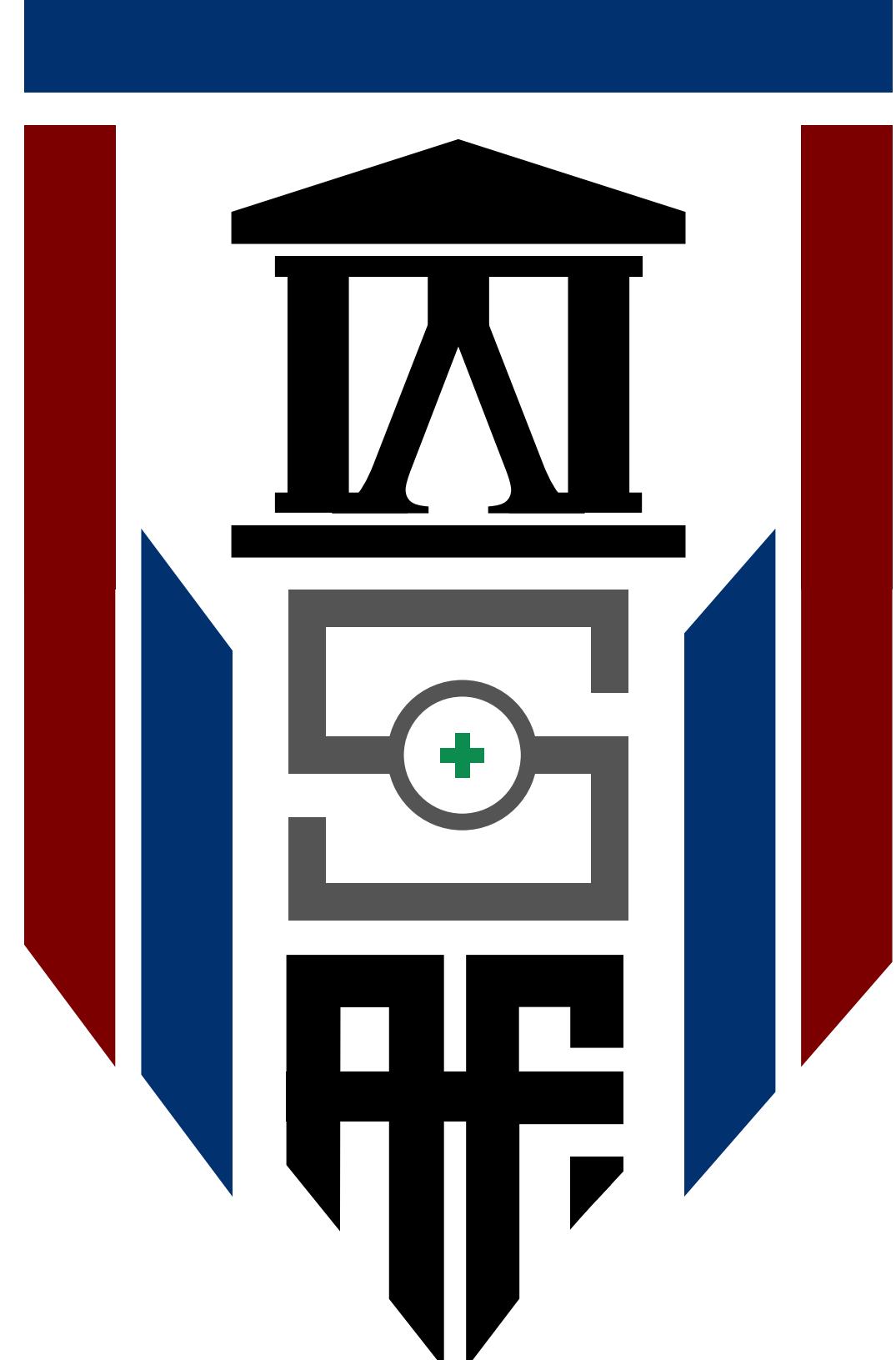
- Team MaCeVi features the letters "M", "C", and "V" prominently in the center, integrated into a stylized shield design.
- The central letters are encircled by a circuit-like design, symbolizing technology and connectivity.
- The entire logo is rendered in shades of green and white, adding a sense of harmony and balance.



Laws Applied: Proximity, Similarity, Continuity, Closure, Symmetry, Figure-Ground, and Prägnanz

APP DESIGN

- The logo is meant to represent a government building, which is built upon the letters “M” and “A”.
- In the middle, the letter “S” is located, which represents a Safe, if we combine these three letters we form “Mas”, which means “More” in Spanish and Filipino.
- At the bottom are located the letters “A”, “F”, “E”. When combined with the “S”, forms the word “Safe”. Delivering the name “MasSafe”.
- Finally, our overall shape is a shield, which symbolizes a secure service to our customers.



Laws Applied: Proximity, Similarity, Continuity, Closure, Symmetry, Figure-Ground, and Prägnanz

ADDITIONAL INFORMATION

- Our logos are 100% original
- We used a vast combination of different shapes for each logo design.
- We chose appealing colors and decided to not go for a vibrant look.

