

ACTIVITY 6: UNDERSTANDING COLORS AND SHAPES

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DESIGN



The logo shows off a stylized water droplet framed with waves, in front of a backdrop of a circle with a measurement line.

It displays the symbol of water in an eye catching way that is easily recognizable with it's elements.

The logo very clearly shows it's main feature of measuring water levels with the background elements.

GESTALT'S LAW

Figure and ground: The group of elements making the water and splashes are framed in front of the circle and line of the background, making it seem like its being monitored.

Closure: The splash shapes and droplet imply a circle or containment around the center, even though it's not fully outlined.

Continuity: The smooth curves and direction of the splash lines guide the eye inward toward the center droplet.

Proximity: The splash elements and droplet are placed close together, leading the viewer to perceive them as parts of a single visual concept or system.

Symmetry: The water splashes are symmetrical, forming a ripple shape the cradles the water drop.



DESIGN



The logo features a stylized droplet with a flowing, wave-like curve and small circular bubbles inside.

This design communicates fluidity, freshness, and motion, all of which are associated with water.

The combination of soft curves and clean edges makes the symbol modern, simple, and calming.

The central swirl inside the droplet subtly conveys movement and life, often linked to water-related or eco-conscious brands.

GESTALT'S LAW

Figure and Ground | Closure | Continuity | Proximity | Similarity

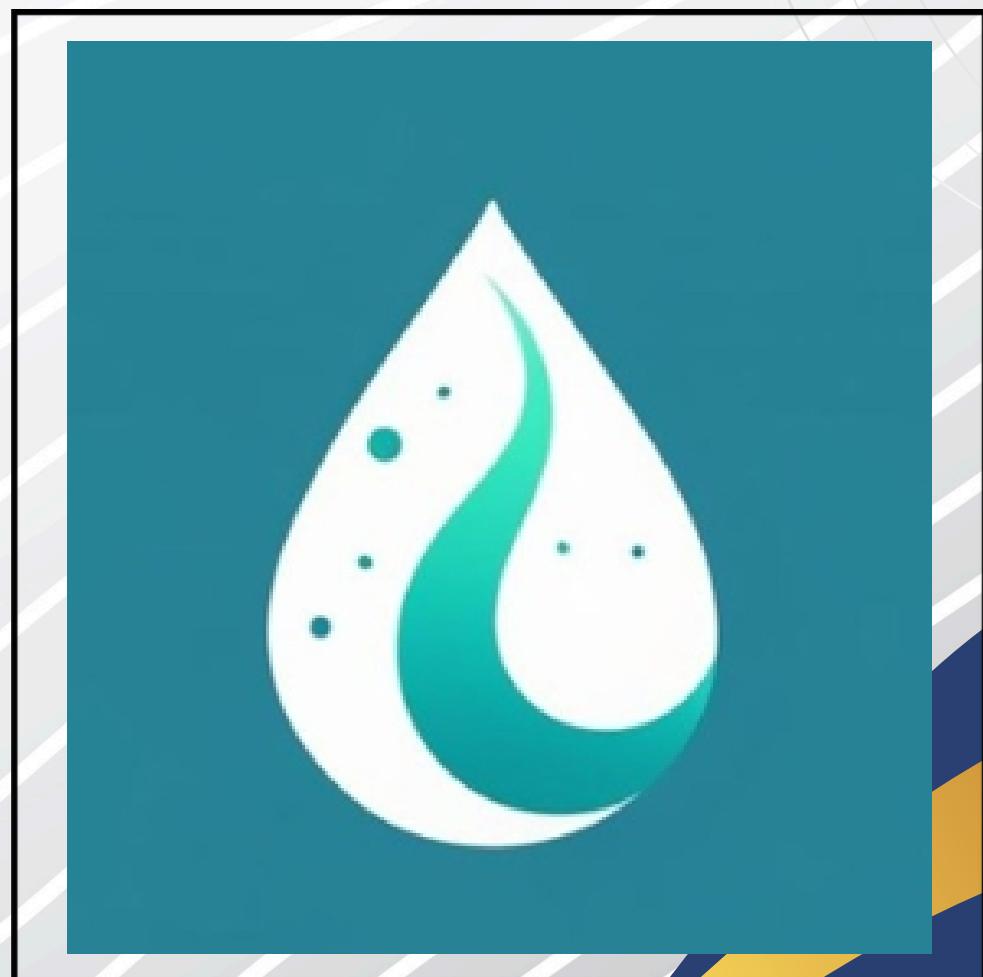
Figure and Ground: The droplet clearly pops out from the teal background.

Closure: The swirl and bubbles don't fully outline the droplet, but the mind completes it.

Continuity: The wave-like curve guides the eye smoothly through the shape.

Proximity: The placement of the bubbles within the droplet makes them part of the design.

Similarity: Consistent color use unifies all elements as a single whole.



DESIGN

- ▶ The logo presents a stylized droplet, split into a vibrant red upper half and a bright blue lower half, separated by a fluid, wave-like division.
- ▶ This dual-color scheme symbolizes contrast and harmony representing hot and cold, while maintaining visual balance.
- ▶ Horizontal lines on both halves convey structure, flow, and measurement—evoking the idea of alignment, tracking, or levels in a system.

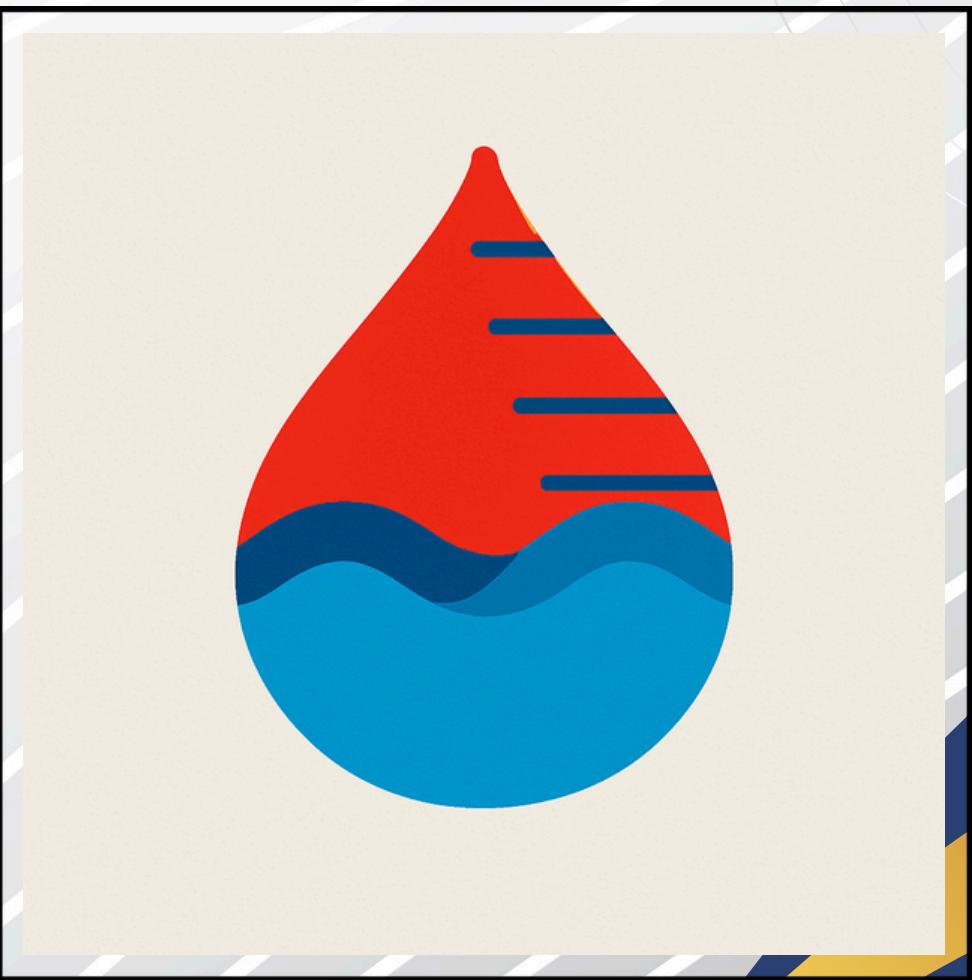
GESTALT'S LAW

Figure and Ground: The droplet sharply stands out against the light background, drawing immediate attention to its form.

Closure: The segmented structure of the droplet is completed in the viewer's mind, even with the wave and lines breaking the full outline.

Proximity: The horizontal lines within the red and blue areas are grouped clearly, reinforcing their roles as measured segments.

Similarity: The use of consistent colors and repeated shapes and lines creates visual unity across the design.



TEAM LOGO

- ▶ The three main element of the logo and a bay match the number of members of our group, the sun, water, and shore, 3 main elements for 3 members.
- ▶ The design also gives off a friendly and comforting feeling, something that the group seeks to have in its activities.
- ▶ The logo associates itself to a real world object/place, using the name of the group, thus making the name more iconic and memorable.

GESTALT'S LAW

Figure and ground: The elements of the shore are in front of the background of the sun, framing it as a bay

Closure: The different colors and shapes of the 3 elements at the bottom come together to form a shore of a bay.

Proximity: The closeness of the elements form a tightly knit shape that encompasses the imaged in a compact way.

Continuity: The soft and smooth shapes of the elements guide your attention around the logo until you see it as a bay.

Similarity : The elements that make up the shore are similar in shape, with only a major difference in color, making it all look clean and uniform.



THANK YOU