

## Logo Design

Given the time available, I could not spend much time on drawing the logo. I had to go with an appropriate design, made in about 90 minutes – including testing. It is the best I could make, and not good, but not bad either.

The logo I will use:



*Figure 1. The logo design of "Community Science Museum"*

This conveys the community part of the name, and are quite neutral, making it a perfect mock-logo for this kind of project.

This was the result of some testing. First I tried some monogram version, hoping to get across both the museum and the science part. This obviously did not work.



*Figure 2. Design ideas for logo conveying museum*

I also want to mention some of the worse ideas I had for logo design. Going through the provided images, the museum front wall with "MUSEUM" written on it drew attention. This colour-tile effect was hard/impossible to copy, and also proved how difficult colours in logos can be.



Figure 3. Image provided by the task



Figure 4. One of many attempts to replicate the playfulness of the image



Figure 5. I like the not-dinosaur-looking dino.  
But as logo this is too messy

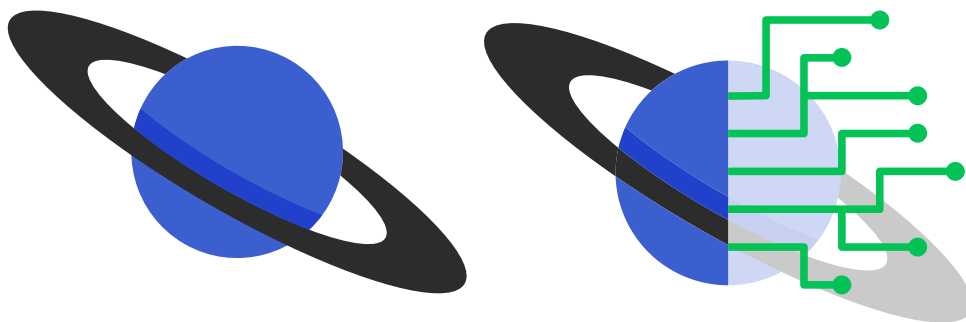


Figure 6. Planets are cool, but  
does not work for a museum