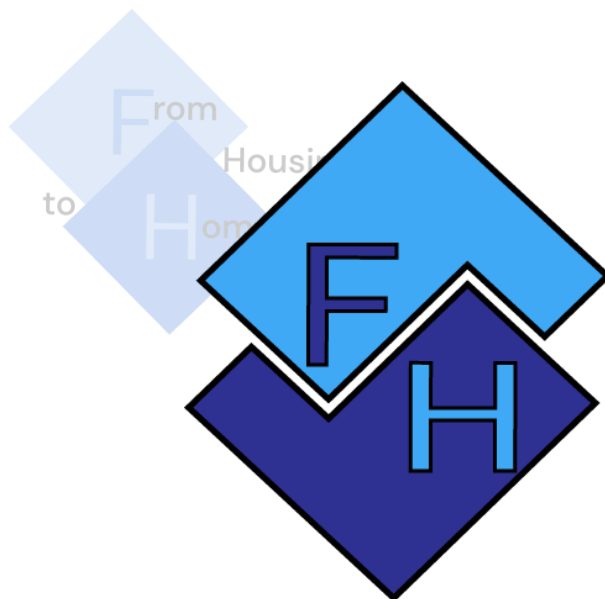




FROM HOUSING TO HOME

LOGO MOCKUP



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INTRODUCTION

The following document showcases the logo design for the website From Housing to Home, created in the advanced phase of the ICT course. There are many different iterations of it, as the process itself was rather challenging when it came to creating a logo that would help identify with the type of website that I was working with.

As a housing website for students, I wanted to be able to transmit tranquility and security, given the many challenges any of the users has to go through just to find a proper accommodation for themselves. The tools used were Adobe Illustrator and Firefox (for research).

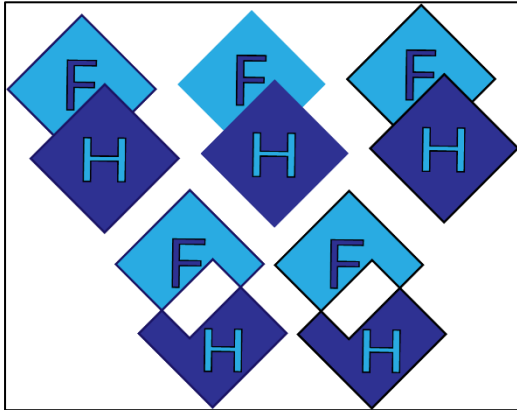
FIRST DESIGNS



For the very first iterations of the logo, I actually did not take much time to work on it, and since I also did not have any experience with the subject I kind of “winged it” and just tried to make something that would look ok on the site.

Despite this, the choice of colours for the logo were the part with the most thought process, as I wanted to use colours that transmit tranquility and sort of peace. For this reason I decided to go with different tints of blue, as it is the colour associated to peace and security. The addition of the whole name in it was a rushed implementation that would show rather confusing more than anything.

START OF THE PROCESS



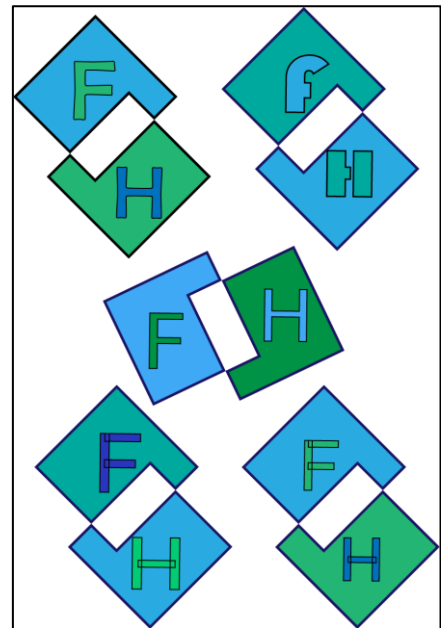
As soon as I started working on the design in the Media Production class, and once I realized the flaws on the first design, I used the base colours and design as a start-point from where I could go “a bit crazy” or stay with the simplistic design.

I debated on using borders or not as a first design choice, given that the one without looked “emptier” than the one with them. Another choice I made was implement the principle of reification, as I thought it would be a nice addition to the otherwise simplistic logo.

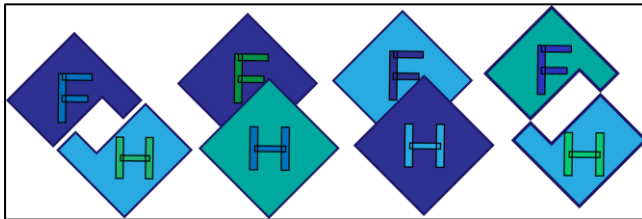
FIRST DESIGN CHANGES

This could be considered the “going crazy” part of the design process, as in this one I wanted to try different things in order to see if I could find inspiration and maybe some interesting changes to add to the final product. None of the iterations shown here made it past the “maybe if I look at it from afar” phase.

It did help me discard some of the fonts I was initially leaning towards, as well as some of the colours I had in mind as an alternative.

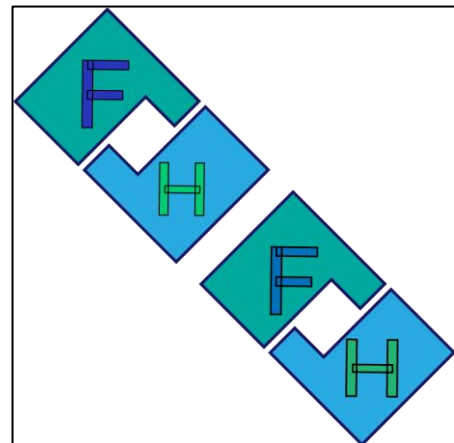


INTERESTING CHANGES

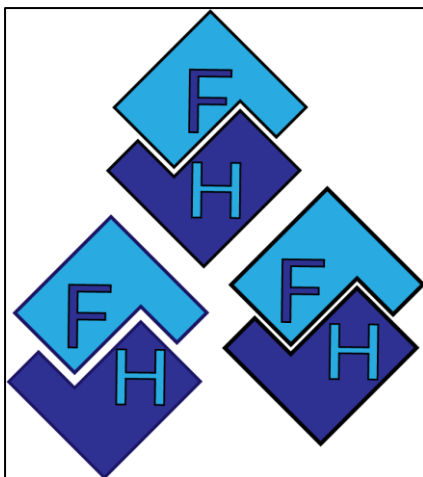


In this phase of the process, the design was taking form already, as in the previous one I discarded some colours and style changes, in this one I went back to basics in order to find the middle ground between crazy changes and some teaks here and there.

This phase was the one that gave me the inspiration to go back to the basic colours, different shades and tints of blue, that portray the sense of security and tranquility that I wanted to transmit with the website.



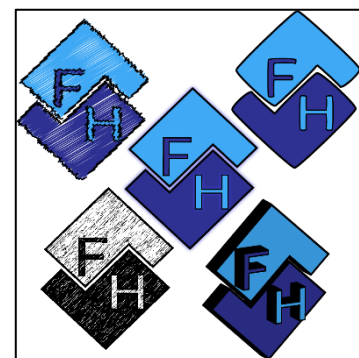
ALMOST THERE



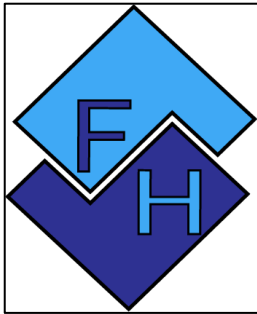
As mentioned previously in the last phase, I got inspiration to go back to basics, but I also found myself with an idea to change the logo enough to make it look new, but not enough that it would be totally different from the initial idea.

By keeping the reification principle in the design, but in a smaller scale, I managed to find the sense of cohesion and closure that I was looking for in the logo I was creating. After going through different small changes to the borders, and scale of the reification design, I finally found the logo I was looking for.

Not before making some fun effects changes to it in order to maybe find that last touch that could make it even better.



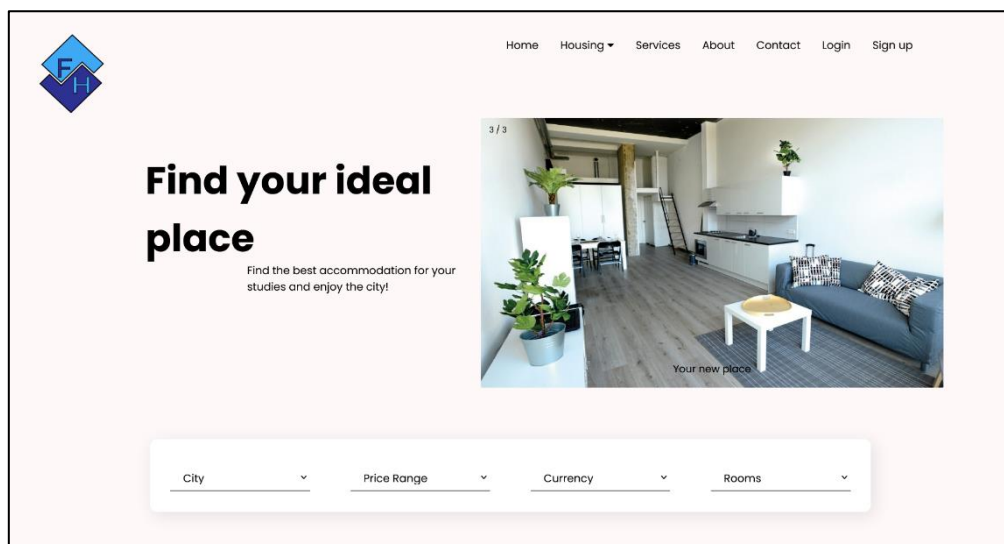
FINAL PRODUCT



And here it is, the final design for the logo of From Housing to Home website. Even though the final product is a rather simple design, I would say it portrays both the feelings and forms I wanted the user to identify the website with, as well as that initial idea of “sometimes the right answer ends up being the simpler one” that I wanted our design to be, given the limitations of our knowledge and the design of the website itself.

The top form on the logo represents both the blue sky and the rooftop of your new house, per contrast, the bottom shape represents the safe floor you will be landing on and the blueprint of your ideal home. Finally we have a cohesive logo that represents a home on its own and the freedom and tranquility of mind that comes with it.

MOCKUP



Finished Website Design

