

# INNOVATORS



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# Proposed Logo:



INNOVATORS

LOGO 1



INNOVATORS

LOGO 2



INNOVATORS

LOGO 3



# INNOVATORS

WHERE CREATIVITY MEETS REALITY!



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## Logo Elements:

- **Two Hands:** Represent our collective human effort and creativity. The color black signifies the power of our innovative spirit.
- **Blue Lines:** Metaphors for the innovative ideas that flow through our efforts and manifest into reality. Blue represents depth, stability, trust, wisdom, confidence, and intelligence.
- **Middle Circle:** Symbolizes the tangible, real-world outcomes of our innovation. It's the point where our abstract concept of innovation becomes a reality.



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WHERE CREATIVITY MEETS REALITY!

## Gestalt Principles:

- **Closure:** This principle suggests that our minds tend to fill in missing information to create a complete picture.
- **Proximity:** This principle states that objects that are close to each other tend to be perceived as a group.
- **Figure-Ground:** This principle refers to our ability to distinguish a figure from its background.



# Pawnquest

**PAWN SMART, PAWN EASY, PAWNQUEST MAKES IT EFFORTLESS!**



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## Logo Elements:

- **Map Pin:** Represents one of Pawnquest's key features, which is to list down all available pawnshops.
- **Diamond:** Signifies pawning, as diamonds are often associated with value and are commonly pawned items.
- **Circle at the Bottom:** Represents the inclusivity of the service, welcoming all types of items for pawning.



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## Gestalt Principles:

- **Similarity:** The logo uses consistent color tones and shapes that make it visually harmonious.
- **Closure:** Even though the map pin and diamond are distinct elements, they come together to form a cohesive whole.
- **Figure-Ground:** The diamond stands out against the background of the map pin, making it a focal point.