**A COURSE WORK REPORT**

**ON**

**SWD327 (MANDATORY SKILL ACQUISITION)**

**WRITTEN BY:**

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**2023/HND/37287/CS**

**COMPUTER SCIENCE**

**SUBMITTED TO:**

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**COMPUTER SCIENCE DEPARTMENT**

**SCHOOL OF SCIENCE**

**AKANU IBIAM FEDERAL POLYTECHNIC UNWANA, AFIKPO, EBONYI STATE.**

**AUGUST 16, 2024**

**GRAPHICS PROJECT**

**1. Introduction**

The "Queen Kosi's Stitches" logo was designed using CorelDRAW to represent a sewing and tailoring business. The logo combines text and graphic elements to create a professional and elegant brand identity.

**2. Design Elements**

**a. Text**

**Font:** The text "Queen Kosi's Stitches" is rendered in a bold, serif font, which conveys a sense of tradition and reliability.

**Color:** The text is primarily dark blue, symbolizing trust, professionalism, and sophistication.

**b. Graphic**

**Sewing Machine:** A dark blue sewing machine graphic is placed to the left of the text, directly linking the logo to the sewing and tailoring industry.

**Color Scheme:** The dark blue and gold color scheme is used throughout the logo to maintain consistency and elegance.

**c. Background**

**Shape:** The logo is set against an off-white banner with rounded corners, giving it a slightly three-dimensional effect.

**Shadow:** A subtle shadow is added to the banner to enhance the three-dimensional look and make the logo stand out.

**3. Color Palette**

**Dark Blue:** #00008B

**Gold:** #FFD700

**Off-White:** #F8F8FF

**4. Typography**

**Font Family:** Serif

**Font Weight:** Bold

**5. Usage Guidelines**

**Minimum Size:** Ensure the logo is not scaled down below 1 inch in width to maintain legibility.

**Clear Space:** Maintain a clear space around the logo equal to the height of the "Q" in "Queen" to ensure it remains uncluttered and visible.

**Color Variations:** Use the logo in its original color scheme whenever possible. For monochrome applications, use either all dark blue or all gold.

**6. Applications**

The logo can be used across various mediums, including:

* Business Cards
* Letterheads
* Website and Social Media
* Signage
* Product Labels

**7. Conclusion**

The "Queen Kosi's Stitches" logo effectively communicates the brand's identity through its elegant design and thoughtful use of color and typography. It is versatile and can be applied across various marketing materials to enhance brand recognition

**SOCIAL ACCOUNTS:**

**Linkedin:**

**Github:Anastasia-SWD327**

**OUTPUT:**

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