GUANG LILI

Guangli Li

Portfolio

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APPLICATION

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About:

- My name is Guangli Li, and you can call me Rachel.
- I'm from China, and 19 years old now.
- I am a lively girl who came to study at Fanshawe College in London, Canada. I love this school and the city. Everyone is very kind.
- Interactive Media Design is the Program I studied, which is a very comprehensive professional, but it is also divided into two directions: design and code. I like those very much, I like to create by myself.
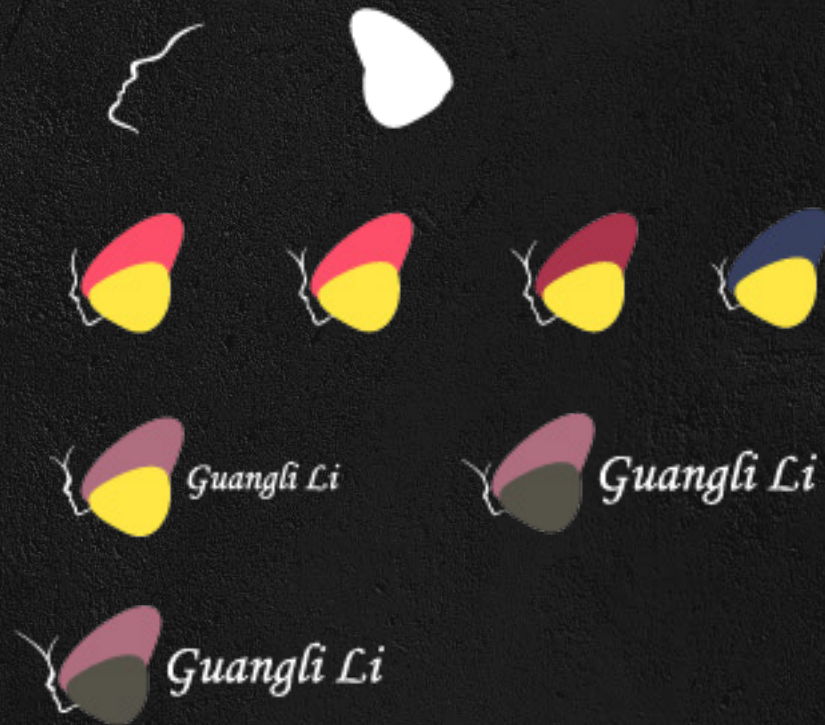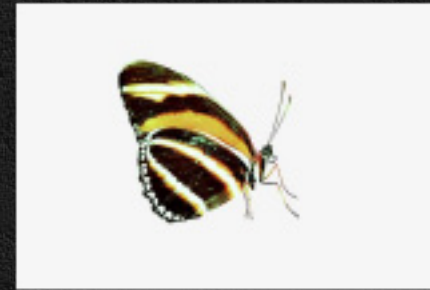
MY LOGO&CONCEPT

Logo will consider how the concept of oneness and five different positioning should be reflected. For this, I want to use five different colors to represent five different styles and tonalities.

In the logo design, very pay attention to traditional and modern sense of balance.

Story:

When I was young, I was very happy every time I saw butterflies, because I thought they were beautiful and free. So I would imagine that if I could become a butterfly, it would be the happiest thing. Learning now gives me this opportunity. I compare myself to a butterfly girl. The bright impact of green and pink is more cheerful and vivid. Also, with the black background is perfect.

This is the completion process of my logo:
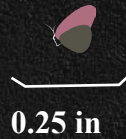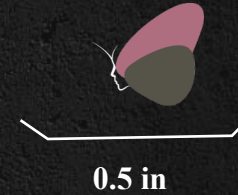
Guangli Li

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LOGO SIZE:

For the size of the logo, I was also very strict and chose four commonly used sizes, namely 0.25, 0.5, 1 and 2 inches.

In the example on the right, I show these logos separately. Moreover, the impact of pink and yellow is more lively.
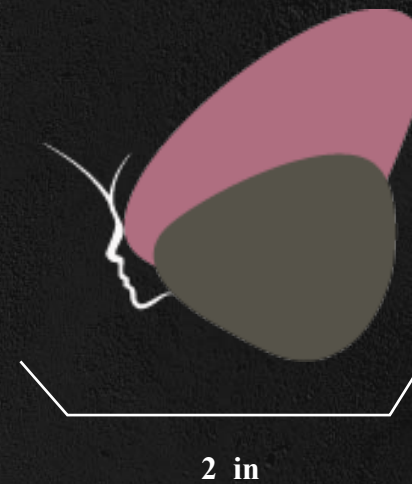
Used for any business:

0.25 in

Used for any business:

0.5 in

Used for web logo:

1 in

Used for magazine logo:

2 in

COLOR STUDY:

The web design is based on dark color with black background. After many attempts, I decided to make the logo with the dark pink and dark green. Moreover, white and black are very matching.

CMYK 44, 67, 42, 0
RGB 160, 102, 118
Hex #a06676

CMYK 70, 64, 69, 22
RGB 86, 82, 73
Hex #565249

CMYK 5, 16, 40, 0
RGB 244, 219, 164
Hex #f4dba4

CMYK 21, 44, 4, 0
RGB 205, 158, 195
Hex #cd9ec3

TYPOGRAPHY

The primary font is Segoe UI and is available in a number of weights and styles. Also it is regular size.

If this font is not available, it will become Arial Regular.

Also, Segoe Print font are nice choice.

Style & weight examples:

Times New Roman Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789

Times New Roman Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789

Alternate font: Arial. For internal use and cross-platform applications such as PowerPoint and Word where Gotham isn't universally available.

ABCDEFGHIJKLM NOPQRSTUVWX YZ abcdefghijklm nopqrstuvwxyz 123456789

END

Simple style has always been my main focus. If you have any questions, welcome to contact me!

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