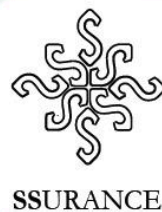
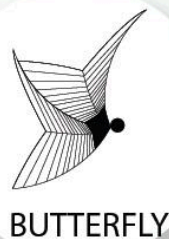


Logo

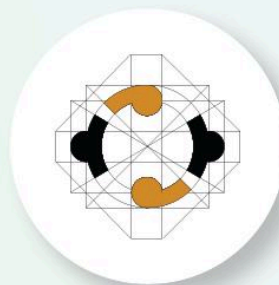
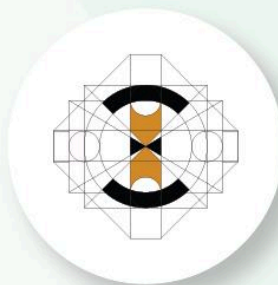
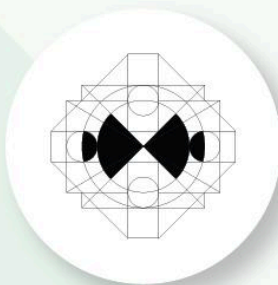
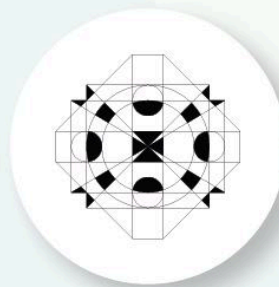
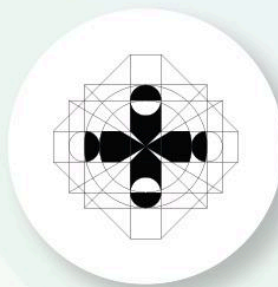
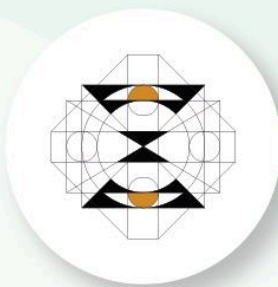
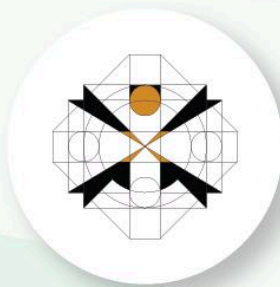
Logos in black and white using stroke and fill.

I always start design a logo in black and white and then add colors, this way I am more focus on the design phase and the concept.



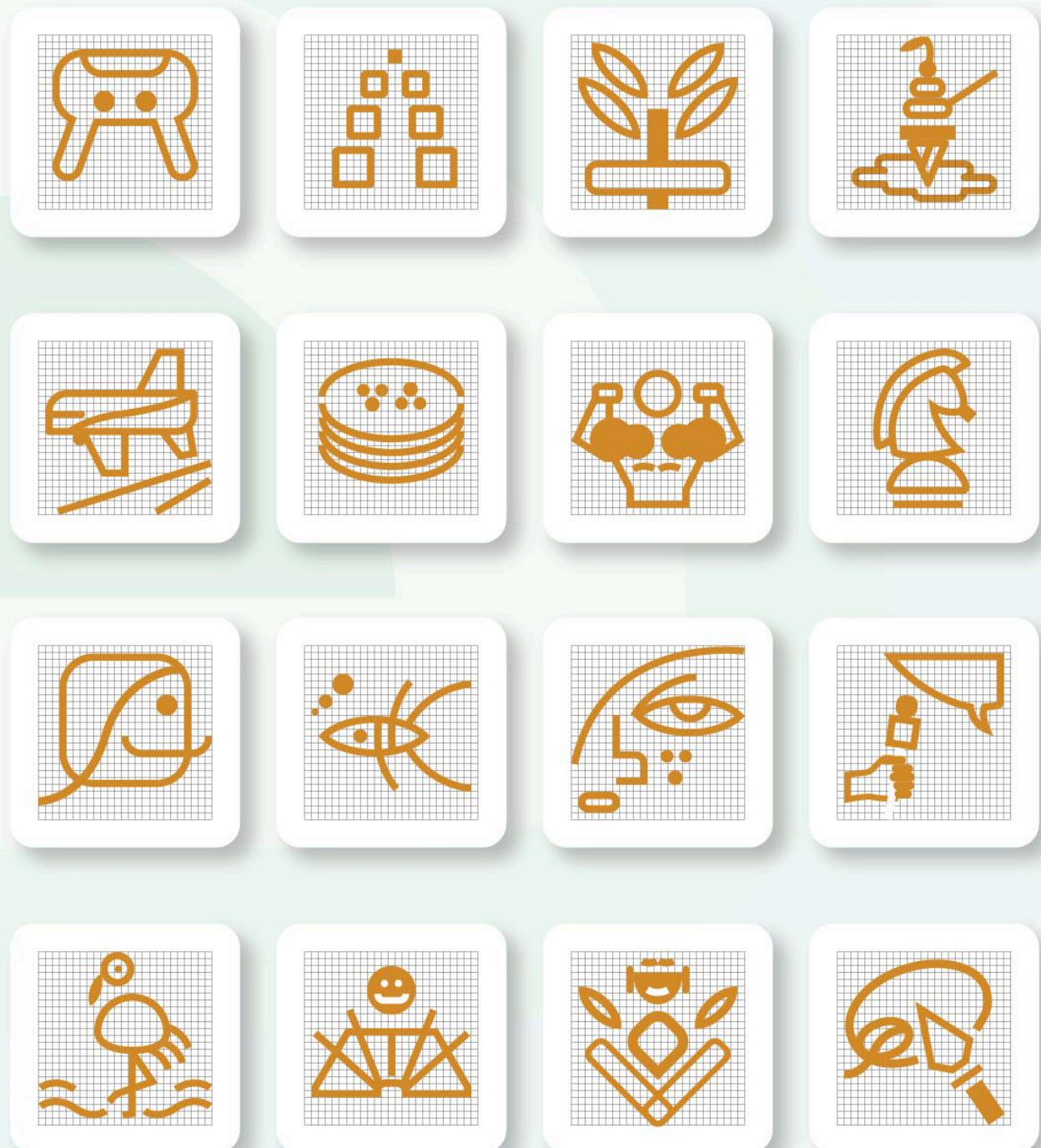
Logo

Using a combination of circular and square grid system to create symmetric logos.



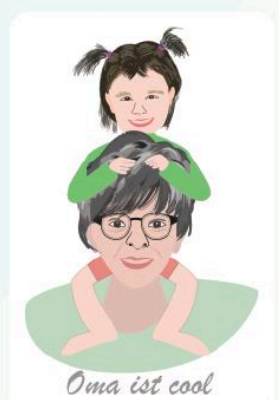
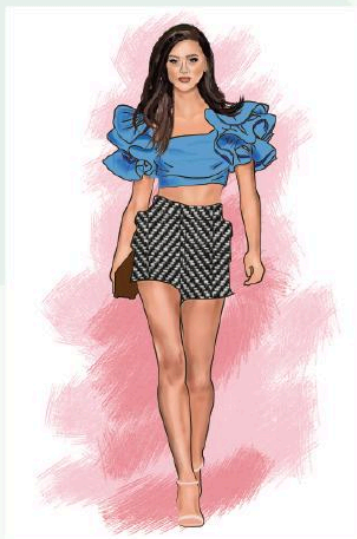
Icon

This project involves a set of flat icons with a consistent look and feel. In these, I have tried to follow the below icon guideline system to put them into one family.
Grid size: 24px x 24px - Stroke: 1px (centered) - Gap: 1px - Color: #d48900



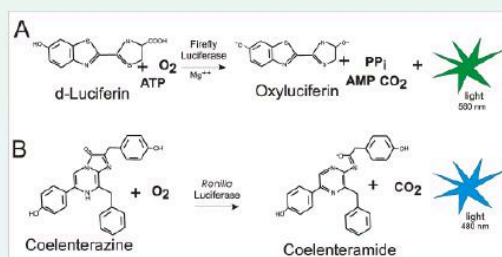
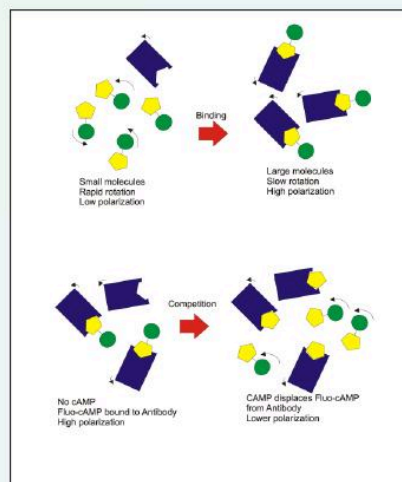
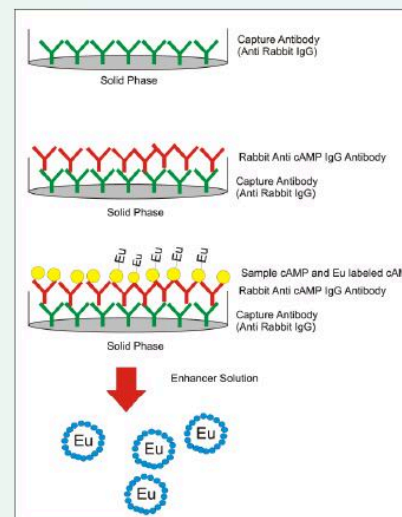
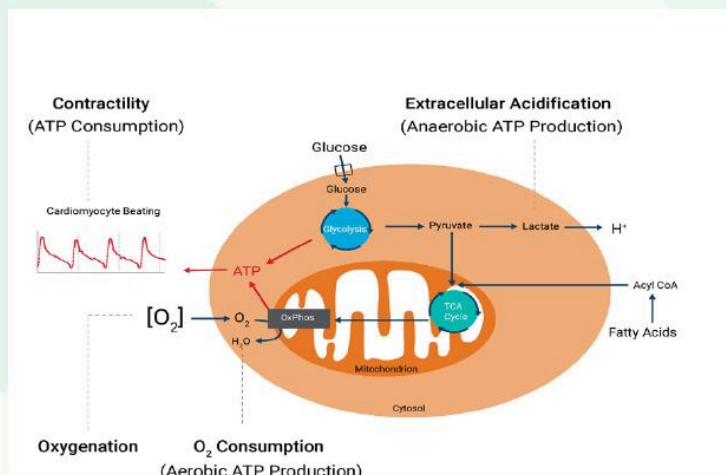
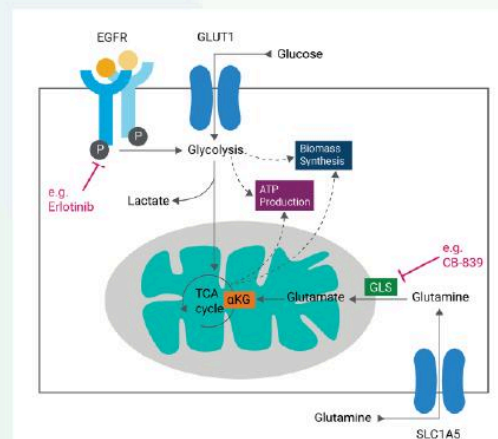
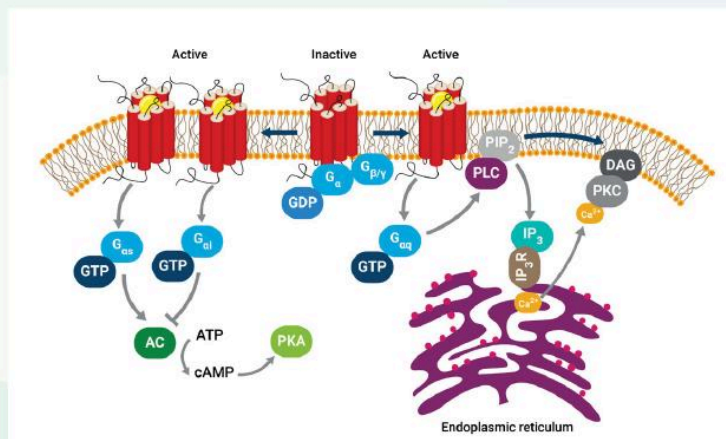
Illustrations

Vector illustration: these are selection of my personal works.



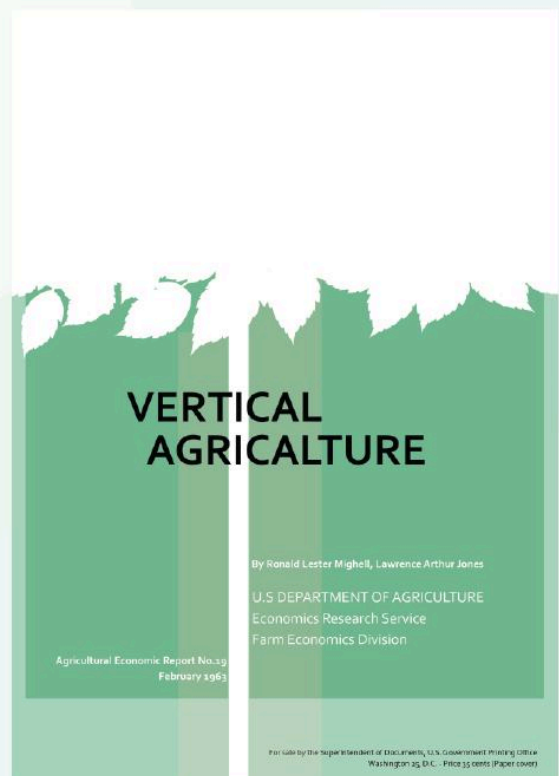
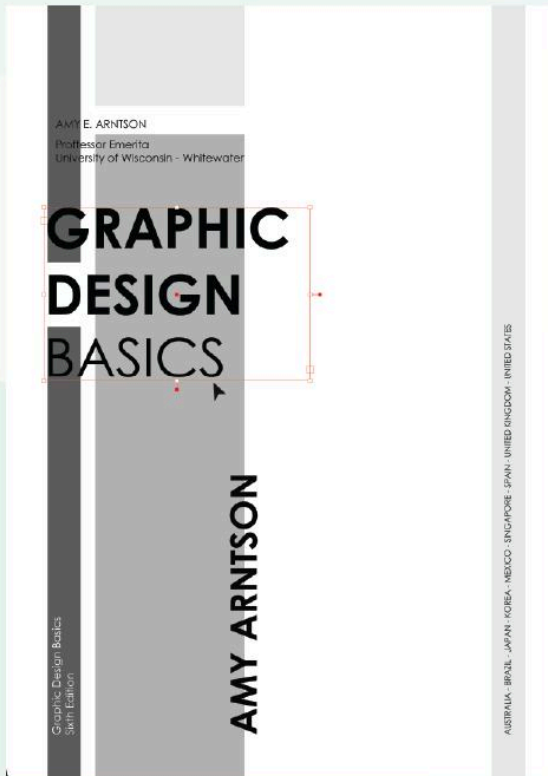
Illustrations

Some scientific figures for my previous work place Agilent Technologies.



Typography Posters

I love negative spaces, thats why in the below book covers , I have used it generously.



Mobile App

App overview

I decided to develop a branding and a yoga mobile application that I called "Yegan" means uniqueness.

The application is supposed to train large group of people with a variety of yoga practices or poses doable at home.

The design is going to provide a friendly relaxing mood and a minimal look and feel.

Color

Tiffany and white are the main used colors in this app. Tiffany is a mixture of bright green and blue.

Green represents nature and growth, blue represents calm and peace. Hence, a mixture of both reinforces the goal of the application. Also, white is the best match with tiffany and conveys minimalistic style which aligns with the design idea.

I also inspired by chrysanthemum flower colors to create the secondary color palette.

Rule: 60%-40% : maximum of 60% of all color allocates to primary colors and 40% to the secondary.

Primary: Tiffany



#42BEB2 #FFFFFF

Secondary



#E29F6B #F23D5E #F27999 #F2CB57

Support colors



Logo

To make the logo unique and memorable, I would like to not only illustrate a yoga pose but also to include concepts such as energy, tranquility, nature, sun and growth.

Paper sketch ideations



Digital implementation

I decided to pick the second one as I see two things in it:

- Flurry of energy
- Rising Chrysanthemum flower-growth



Final logo with color versions

Tiffany is the most preferred color. White logo is used when placing over black, dark or tiffany backgrounds.



Final logo with the name Yegan



Clear space around the logo



Logo with tagline "Just Chill"



Typography

Poppins: It comes in three weights.

Headlines use Poppins Light. Headlines should use title case, subheads should use sentence case.

Headline - black, Tiffany or white.

Typography Flexibility: There are three stylistic options that can be employed: Scale - Weight - Color

*These styles do not mix with one another.

Aa

Light
Regular
Bold

Poppins

Grids System

Count: 6 Cols - Cols: 48px - Gutter: 8px - Margin: 16px

Icons



Button

Button label: Poppins, regular, white and sentence case, centered both horizontally and vertically.

Button container: 50% rounded corner (fully rounded)

Fill color: Tiffany #42BEB2

Over tiffany background: 1 pixel white stroke and no fill.

For tap state: reduce opacity to 60%.

Default and fluid width



Illustrations

I drew flat vector illustration of human figures in different yoga poses with Adobe Illustrator.



Screens

This project is under developement.

Sign in

Yegan
Just Chill

Welcome

Please sign in or sign up to do
Yoga practices together

Username

Password

Sign in

Forgot password?

Sign up

Sign up

Yegan
Just Chill

Welcome

Sign up

Username

Email

Password

Confirm password

By continuing, you agree to
our terms of service and
privacy policy

Sign up

Already have a n account?

Sign in