

Logo design

Sithija Wijesinghe

Logo Design

Objectives was to create a logo for the Humanities and Engineering SIG.

Values of Humanities and Engineering SIG

- Promoting collaboration between researchers.
- Enabling networking and a system to connect with researchers.
- Multidisciplinary group with educators, academics, artists, and engineers working together.
- Engineers who go beyond engineering and non-engineers who bring their perspectives to engineering.

Logo Design



**Humanities &
Engineering
Special
Interest Group**

- **Minimalist design**

The latest industry trends are to design logos that are abstract and minimalist. The logos are designed in a convey a message using patterns instead of objects.

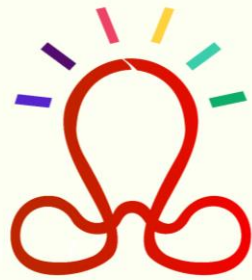
Logo Design



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- Mobius strip
Networking, collaboration, and unboundedness.
The endless nature and non-orientable.
- Bulb and light strips
Innovation, ideas, creativity, and inclusiveness.
The even number of strips show that no one is left out

Logo Design



**Humanities &
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- Wave
Fluidity, transformation, dynamism.
People going beyond their discipline
- Red colored main logo
Encouragement and passion.
Connected to CEEA
- Different colored light strips
*Inviting, multiculturalism, unity,
inclusiveness.*



Thank you

Sithija Wijesinghe