

Logo Redesign

Course: **Intro to VisCom**
Instructor: **Allison Elizabeth O.**
Student: **Sukia Zhang**

Format:

Flexible format

Material:

Pencil, Adobe Illustrator

Concept:

Choose a brand, do research and redesign their logo from the scratch.

Perfect Diary is a cosmetics brand that advertises “beauty without limit.” So the logo looks like an infinite sign composed by initial letters “p” and “d.”

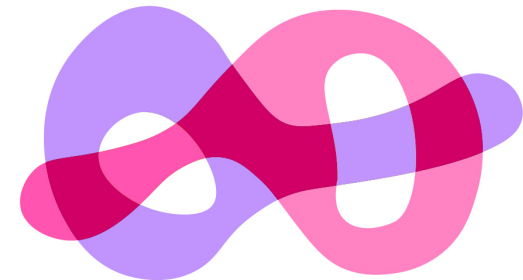
Upside down “A”, means “for all” in the math, and here it means for all kinds of beauty.

Logo Redesign

Logo One-pager

Assignment: Logo Redesign

Project Scope: Logo Redesign
Logo Designed: May 2021



Primary Color Logo

Colormark



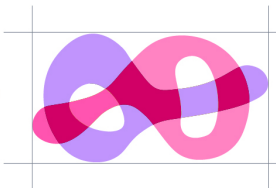
Mono Logo (Black & White)

Monomark (Black & White)



Logo Designed by Sukia Zhang

Logo Usage



Colors



Pink
CMYK: C0 M6 Y0 K0
RGB: R255 G140 B194.1
HEX: #FF8CC2



Lilac
CMYK: C38 M45 Y0 K0
RGB: R186 G153 B246.2
HEX: #BA99F6



Rose
CMYK: C24 M99 Y38 K0
RGB: R191 G0 B101.2
HEX: #BF0065

Typeface: ヒラギノ丸ゴ Pro W4

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ0123456789!@£\$%^&