

TectroLabs

TectroLabs is a small business that sells random number generators (RNG). With the introduction of its newest product, SwiftRNG, TectroLabs commissioned a logo to use on the Swift RNG and its website.

Goal: To create a modern identity that emphasizes the company's technological aspect and highlight the speed of its newest product, SwiftRNG.



Ideation phase



I decided that a monogram would be the best option since the letters T and L can be easily combined. I used a pale green since it's a color often associated with technology. This design was scrapped quickly because it did not communicate "speed" yet.

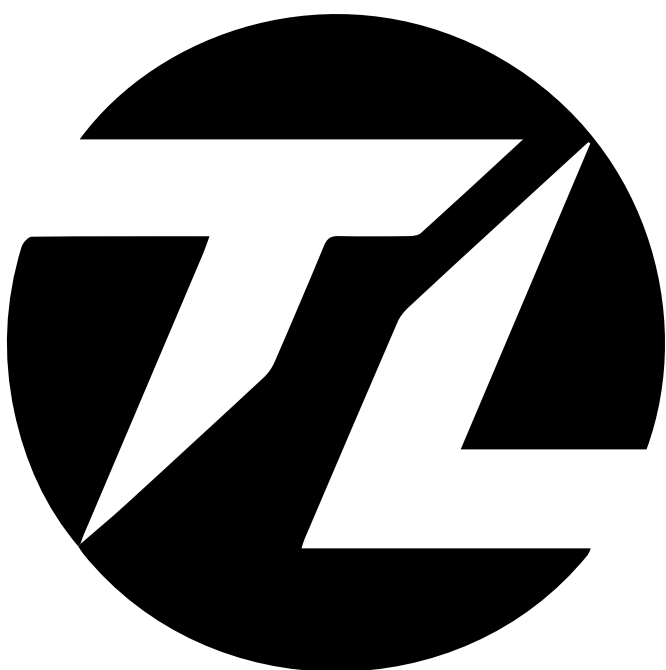


In these next designs, I slanted the T and the L to illustrate movement. I put these letters behind a blue fragmented design to add a more interesting effect.

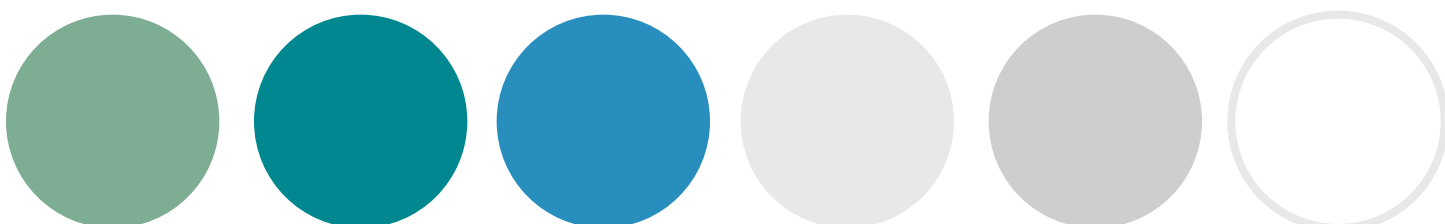


For my next iteration, I took the fracture design idea and applied it to the negative space. This design consisted of diagonals which echoed the diagonals made from splitting the T from the L. The decision to do this also further emphasized the aspect of speed within the piece by emphasizing diagonal movement.

Final Logo



For the final logo, it was decided that the fractured design would only remain within the negative space of the T and L because a clean, blue background would be less distracting than the previous iteration where the background also shared the same fractured design.



The final color scheme of the website included the green color from the first logo, the blue color from the final logo, and turquoise along with shades of gray.