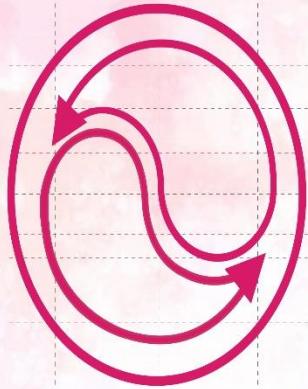


A Collection of My
Logos



Primary logo



Colour / size variations





1st Logo Option



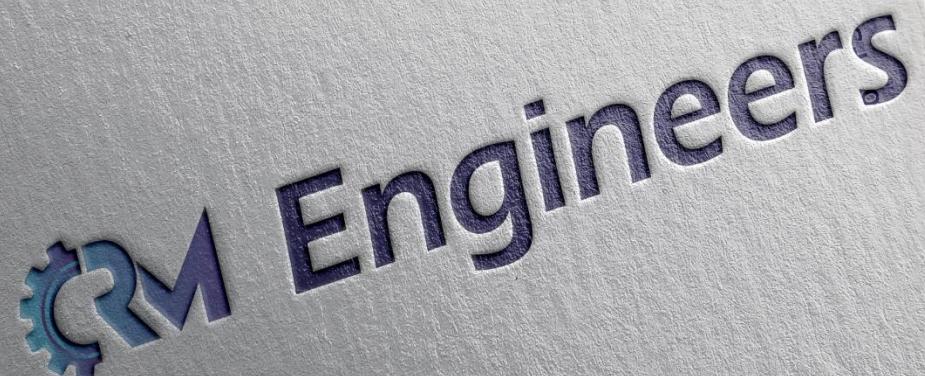
2nd Logo Option



3rd Logo Option



We use Simple Shape of Eagle's head inside the Letter A to show the speed, and Nut with letter P to show that we are technical. Further we used the font type which we can show speed, and Used Red colour Gradiant to make our logo more eye catching and get a elegant look.











A little example
of
the way I am going
to
develop your logo



EXPRESS GRATITUDE...
PRACTICE KINDNESS...

PROBLEM

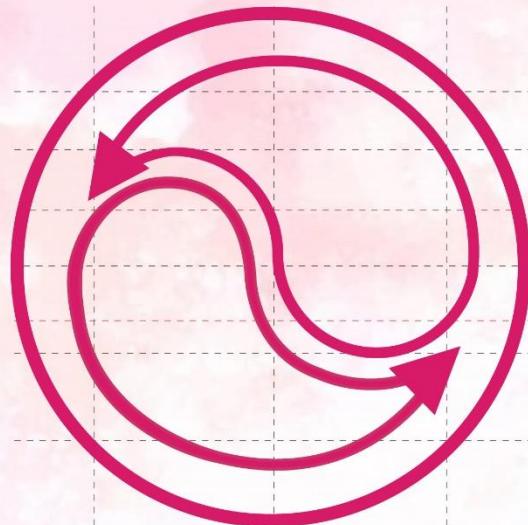
This is an app for people to practice kindness and gratitude for others. The Client wanted keep app icon simple minimalist and Unique. Client wanted to give message about value being kind. Brand wanted to say There are a myriad of things the world could benefit from having more of Kindness is one of them. When you are a kind person, you're not only helping others, you are helping yourself too. There's substantial scientific evidence that being kind makes you and others around you – happy. As a result, Brand Identity were created to reflect these values.

SOLUTION

A thorough branding identity process was carried out to dive deeper into the brand values that the brand wanted to be known for starting with branding keywords that expressed the values followed by a moodboard, And always focus on uniqueness about the app icon. As a final result we made unique clean and simple logo with client main idea.

M O O D B O A R D



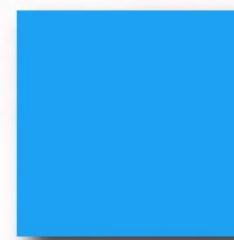
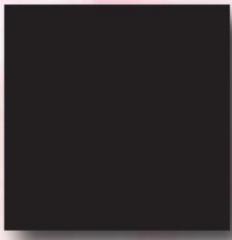


Primary logo



Colour / size variations

COLOURS



C :76
M :68
Y :63
K :78

R :20
G :23
B :26

HEX:
#14171A

C :0
M :87
Y :52
K :15

R :216
G :28
B :104

HEX:
#d81c68

C :69
M :26
Y :0
K :0

R :29
G :161
B :242

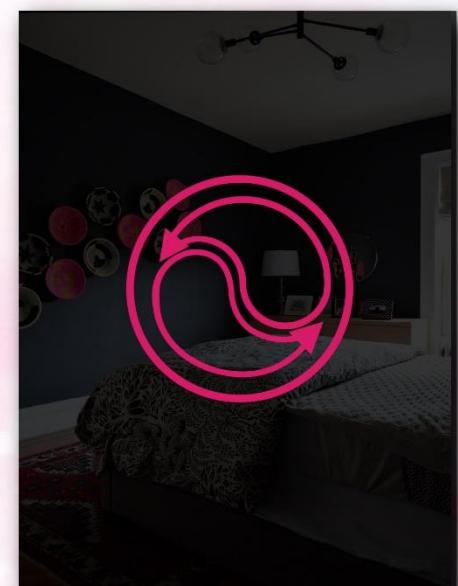
HEX:
#1DA1F2

C :80
M :62
Y :0
K :0

R :66
G :103
B :178

HEX:
#4267B2

TEXTURES



TYPOGRAPHY

MYRIAD VARIABLE CONCEPT

REGULAR :

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LIGHT:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

MYRIAD VARIABLE CONCEPT ITALIC

REGULAR :

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LIGHT:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Application





WWW.THANKYOUAPP.COM

Thank you App

