

Berkeley Innovation - Logo

How might we visually define
a human-centered design organization?

Overview

When

Spring 2016

What

Logo
Identity

Where

Berkeley, CA

Why

Berkeley Innovation is UC Berkeley's student-run human-centered design organization. Over recent years, the club has evolved from a casual hub of mechanical engineers working on personal projects to a more professional interdisciplinary organization that connects teams of student designers with real-world companies to work on product, UX, and service design projects. Students learn from workshops, work on projects, and build a community of design-minded friends. With this shift in direction, BI has begun implementing a formal recruitment process, forming corporate sponsorships, and expanding relationships with industry professionals.

As a result of this growth, BI has developed the need for a strong visual presence that communicates what we do as a Human-Centered Design club. I decided to take on the project of developing a logo and kickstarting a style guide that would visually represent Berkeley Innovation on campus, online, and in the design community.

Inspiration

Berkeley Innovation is known as "BI" on campus, so we wanted our logo to be composed of a B and an I.

We also wanted to communicate that our club emphasizes human-centered design methodology, involving the iterative design process. Additionally, we needed to distinguish ourselves from graphic design organizations.

BI prides itself in being a very interdisciplinary club, so I wanted to highlight that aspect.

In the past, our founders had jokingly made the logo a square the color of "Innovation Orange" so I decided to incorporate orange and the square motif as a playful tribute to our organization's history.

Finally, we use photography often in BI because photos can highlight the human aspect of design, designing, and design communities. So I knew I needed to come up with something that works visually with photography.

BI
Human
Interdisciplinary
Innovation Orange
Square
Photography

Logo

