

Github Profile Link: <https://github.com/aschezuaschee>

Github Repository containing assets: <https://github.com/aschezuaschee/Elective-Laboratories>

What inspired your branding?

How did you choose your palette?

What was challenging about creating the logo?

How do you plan to use this branding in future projects?

What inspired me to create my branding is one of my collected diecast cars; it had a livery and paint job that had the Yokohama Tires' Advan Family color scheme. The color scheme also followed my personal favorite colors to wear when I go out. These colors were red, black, and white. The challenge in creating my logo was how I was supposed to match it with my name and chosen profession, which is when I landed on "ASCHTECH" which was a combination of "asche" (my nickname in German) and "tech." The name sounds a bit like "Aztec" when you pronounce it, so I matched the logo icon with an Aztec civilization pattern. I plan to use this branding as a consistent guide for my projects where I use the same palette, typography, and tone to achieve unity and a strong recognizable identity.