Blaine Killen

**MeetingSprout Logo**

MeetingSprout represents scheduling your life in one place. Because of this core value, the logo has to be seen in a relaxed, clean, and easy way. I did this by using a professional text, organic overtones and colors, and an overall clean look.

I used the most recognizable font out there, Calibri. This was intended to contrast with the amount of unfamiliar things in the image, such as the digital leaf and texture, and organic color scheme. Calibri is a humanist san-serif, and feels organic as well, but is very recognizable to viewers, and is seen as a standard in word. This helps us sublimely say through font that we want to become a standard for calendaring in the market. The font also differentiates us because our competitors have fonts that come off as either to serious (Outlook, Gmail) or too goofy (Tungle, Wiggio). The font appears very clean, and comes off as both professional and futuristic. With consistent branding on this theme, we can hopefully carry this feeling onto the website.

The main color revolves around the trending color scheme of blue, and I used close to a Facebook blue on the text Sprout to give a nice contrast to the word Meeting. The blue is similar to a dark icy blue, which is close to the trending futuristic theme of cool ice blue and white. The logo can stand the test of time with this blue as the mainstream market catches up to this changing color scheme. The blue also contrast the two letters, and makes sprout stand out more. If MeetingSprout was a solid color then the logo would run together, and the textures, leaf, and individual words wouldn’t stand out.

The word Meeting is in a very organic green that is similar to the digital leaf above it. The original leaf reinforces the organic tones that I intended for in the logo. The feeling induced by that is that your connections are always growing. Through our service, your connections to your fellow group members and small businesses will grow, and they will branch out just like a tree. I started with a sprout and dirt below the letters, however the organic theme was being pushed too much with it, and the logo didn’t look as clean.

The organic feel allows the user to easily relate to the brand, and hopefully this will relax them as they view it in context of our site. This would be very useful as scheduling your day is very hectic.

The digital texture set on top of the logo brings it into the digital world, and gives it a futuristic feeling. Even though the organic tones exist on the logo, there needed to be a way through design to inform the viewer that it was a technology. This was intended to differentiate from our competitors by being branded as the website of the future. It also reaches out to our market because it makes the website cool in the mind of our viewers. This effect is perfect for our initial market of college students, because things need to trend through inbound marketing to be successful with that age group.

This logo is also suitable for our primary market of small businesses because it is very professional and clean looking as well. Businesses such as hairdressers, doctors, and restaurants would feel comfortable advertising this logo in their stores and the logo with its brighter green would stick out to consumers. It would also exist well in our secondary market of large businesses too.

