

DESIGNMEMO

TO Dr. Londie Martin
FROM Caitlin Romprey
DATE January 23, 2024
SUBJECT Document Design | RHET 4503 - Project One

The attached document features my work for project one, a personal logo. Included you will find an inspiration collage, rough drafts, and a final draft.

Section 1: Introduction and Purpose

"When people see your logo, they should be able to instantly associate it with what you offer and what you stand for. That is what a logo should be: catchy, memorable, and uniquely yours." (Relic, 2023) For this project, my purpose was to develop an impactful logo for my personal work and brand. I am a web designer/developer and graphic designer, so this logo will be suitable for my website, social media platforms, portfolios, and other presentations or reports.

Audience Description

My services cater towards entrepreneurs, business owners, or any like-minded individuals that need web design/development, graphic design or brand development skills. I would like to focus on small to medium sized businesses who want to showcase a lot of personality.

My audience would consist of people who are passionate and wanting to step outside of the box and who are striving to be innovative. Therefore, my logo also needs to be memorable, authentic and genuine, while still being professional.

Description of the Context and Design Constraints

This logo will be used primarily for different digital media purposes, but it will be available to use for traditional methods as well. Depending on what it is used for, will also depend on the budget and pricing for the desired purpose. This logo needs to be available for all needs and sizes, so to guarantee that, it was created as a vector format in adobe illustrator. This logo is best used in horizontal spaces, where there is plenty of whitespace around it so that it is legible and clear to all those who see it. If the colors within the logo conflict with the colors around or near the logo, the logo should be used in either black or white. This logo should present itself with lots of character, while also being very professional and recognizable.

Design Rationale

This logo focuses on my name, so it was designed as a wordmark with a small icon on it as well. "Wordmark logos reinforce your brand name. As a new business, or any business with limited funds for marketing, getting prospects to recognize and remember your name is one of the most important factors in the succeeding." (Brackett, 2021) I went with the colors pink, teal and yellow. Pink represents hope and compassion. Teal represents renovation, open communication and practical thinking. Yellow represents joy, happiness and imagination. These

colors best represent my brand because they show passion, energy and friendliness, while being practical and realistic. I found two separate fonts (GoodDog New, GoodLife) which were on adobe fonts. By picking these script fonts, it gives my logo a casual, familiar, and creative feel.

Design Evolution and Reflection

I already knew what I wanted my wordmark to say, but my inspiration collage really helped me finalize the layout of what the words would look like. If you look at my “Rough Draft: One” page, you can see the evolution of the logo design. These were not supposed to be separate logos, but the evolution and process of how I made the logo. *Box One* shows how the words looked just typed up. *Box Two* shows how I put them together and also connected the ‘y’ and the ‘i’ together. *Box Three* shows some refinement in the placement of the letters. I wanted a more fluid look so I curved the “hey” and “may” of the logo. In *Box Four*, I shaped the “y’s” and also added the little hand wave icon. *Box Five* I moved the hand icon because I thought it would look more like a hand attached to the “hey” so that it wouldn’t look like a flower on the “may.” In the final draft, I made the hand a tad-bit smaller because I thought my name should be more of the focus. I finally added the colors and finished my logo design. I tried to keep in mind the “CARP” principles, by making sure that my colors didn’t contrast or draw too much focus to only one area of my logo. I also tried to make sure that the proximity of the document wasn’t too tight or too spacious, finding the right amount of white space so that it was clear and readable. While trying out the colors, I kept in mind that making colors too similar or too light would make it hard to read for people who are colorblind or hard of sight. I

am very proud of this logo and feel as though I did a good job to display myself and my work.

Citations Page

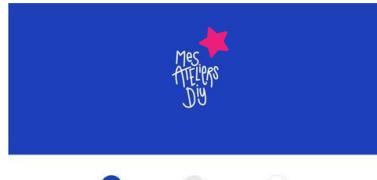
Brackett, E. (2021, February 8). *What is a wordmark logo and why is it right for your brand?*. LinkedIn.

<https://www.linkedin.com/pulse/what-wordmark-logo-why-right-your-brand-emily-brackett/>

Relic, J. (2023, January 23). *Why are logos important? reasons to get this iconic branding element right*. DesignRush.

<https://www.designrush.com/agency/logo-design/trends/why-are-logos-important>

Project One: Inspiration Collage



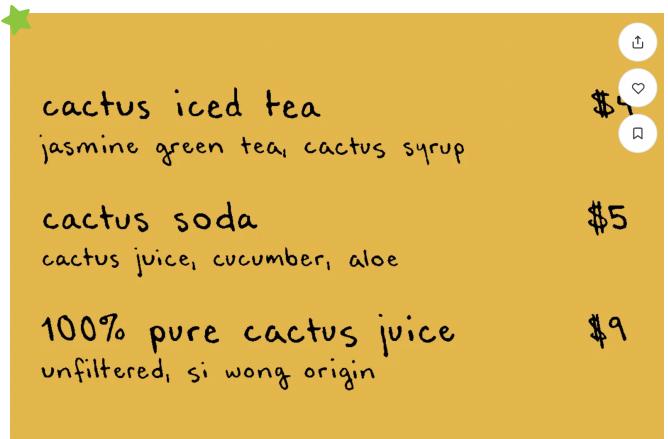
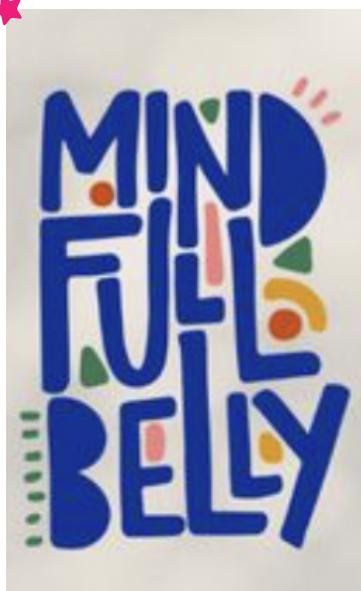
TYPO

Gotham ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham light
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abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



My Audience:

Since I would be providing web development/design, graphic design, and branding services, my audience would be entrepreneurs, business owners, or any like-minded individuals.

I'd like to cater to small/medium-sized businesses that want to showcase a lot of personality. It doesn't have to be the same aesthetic that I personally have, but I prefer designing something more creative than super professional and uptight.

My audience would consist of people who are passionate and willing to think outside the box to make their brand cool.

My logo will be clean and professional but also reflect a lot of my personality. I like the hand-drawn look because when you start something new and fresh, you sketch it. I want my clients to know that I will always provide something new, fresh, and unique to them.

Vibes Legend:

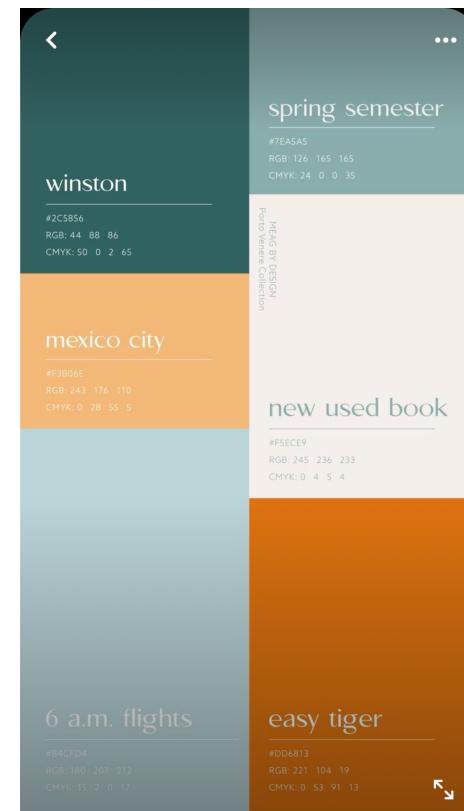
What I'm going for:
 -hand-drawn look/feel
 -playful and fun
 -small/local business
 -clean
 -small icon
 -a little bit of spice
 -but lots of personality

- ★ i just like it...
- ★ font/hand-drawn look
- ★ logo layout



Project One: Inspiration Collage

Color Palette Inspo:



1.

CAITLIN

2.

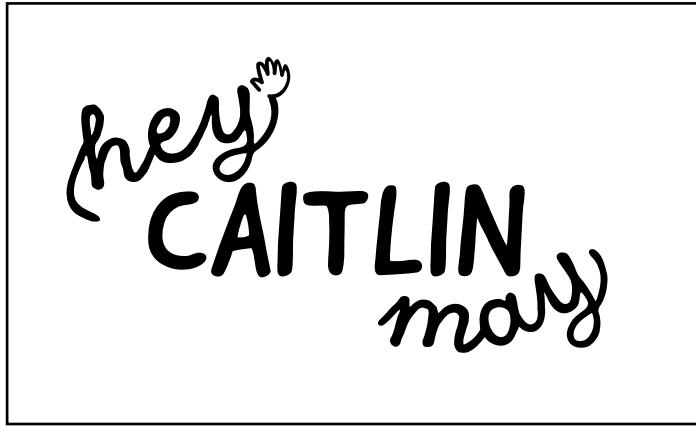
hey
CAITLIN
may

3.

hey
CAITLIN
may

4.

hey
CAITLIN
may



Color Ideas



hey
CAITLIN
mary

hey
CAITLIN
mary