
STUDYMATCH

APPLICATION



MAPÚA
MALAYAN COLLEGES
MINDANAO





**GWYN ANN
LOBATON**

UI DESIGNER



JONAS GABRIEL

RUSIANA
UX DESIGNER



BRAND DESIGNERS

COMPANY LOGO DRAFT



DRAFT 1

DRAFT 2





DRAFT 1

DRAFT 2



APPLICATION LOGO DRAFTING

COMPANY

Industrial and Trendy
(Good Services and
Professionalism)

- gestalt's law of continuity
- professional looking
- sense of credibility



VS



Fun and Rebellious
(Gimmicks and
Uniqueness)

- gestalt's law of figure and ground
- emphasizes J and G as an umbrella for fun gimmicks
- a surviving company in a harsh world

LOGO

APPLICATION

Fun and
Educational

It invites people of all
ages to use the app.



VS



Professional and
Academically
Inclined

It invites people in a
professional
environment to use the
app.

LOGO



THANK YOU