



# Logo Design


(Logo journal is on page 12 of brief)




We want our logo to appeal to our core demographic, 18-29 year olds who are accustomed to social media and chrome extensions.




Our logo and font choice needed to convey a friendly, simple and tech oriented look.




Name is bluehex, so blu was an obvious choice, We experimented with shades and hue's of blue that seemed most friendly.



Wanted logo to embody and represent the name accordingly, that's why we chose blue but we wanted to add a spin to the octagon, while not straying too far from its shape.



After experimenting various shapes and logo's we settled on a box like logo that retained the shape of a hexagon, while adding a clever spin of a 3 dimensional shape.





Our final logo represented the name perfectly and extension, it used friendly blue's, had a very techy look, and retained the shape of a hexagon without being too "on the nose"

# Font Choice


(Logo journal is on page 12 of brief)

 When looking through fonts we explored various options.

 After experimenting with both thinner, and thicker typac-  
es we found that thin sans-serif fonts seemed to match  
very well with the logo.

 We also tried many different placements of the logo and  
the type, middle, top, right, but ultimately the logo on the  
left side felt very professional, so that's what we chose.

 The finished combination of the logo and type, created an  
embodied form of bluhex's design philosophy.

 The image was friendly, tech related and when combined  
with the sans serif type, it allowed for a very professional  
and powerful logo.

# Web Design / Moodboard

(Moodboard and mockups on pages 14 and 15)



We wanted our website to be straightforward, and easy to navigate. Having the download option be visible at first sight was important, we wanted our consumers visit to be simple



We wanted the first time our consumers entered the website to be memorable, so we created an animation for our website that is displayed on the front page, it showcases our final logo coming to life. And in some ways even explains our process in creating the logo itself.



When designing the website, we toyed with the idea of a sidebar nav, but eventually settled with a topnav, as we felt this was less “in the way” and created a more straightforward feel that we were going for.



The background colors, and textures seen on the moodboard are all used in the design of the website, from the background to the footer or the type, we felt the moodboard was a perfect example of how we wanted the website to look and feel.



Websites such as Westwerk were of great inspiration to us, as we felt they embodied the type of straightforward and simple design that we wanted to integrate into Bluehex.