

# Case Study

## Logo for “ITI”

### PURPOSE

The objective of this project is to design a logo that will display the professional and trustworthy machine-parts retail company. The design will ultimately be used for all branding material including signs on delivery trucks, fliers, business cards, packages, web presence identity, and possibly product marks.



### REQUIREMENTS

- Simplicity
- Gear symbol(s)
- “ITI” label
- Time limit of 2 hours

### PROBLEM

At my “just-out-of-high-school” development stage, I had to design a logo. The client needed the logo right away to attach it to the letterhead. At the time it did not seem like a big challenge, so I thought I can do it.

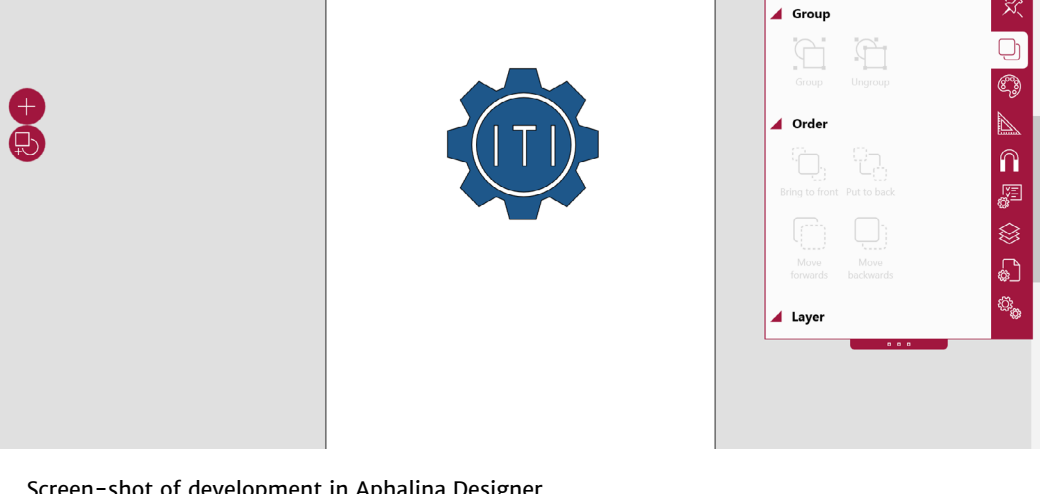
The attempt at creating a logo began with learning new applications and defining what were the expectations from my client. He [the client] already had an idea of what the logo is going to be, “Three gears with letters in them.” Sounds simple and achievable, but the problem with the execution was that three identical-sized gears do not fit each other in linear pattern and create an uneven/unbalanced composition.



### EXPLORATION

A prototype is a good way to show the client that going with one gear works. There is a question of simplicity in modern design, “Does the composition work without the element? Yes? Remove.”

I made some sketches and a prototype in the “nobody-knows” Aphalina Designer application. Working with the client, we listed main attributes of the new company's values and growth expectations to help aid in choice of color, shapes and typography to deliver the message of professional, trustworthy and mechanical.

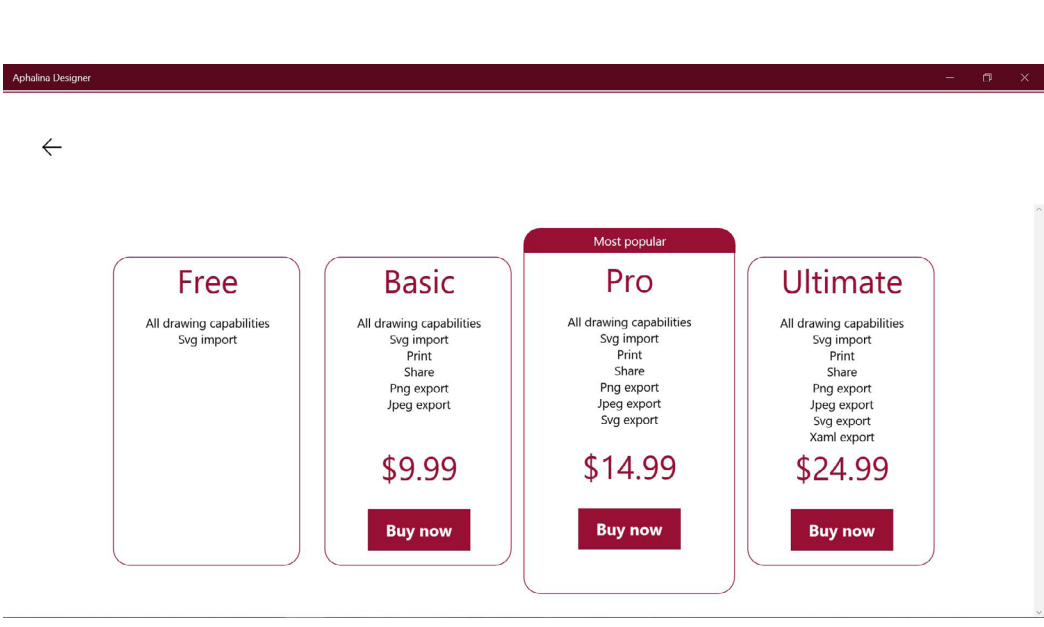


Screen-shot of development in Aphalina Designer

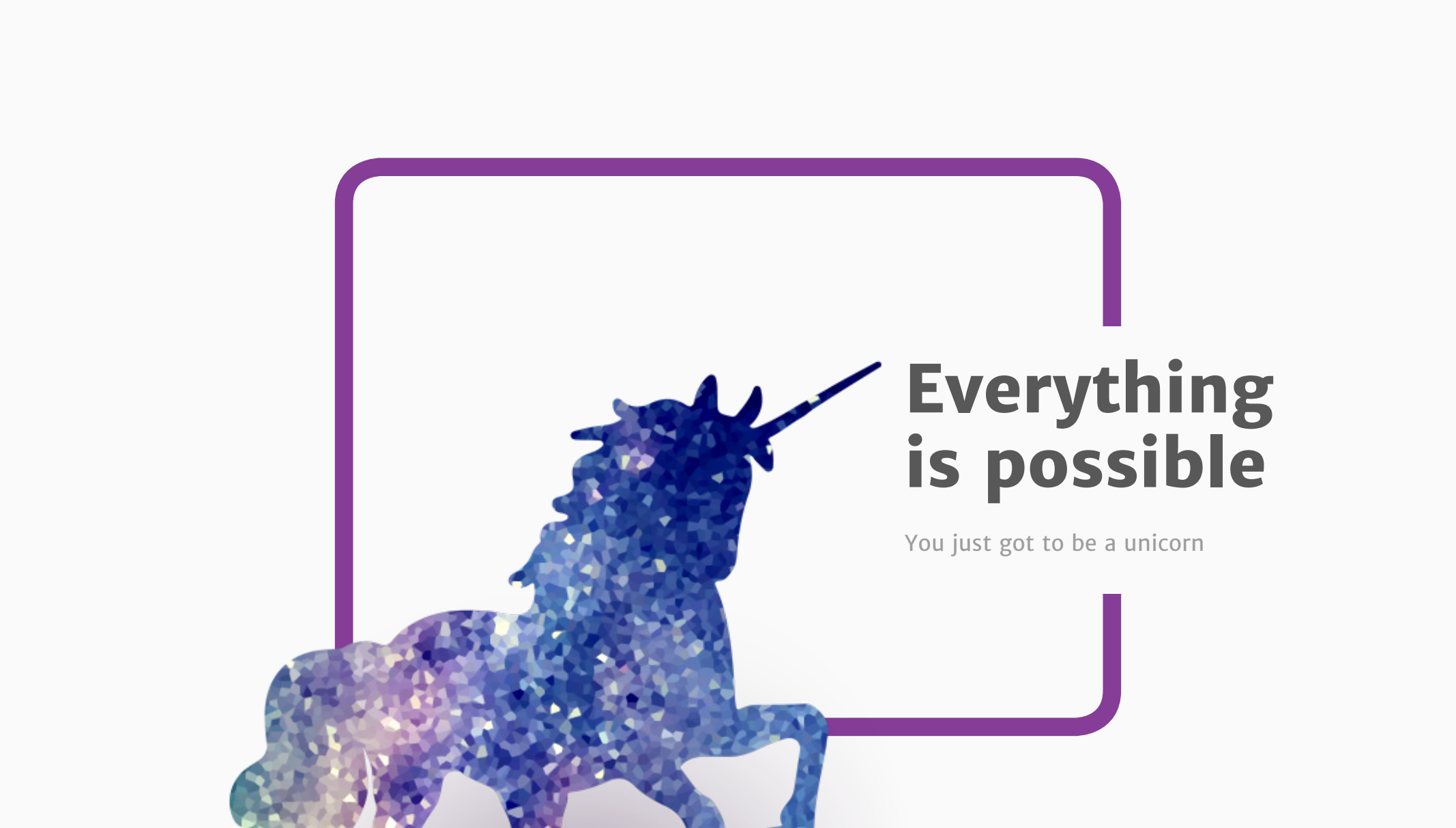
### DISCOVERY & IDEATION

Because a gear with rounded corners and a pink-glossy fill would give a sense of a baby-toy shop; the decision was made to use sharp shapes and dark blue fill with white elements to appear professional, clean and trustworthy.

To simplify the three-gear challenge, we decided to leave only one. The final was ready to be exported 1 hour after the request for a logo. The program I was working with exported a PDF only if I subscribe for monthly payment. I was not ready for paying, and the logo had to be delivered as soon as possible, so I took a screen-shot of the logo as a JPG with default windows snippet tool and that screen-shot was my delivery of the logo.



Screen-shot of a problem in Aphalina Designer



Screen-shot delivery of “ITI” logo design



Final “ITI” logo design

### SOLUTION

The design work was produced within an hour and served its purpose of letterhead identity of a professional, trustworthy mechanical retail company. The low resolution of the screen-shot was not noticable on email letterhead.

Later in the semester I discovered Creative Cloud and transformed this logo into an SVG vector file, so it looks sharp and can be scaled to any size. The logo design project is successful since Industrial Technology Inc. continues to proudly wear it since May 2017.

### CONCLUSION

The project shows the ability to develop a solution in a fast pace, and work collaboratively with client's feedback to provide the best version of a logo that suits the needs.

It is an accomplishment for a pre-college level designer that helped develop me as a designer not only in technical way but in creation of an essential personal connection with my client and his brand.



Final design of the “ITI” logo on a delivery truck mock up