

Portfolio Identity Assignment

Jackson Morstad

000866588



Playful

Bold

Bright

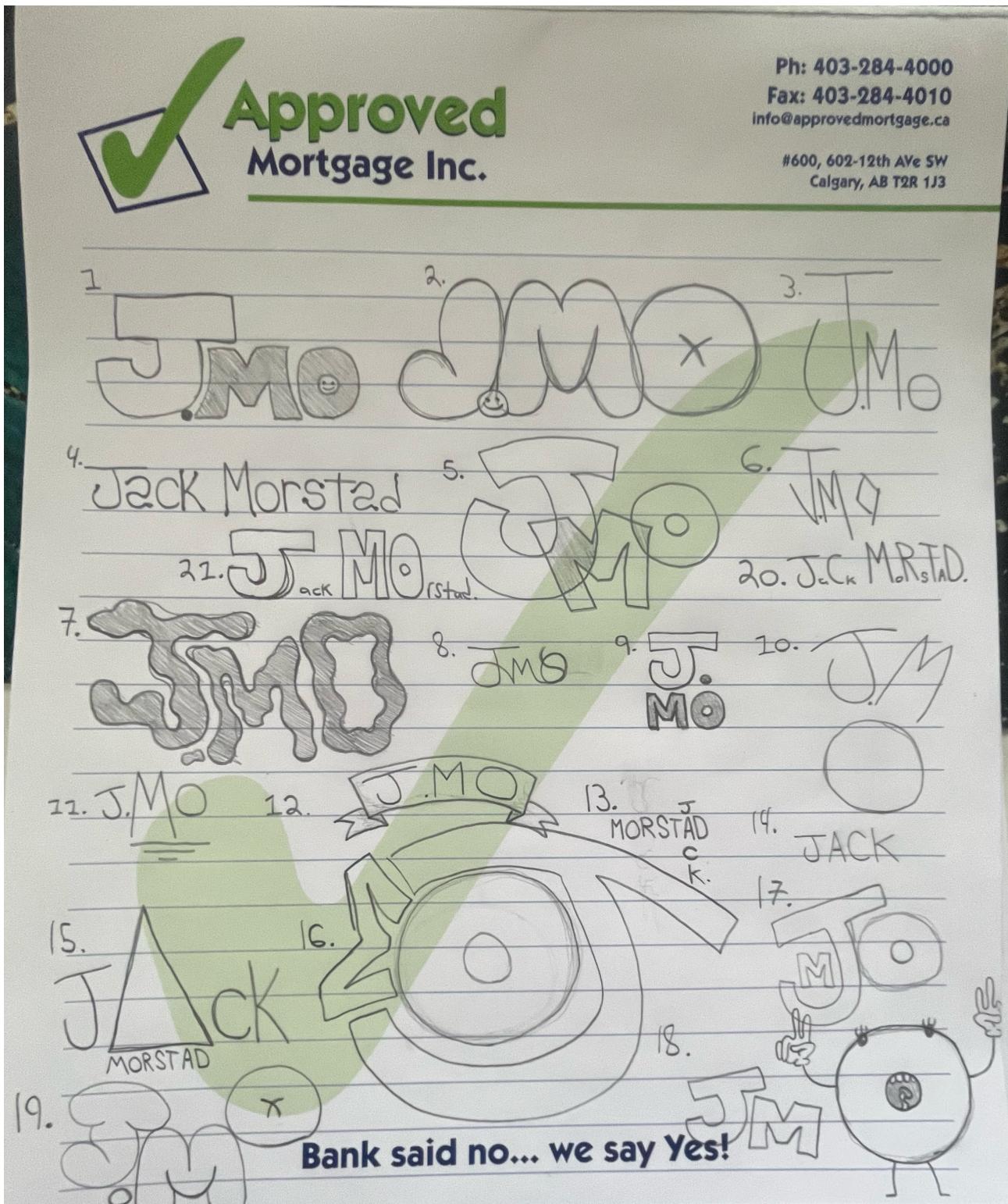
Sketches



Approved
Mortgage Inc.

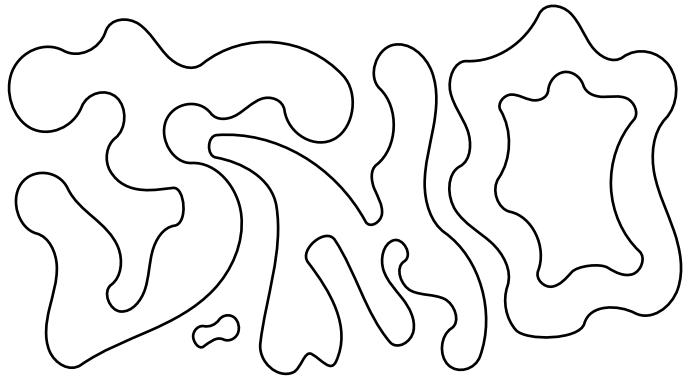
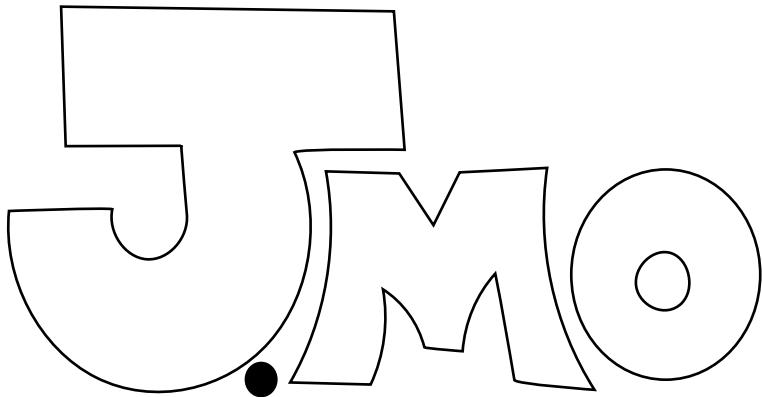
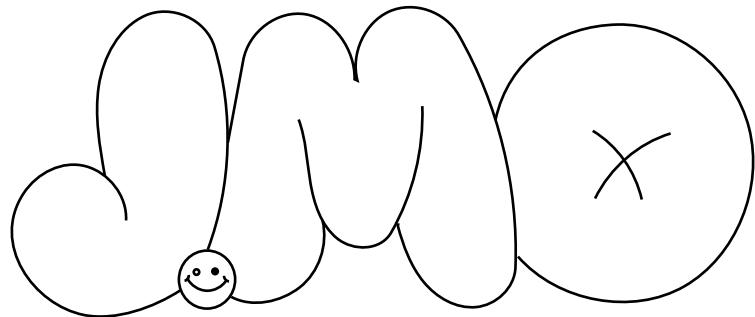
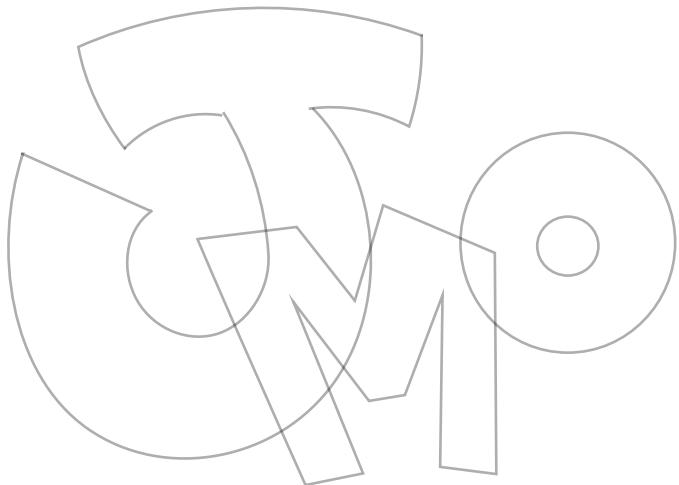
Ph: 403-284-4000
Fax: 403-284-4010
info@approvedmortgage.ca

#600, 602-12th Ave SW
Calgary, AB T2R 1J3

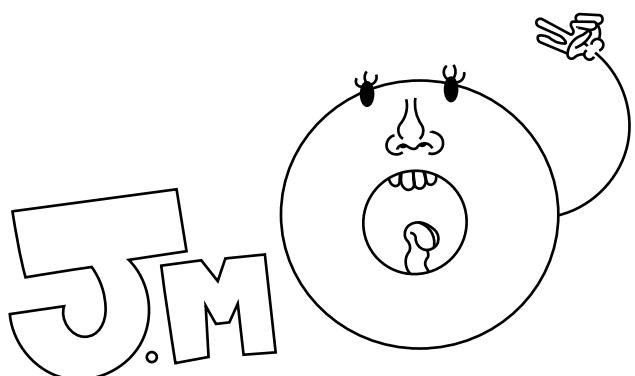


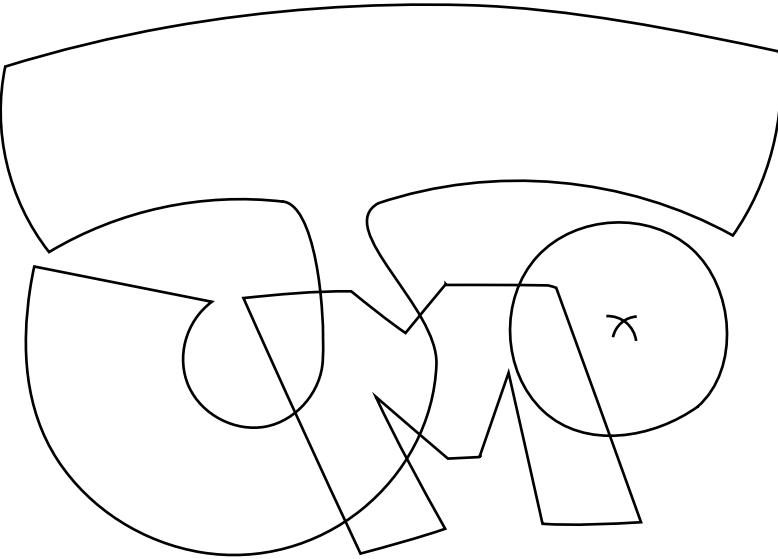
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Shortlist

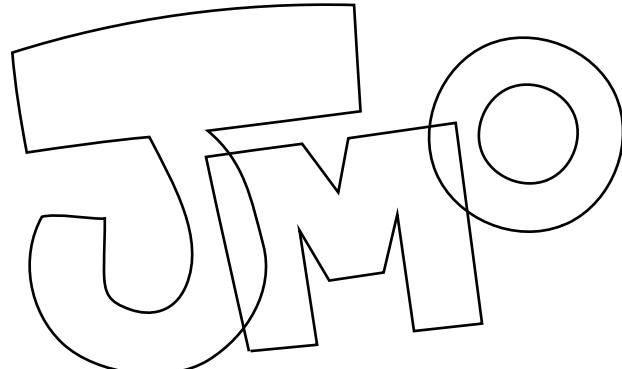
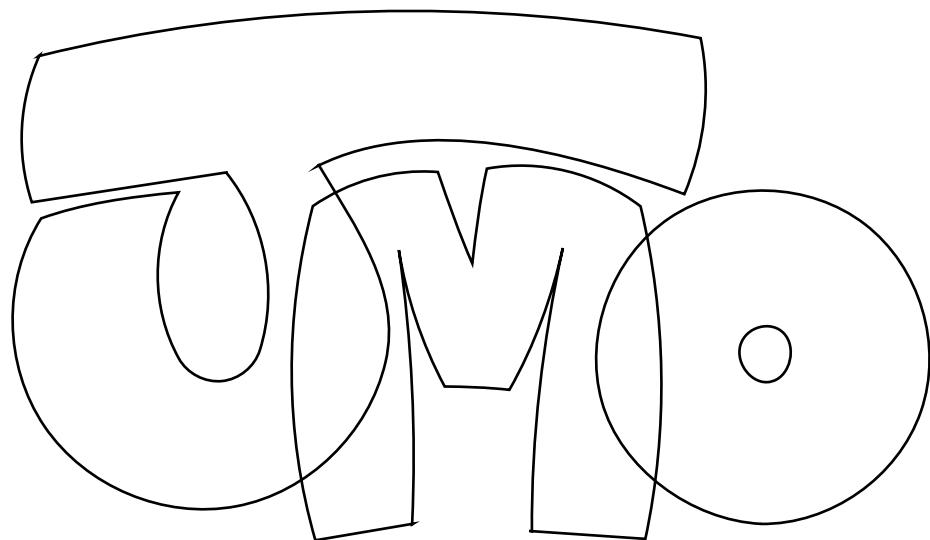
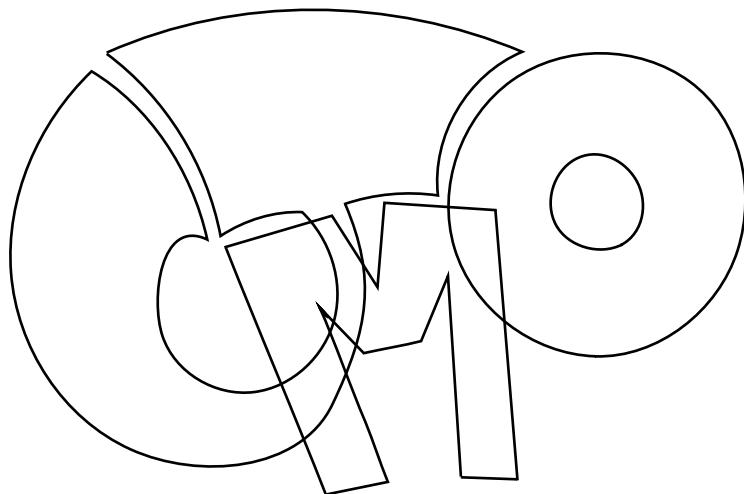
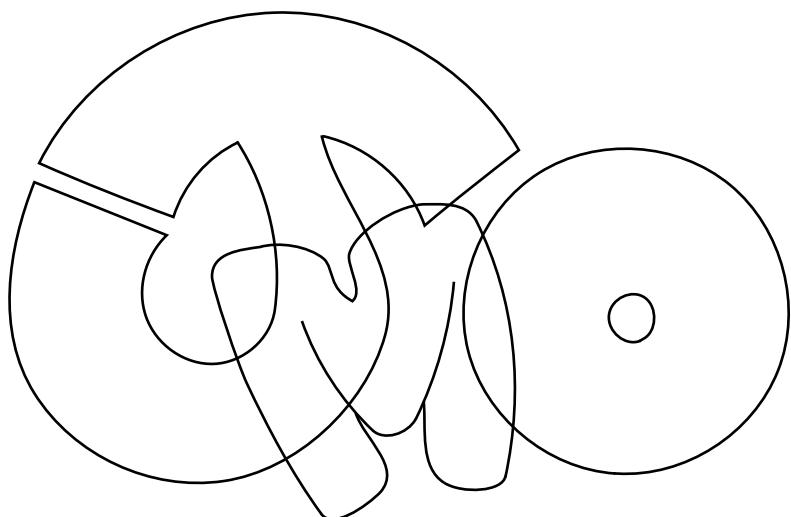


Jackson
J.Morstad





Top Option Variations

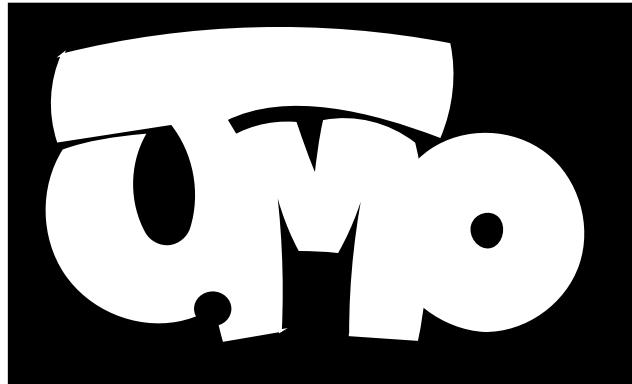
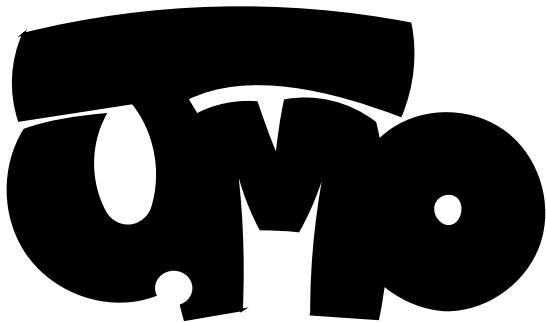


Final ID



I chose this logo because I thought the letters were designed the best here. All the shapes fit into each other in a way that is very pleasing to me. It is very clear what this spells out and the colours really pop in my opinion. They are also some of my favourite colours and give off a playfull appearance which I enjoy because I like to think of myself as a playful person and I'm sure my personality will be reflected in my future designs and style.

Final ID Colour Variations



HEX:000000
RGB: 0/0/0
CMYK:0/0/0/100



HEX:662C91
RGB:102/45/145
CMYK:75/83/7/1



HEX:8CC63F
RGB:141/198/63
CMYK:46/7/91/0



HEX:31A8CD
RGB:41/171/226
CMYK:91/9/0/0



HEX:FF00FF
RGB:246/42/146
CMYK:2/98/0/0

Black and white or multicoloured version to be used when backdrop is white or a contrasting colour.
Knockout versions to be used when background is black or contains lots of visual info.

Self Reflection

How did gathering feedback influence your decision-making process? What valuable insights or perspectives did you gain from that feedback?

I originally was very unsure on which logo to pick. When I asked my family, they all were really leaning in to the designs with big lettering but not specifically telling me they had a top option. so their feedback helped me narrow down the options but, I still had to make the final choice. I did learn from them that my favourite (big bubble graffiti style) did not seem very professional in there eyes.

What new skills or techniques did you acquire? How did this assignment help you understand the importance of visual identity and design best practices?

This assignment helped me develop a greater understanding for Adobe illustrator, specifically in understanding how to use the pencil tool effectively and how it must be treated differently than the pencil tool on an app like procreate. the snapping to points and more rigid nature of the tools on this app was hard to get used to but eventually became pretty satisfying to use. This assignment really helped me in understanding that small differences in lettering can provide a massive difference in tone, for example, sharp angles can be seen as more serious or soft curves can be seen as more playful.

If you were to repeat this assignment, what would you do differently?

I would create a lot more sketches over a longer period. Maybe 50 variations over five days doing ten a day. I think this would lead to a lot more variation in my sketches and therefore more variation in my top 6 choices. I would also try to take a lot more time getting to know more about Adobe illustrator before doing another project like this as it was frustrating learning things on the go. I think watching a lot more YouTube videos on Adobe illustrator or trying out some practice projects would have made this process a lot easier.