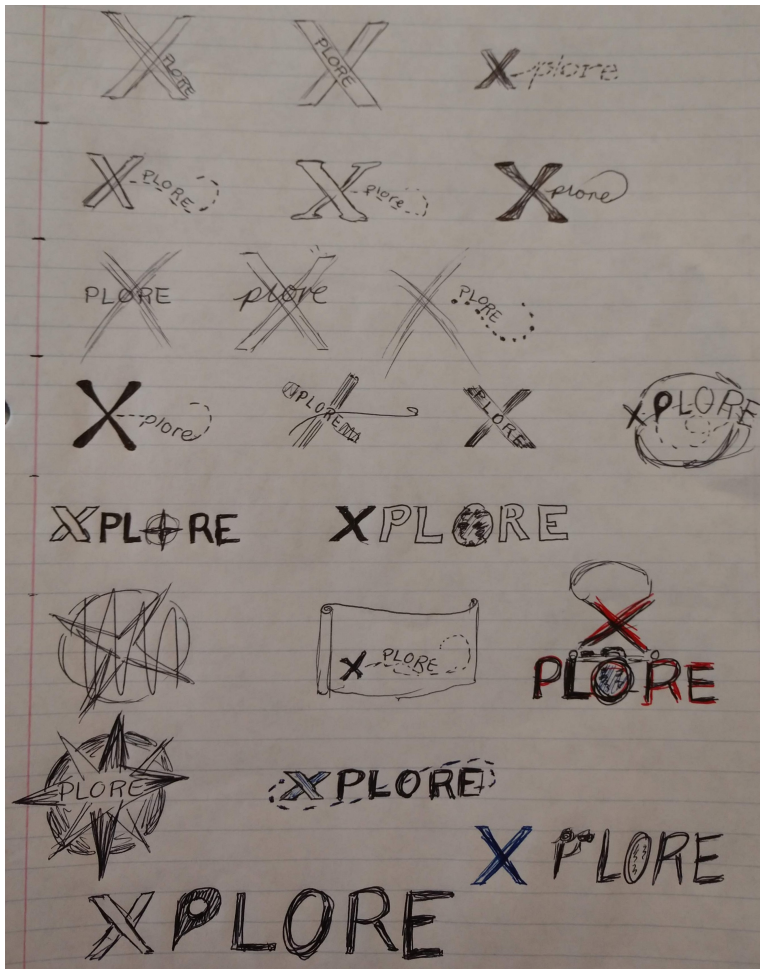


XPLORE Logo Design

Iterative Design Process

- » After brainstorming and creating rough sketches, I asked my team to vote on their favorites and share any specific critiques.
- » Then I moved forward with the most popular concepts & designs, and used this strategy of soliciting & incorporating feedback 7 more times to hone the text weight & color, compass style, compass positioning, style of the "O", additional embellishments, globe style, and final design.



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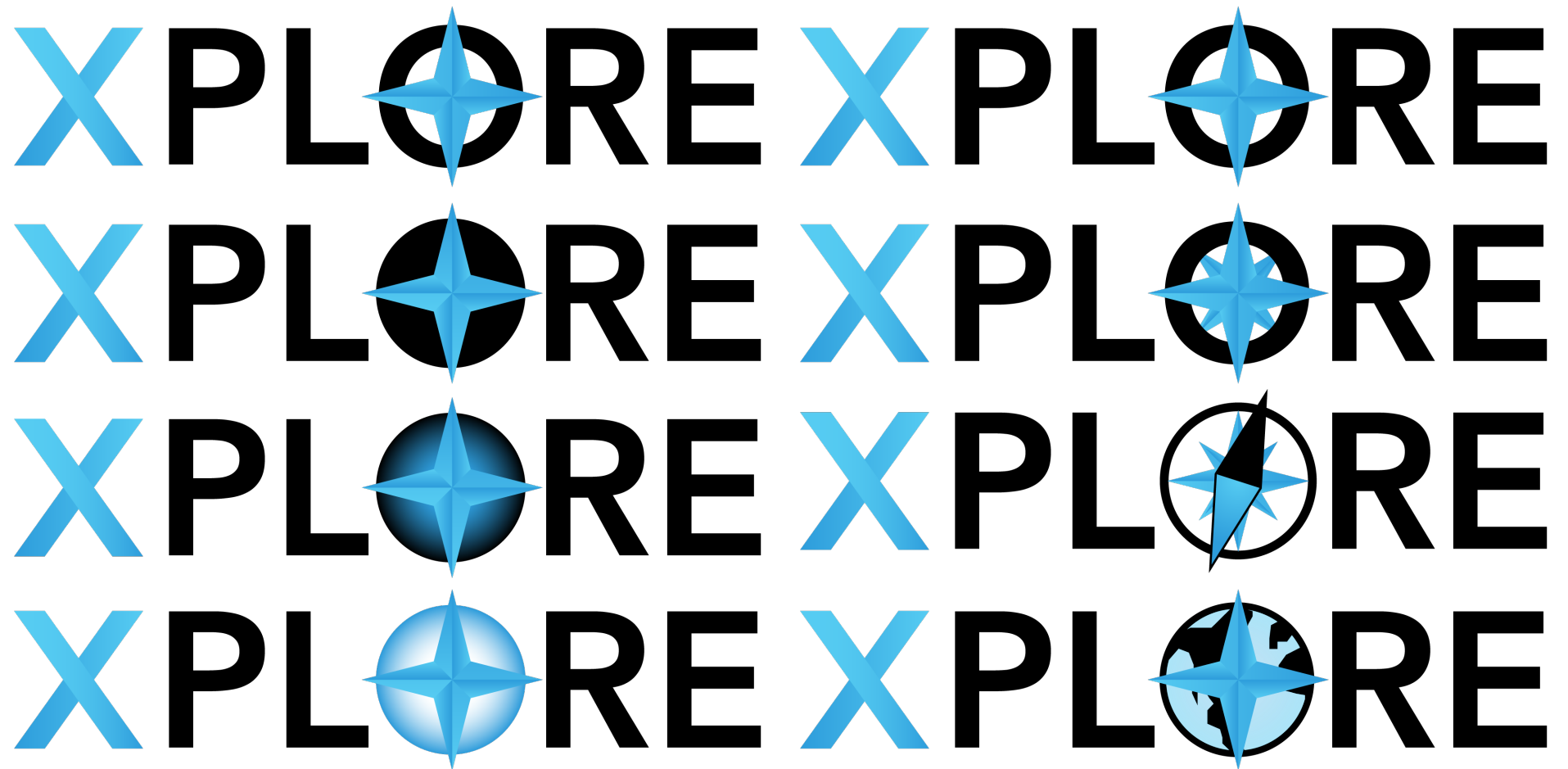
XPLORE

XPLORE

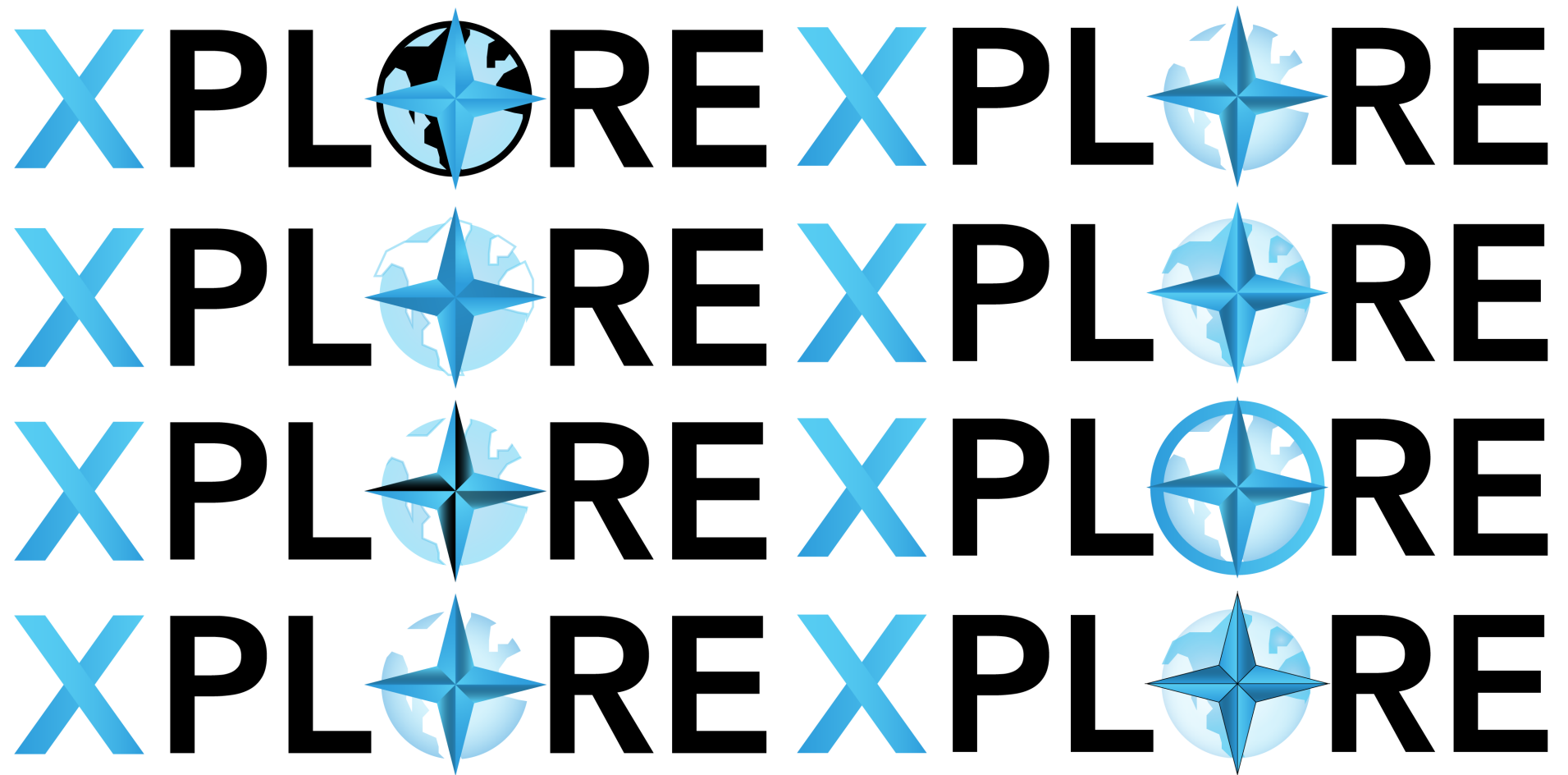
text weight & color



compass style & position



style of the "O" & additional embellishments



globe style & final designs

final design

