Jake Rutledge

CONTENTS

The Goal

The goal of this portfolio is to help my get one foot in the door in the field of de-velopement

My Target Audience

For this portfolio, I am targeting local London tech business. I am showing that I can be a jack of all cards. Meaning I would be great addition for design and development.
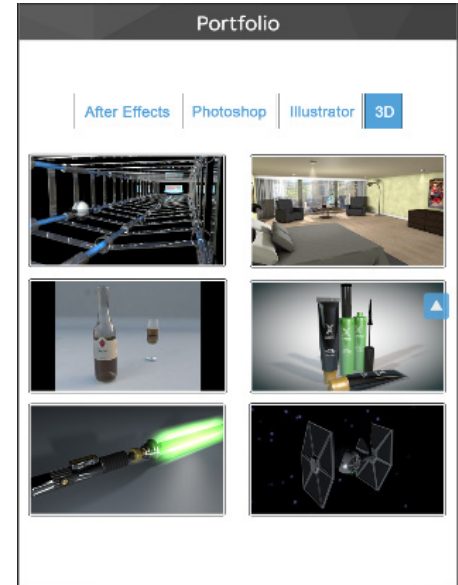
Brand Characteristics

There are many characteristics that my site has, including responsive desgin and a sleek, hard edge design. I originally was going for a soft edge site but decided against it.

PHONE

TABLET

Logo Devolepment

The design process was a long one. I have been through many different variations of this logo. Originally with solid colours with long arms from the J and R. After tweeking I have come up with a shorter JR with gradients and more angles.
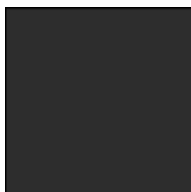
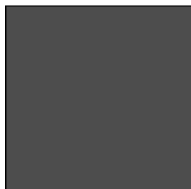ORIGINAL   FINAL

>

Adding the gradients to the new logo allows to have more depth than the original. Having the shorter arms allows for the J to be readable.
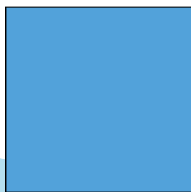
The colours were one the first things decided. I wanted to go for a more arctic feel for my site. I think this was accomplished with the colours selected. The dark grey is used as an overlay for the background colours, while the blue can be seen as the buttons and mobile navigation.

R45 G45 B45 - C70 M64 Y63 K64
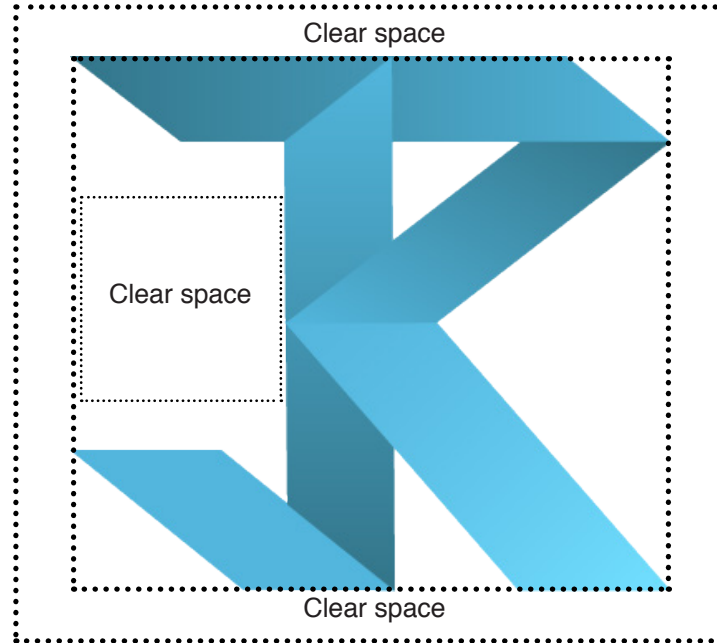
R77 G77 B77 - C65 M58 Y57 K37

R82 G162 B218 - C64 M23 Y0 K0

R225 G225 B225 - C0 M0 Y0 K0

Clear Space and Minimum Size

There is an obvious good amount of clear space within the logo. This should never be changed. Also the minimum size for this logo is 1 inch. Anything under that makes the logo more pixelated.

Clear space

Clear space

Clear space

Minimum Size

1 Inch

Logo Placement

My logo can go on many things, But the main logo placement will be going on a business card as shown on the left. It will have the texture grey background.

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hope you enjoyed your first look through my portfolio booklet