

LOGO DESIGN

PRESENTATION

VISUAL IDENTITY:

A JOURNEY THROUGH
LINTECH AND AEROSPORTS

LINTECH DESIGNERS



ALEXANDER CANARIAS



JOMER MANDAP



DANIEL SANCHEZ

THREE OUTSTANDING COMPUTER SCIENCE STUDENTS, SHARE THE SAME GOAL OF CAPTURING THE DYNAMIC AND VIBRANT NATURE OF BADMINTON AS A SPORT THAT WOULD DEPICT OUR PASSION FOR BOTH TECHNOLOGY AND ATHLETICISM. THROUGH INNOVATIVE DESIGN AND CUTTING-EDGE TECHNOLOGY, WE AIM TO CREATE AN IMMERSIVE EXPERIENCE THAT BRINGS THE EXCITEMENT OF BADMINTON TO LIFE IN THE DIGITAL REALM, INSPIRING ENTHUSIASTS TO ENGAGE WITH THE SPORT IN NEW AND EXHILARATING WAYS.

DRAFT 1



DRAFT 2



DRAFT 3



DRAFT 4



LOGO DRAFTING

APPLICATION LOGO

DRAFT 1



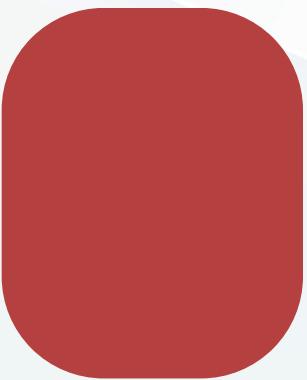
DRAFT 2



DRAFT 3



DRAFT 4



ABOUT THE DESIGN

THE GEOMETRIC SYMBOL IN A LOGO CAN SYMBOLIZE UNITY, INNOVATION, CONNECTIVITY, PRECISION, AND GROWTH REFLECTING THE BRAND'S VALUES AND VISION.

SYMMETRY AND ORDER WAS USED, SYMMETRICAL ELEMENTS ARE PERCEIVED AS PART OF THE SAME GROUP.

ADOPTS A MINIMALISTIC DESIGN APPROACH, FOCUSING ON ESSENTIAL ELEMENTS WITHOUT UNNECESSARY EMBELLISHMENTS.

THE COLOR PALETTE OF THE LOGO IS MINIMALISTIC, FEATURING A COMBINATION OF BLACK, GRAY, AND WHITE.

GESTALT'S LAW

FIGURE-GROUND, PROXIMITY, SIMILARITY, CONTINUATION, CLOSURE

LINTECH SOLUTIONS LOGO



ABOUT THE DESIGN

THE LOGO CONVEYS ENERGY AND PERFORMANCE THROUGH ITS DESIGN BY INCORPORATING BOLD, CAPITAL LETTERS GIVING A STRONG AND DYNAMIC IMPRESSION.

ADDITIONALLY, THE RED GRAPHIC ELEMENT RESEMBLING MOVEMENT AND SPEED, REFLECTING THE AGILITY AND ACTION ASSOCIATED WITH SPORTS.

THE OVERALL SIMPLICITY AND BALANCE OF THE DESIGN ENHANCE THE SENSE OF POWER AND EFFICIENCY, FURTHER EMPHASIZING THE ENERGETIC AND HIGH-PERFORMANCE QUALITIES OF THE BRAND OR ENTITY REPRESENTED BY THE LOGO.

AEROSPORTS LOGO



GESTALT'S LAW

FIGURE-GROUND, PROXIMITY, SIMILARITY, CLOSURE,
CONTINUATION

THANK YOU
