Task 1: Logo Redesign

Company Name: Lakeside Travel Agency
Task: Logo Redesign
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1. Introduction

This task focuses on redesigning the existing logo of *Lakeside Travel Agency* to enhance its visual appeal while preserving the original brand identity. The redesign aims to make the logo more modern, balanced, and adaptable for various platforms such as digital media, print materials, and branding assets.

2. Understanding of the Task

Logo redesign is the process of improving an existing logo by applying modern design principles such as simplicity, balance, scalability, and consistency. The goal of this task is not to completely change the brand identity, but to refine and modernize the logo so that it better represents the travel industry and works efficiently across different use cases.

The task also requires creating multiple logo variations to ensure flexibility and professional usability.

3. Brand Overview

Brand Name: Lakeside Travel Agency
Industry: Travel & Tourism
Brand Values:

- Relaxation

- Nature & Adventure

- Trust & Professionalism

- Memorable Travel Experiences

The brand focuses on offering travel experiences connected with nature, beaches, lakes, and peaceful destinations.

4. Original Logo Analysis

The original logo successfully communicated the travel theme through elements such as palm trees, sun, water, and birds. However, it contained multiple detailed elements and mixed illustration styles, which affected balance, scalability, and clarity at smaller sizes.

The redesign focuses on simplifying these elements while retaining the core travel identity.

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5. Redesigned Logo Concept

The redesigned logo is based on a clean, circular composition that represents completeness and harmony. The icon combines simplified palm trees, a sunset, water waves, and a bird to convey travel, relaxation, and nature.

Modern flat design principles and clean typography were applied to improve readability and visual balance.

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6. Logo Variations

6.1 Primary Logo (Full-Color Version)

The primary logo uses vibrant yet balanced colors to represent warmth, nature, and water. This version is intended for official branding purposes such as websites, marketing materials, posters, and social media.

Design Logic:

- Circular shape improves brand recall

- Natural elements reflect travel and relaxation

- Clean typography enhances readability

6.2 Monochrome Logo (Black & White Version)

The monochrome version removes all colors and uses a single color (black or white). This version ensures the logo remains clear and recognizable when color printing is not available.

Design Logic:

- Suitable for documents, stamps, and print materials

- Maintains clarity without relying on color

- Ensures consistent branding in all environments

6.3 Icon Version (Symbol-Only Logo)

The icon-only version contains only the simplified circular symbol without text. This version is optimized for small-scale use cases.

Design Logic:

- Ideal for mobile apps and social media profile images

- Maintains brand recognition in compact spaces

- Scalable and visually balanced

7. Typography

A clean, modern poppins and sans-serif font was chosen to maintain professionalism and readability. The typography complements the icon without overpowering it and ensures consistency across branding materials.

8. Tools Used

- **Canva** – for designing, refining, and exporting logo variations
  Canva was used to create scalable designs efficiently and ensure consistency across all logo versions.

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9. Conclusion

The redesigned logo of Lakeside Travel Agency successfully preserves the original brand identity while enhancing visual clarity, balance, and modern appeal. By simplifying design elements and creating multiple logo versions—primary, monochrome, and icon—the logo becomes versatile and suitable for both digital and print platforms.

This redesign ensures a professional, adaptable, and industry-ready brand presence.

The Original Logo:

Monochrome Version Logo

Primary Version Logo

Icon Version Logo