

Logo Choice

For my logo, I reached out to my favourite online design product – Canva. I came up with two designs depending on how light I wanted my portfolio to be:



Design 1 features a pleasant offset with the black/yellow mix but lacked in modernity. I was mainly concerned about the message the logo gave off. I needed something that would look trendy and timeless.

This rolled me onto *Design 2* which boasted a simplistic design with a transparent background that allowed for a versatile deployment. After choosing design 2 I created my favicon with the 'l' element of 'lewis'.

Favicon

I struggled at first to get the perfect icon as I tried to ensure my page would be distinguishable across a set of tabs. I initially just went in with a lighter version of my logo (Design 1). I then decided to extract the 'lewis' element give it contrasting colour which worked (Design 2). The issue I had next was making it standout – I consulted my brother who is a Graphic Designer based in Leeds, England and he advised me on using a singular letter which formed the last design.



The benefit of using the last design is how it stands out clearly on the tab bars. This is important to help users navigate back to my page and understand what it is if they couldn't see the actual page title (like if they had lots of tabs open). See adjacent.



Fonts

A shining crescent far

Yellowtail

For the fonts choice I experimented with a few ideas that could compliment my logo and colour scheme. I wanted to ensure it looked modern and appealing without compromising the integrity of the purpose of the portfolio.

The spectacle

Nunito

I initially started working with **Nunito** (shown in the centre) as it showed a smooth cursive design that gave way to an elegant looking appearance. However, it was met with clashing issues as my logo bore alternative typefaces which bore similarities with the font-family used in my projects body.

The face of the moon

Source Sans Pro

After a series of trial and error, I decided to utilise the fonts that I incorporated into my logo to suit my needs. **Yellowtail** is the cursive font that is used in the centre of the logo, **Source Sans Pro** is the serif font that is used for the top and bottom text. I have taken that design into my portfolio by making the headings in Yellowtail and the body text in Source Sans Pro. This allows a consistent theme to be displayed – maintaining a professional and mature look.

Colour Scheme

Having always been set on a scrolling gradient background I wanted to make sure I didn't overload the colour palate. My preferred choice of colour was firstly blue, scrolling from dark blue/black to sky blue. Then I realised that my font colour and indeed my logo design didn't pair too well with that combination. My white font colour required a darker colour palate, but at the same time without compromising the accessibility of the website for visually impaired users.



As you can see the darker the background for design 2 makes the typeface easier to read whilst at the same time does not impair the quality of the portfolio.