



Portfolio Profile Design Document  
(Checkpoint)

# LOGO DESIGN

Primary Logo



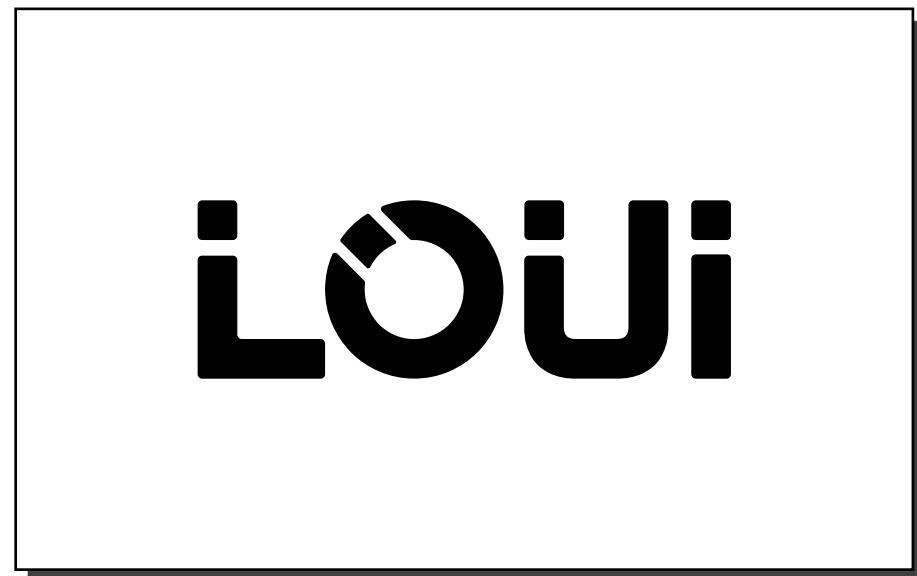
White Over Black



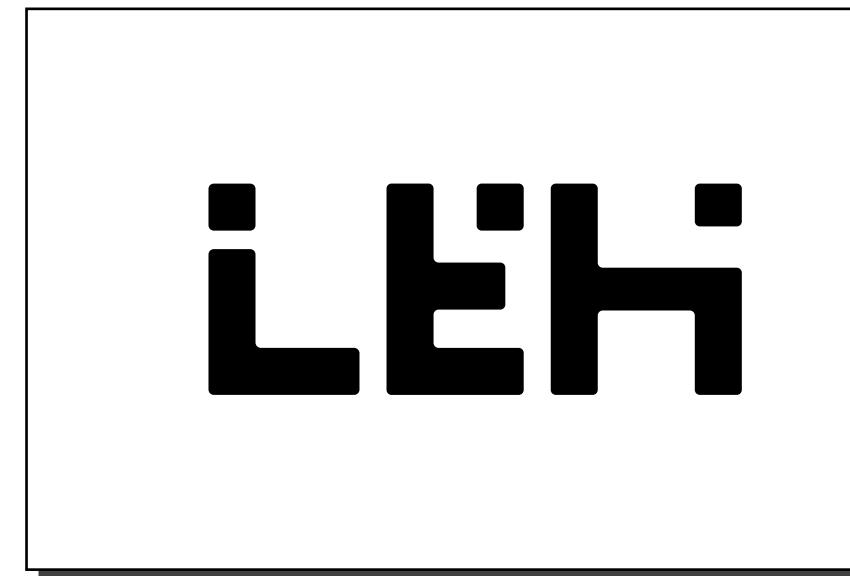
Black Over White



Secondary Logo



Sub Mark Logo



Over Image Logo



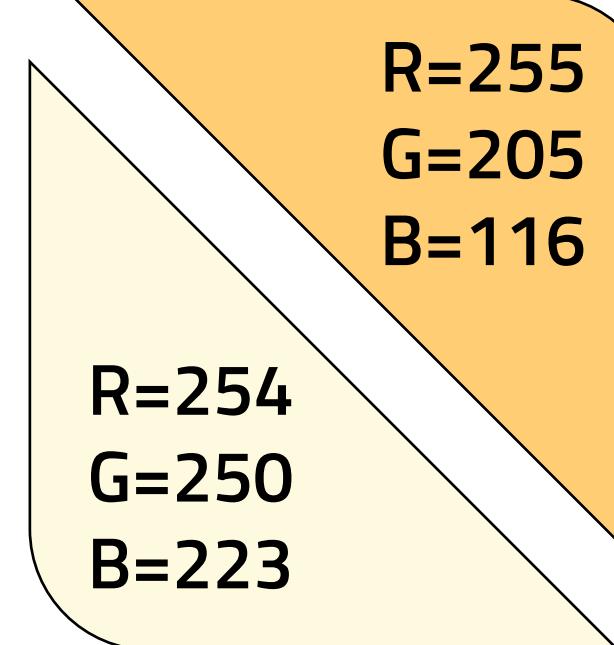
# COLOR PALETTES

R=36  
G=101  
B=139

R=254  
G=250  
B=223

Gradient

## Primary Colour Pallets



## Secondary Colour Pallets

# TYPOGRAPHY

Graphic Typography - Havox

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Primary Typography - Titillium Web

Titillium Web - Regular (paragraphs)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Titillium Web - Bold (headers)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Titillium Web - Black (headers)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

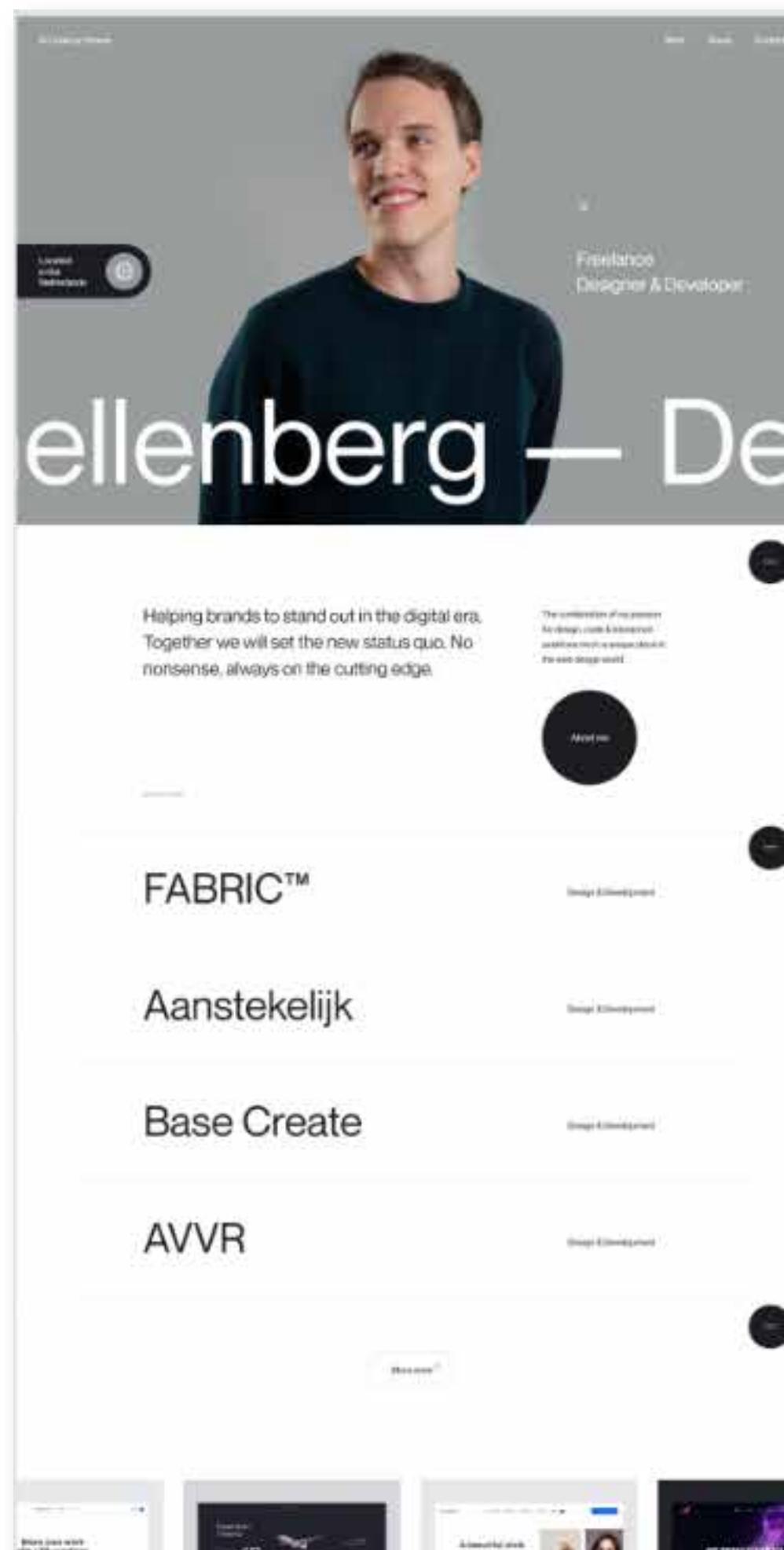


# INSPIRATIONAL PORTFOLIO WEBSITES

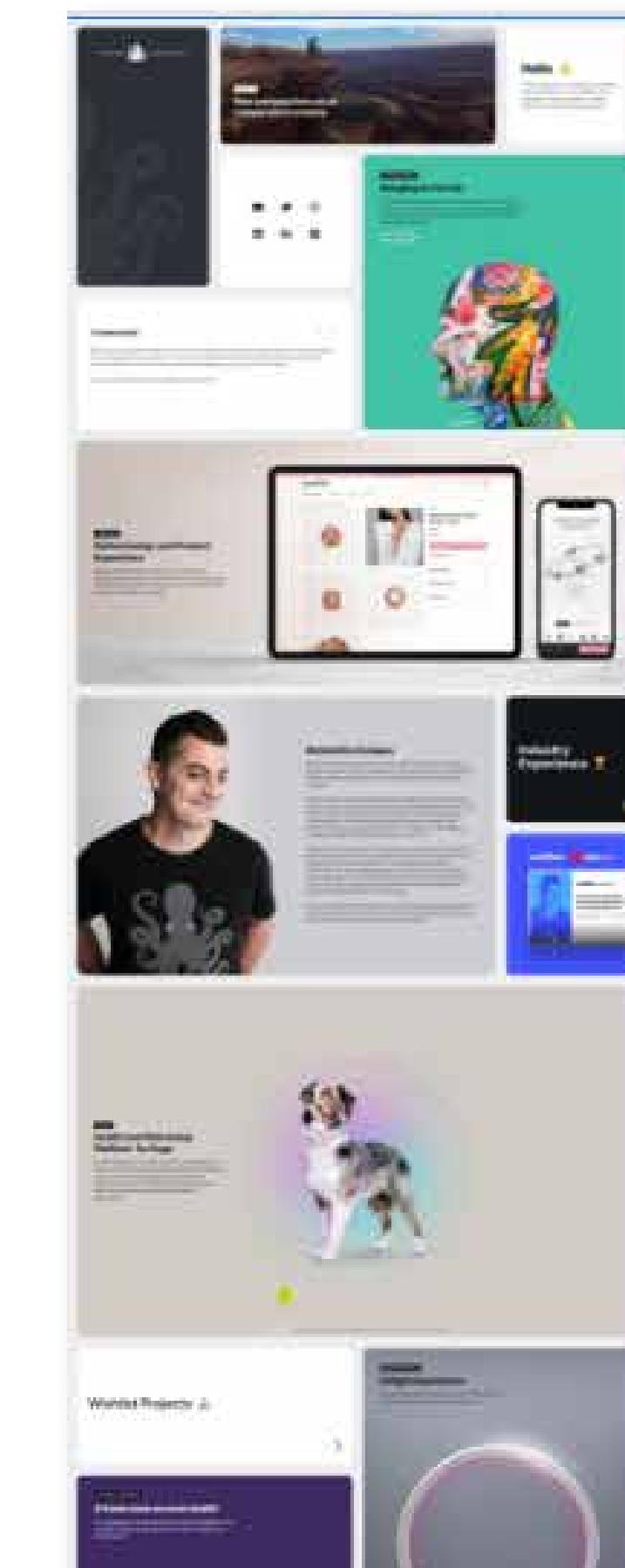
<https://en.bazil.fr/>



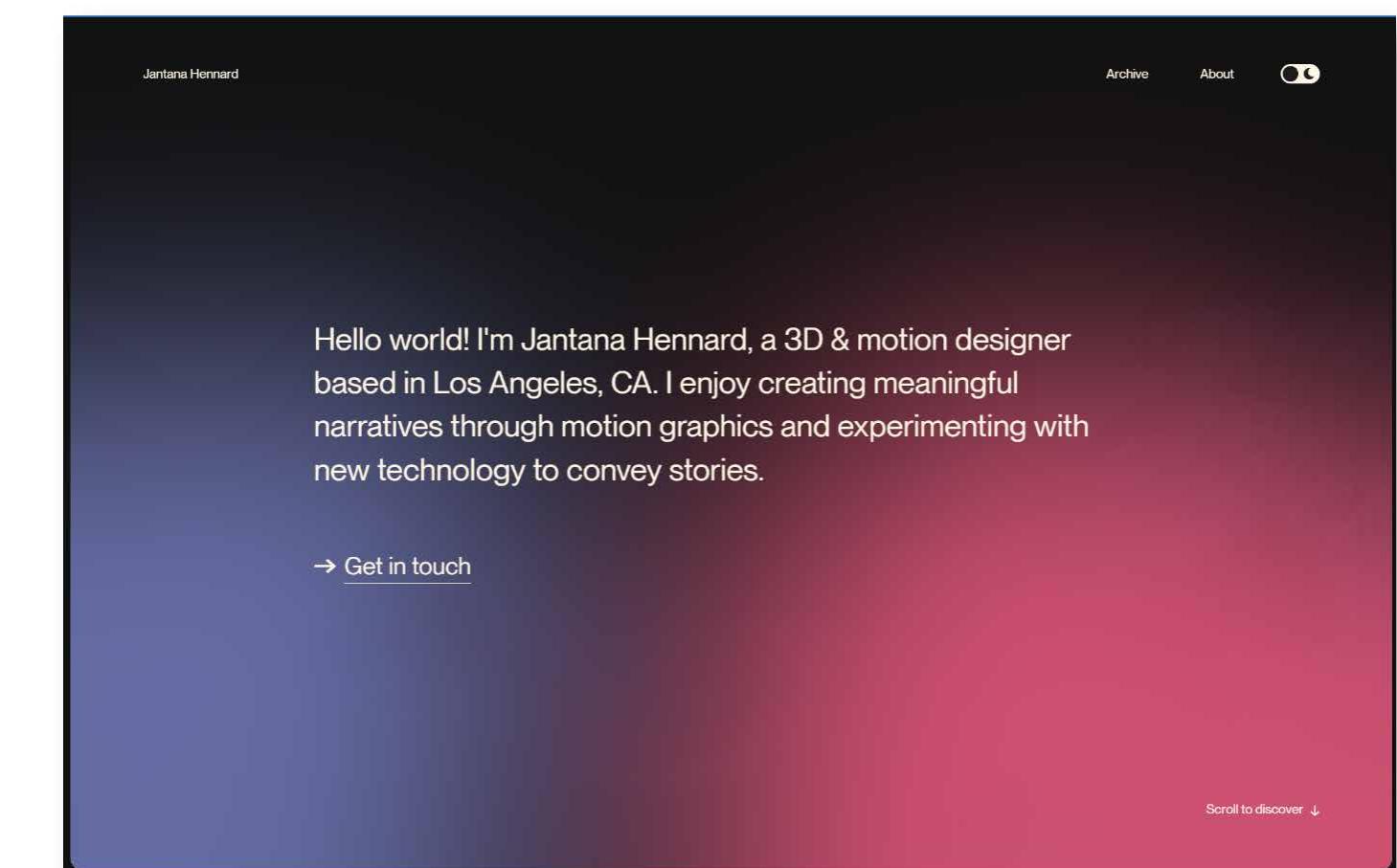
<https://dennissnellenberg.com/>

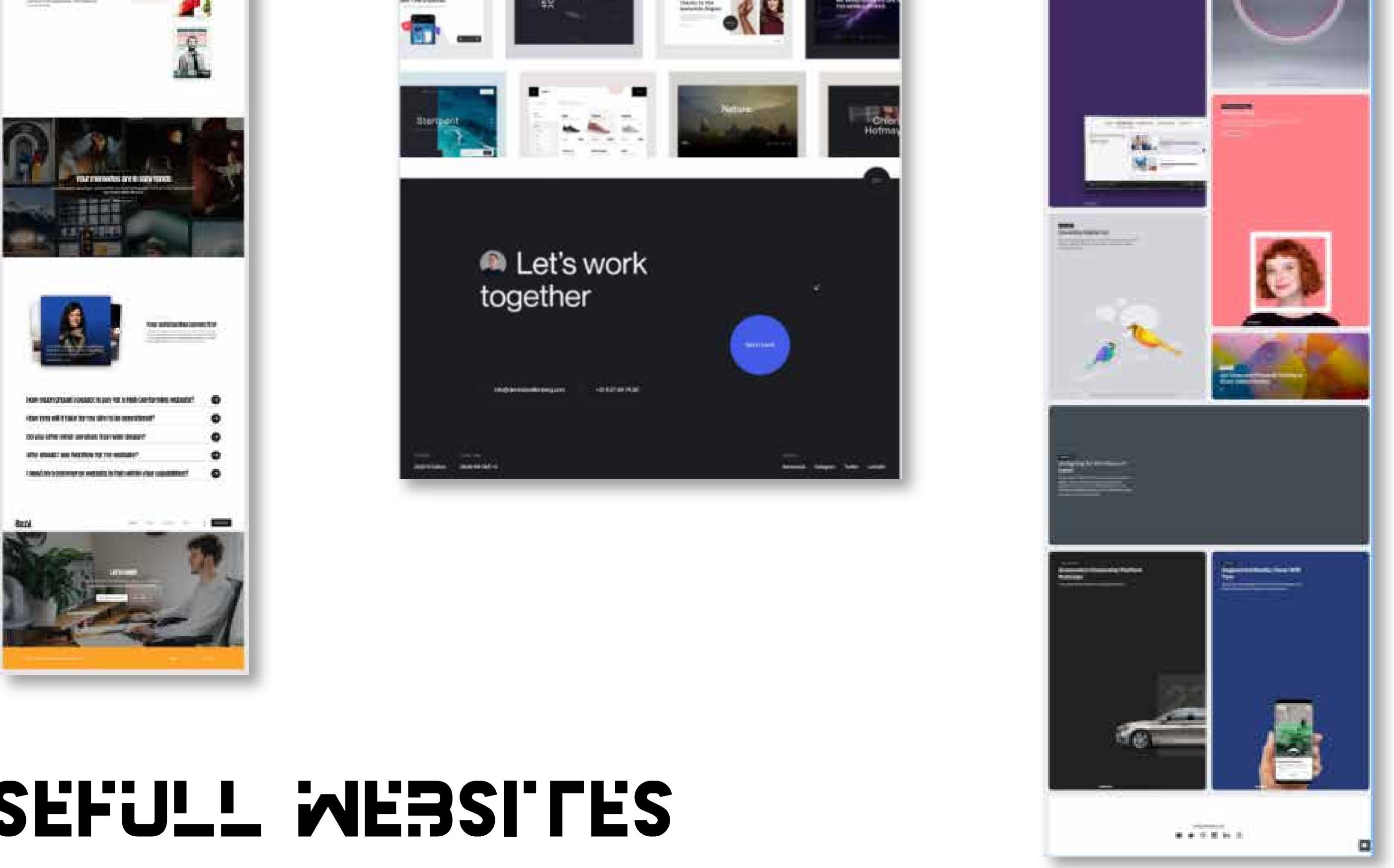


<https://www.poulos.co/>



<https://jant.fr/>





# USEFUL WEBSITES

Mockups, fonts, icons, and templates that help me achieve a better grasp of designing. - <https://unblast.com/>

Color palette search tool for my designs. - <https://colorhunt.co/>

Samples of brand guides for inspiration and theme. - <https://standards.site/>

Brand guide for inspirations and concepts. - <https://brandingstyleguides.com/>

My go-to place for tools in the design industry. - <https://www.toools.design/>

Fonts that can inspire me. - <https://fontesk.com/>

<https://greensock.com/products/>

# INSPIRATIONAL DEMO REELS

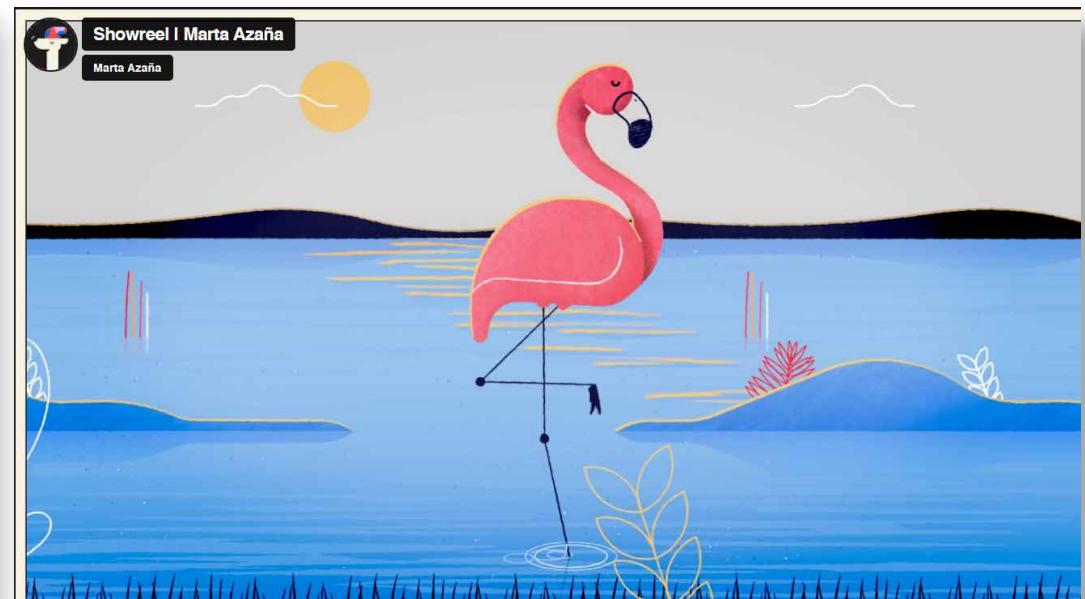
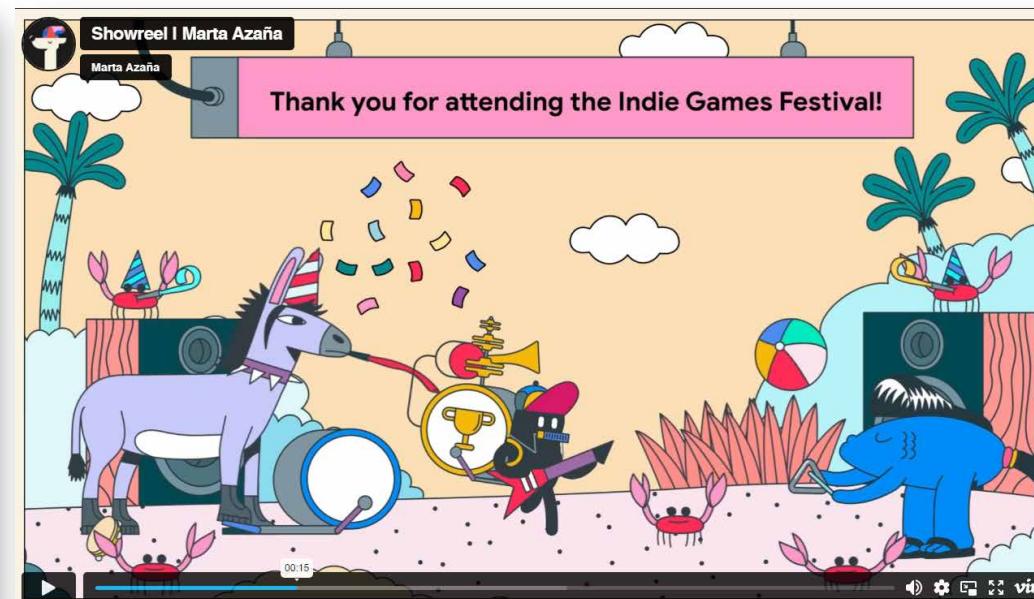
Myth Studio

<https://www.youtube.com/watch?v=P7Cz2IPe5J8>



Marta Azana

<https://www.martaaazana.com/>



# PROJECT CASE STUDY : LOGO DESIGN MARZ ENTERPRISES

## Project Overview:

Marz Enterprises is a dynamic events company based in Dubai specializing in organizing chess competitions and events. Their mission is to promote chess as a strategic and intellectual sport while creating memorable experiences for chess enthusiasts. The project's primary objective was to create a unique and compelling logo that would capture the essence of chess and the excitement of their events.

During the concept development phase, I brainstormed ideas, keeping in mind the strategic and intellectual aspects of chess. I considered chess pieces, the chessboard, and the intricate moves that players make. My goal was to create a concept that encapsulated both the elegance and strategy of the game.

## Design Process:

1. Sketching: I began by sketching out several concept ideas. These included chess piece-inspired motifs, chessboard patterns, and typographic variations.
2. Digital Rendering: I selected the most promising sketches and translated them into digital designs. I experimented with various color palettes, fonts, and visual elements to bring the concept to life.

## Client Collaboration:

Throughout the design process, I maintained a strong collaboration with Marz Enterprises. We engaged in an iterative feedback process, allowing them to provide their thoughts and preferences. Their insights were invaluable in shaping the final design.

## Final Deliverables:

The final logo design for Marz Enterprises is a blend of a chess board box and a stylized letter "M." The chess board symbolizes strategy, forward thinking, and the chess theme, while the "M" represents Marz Enterprises. The choice of colors, a deep royal blue, and a contrasting gold, exudes elegance and sophistication.

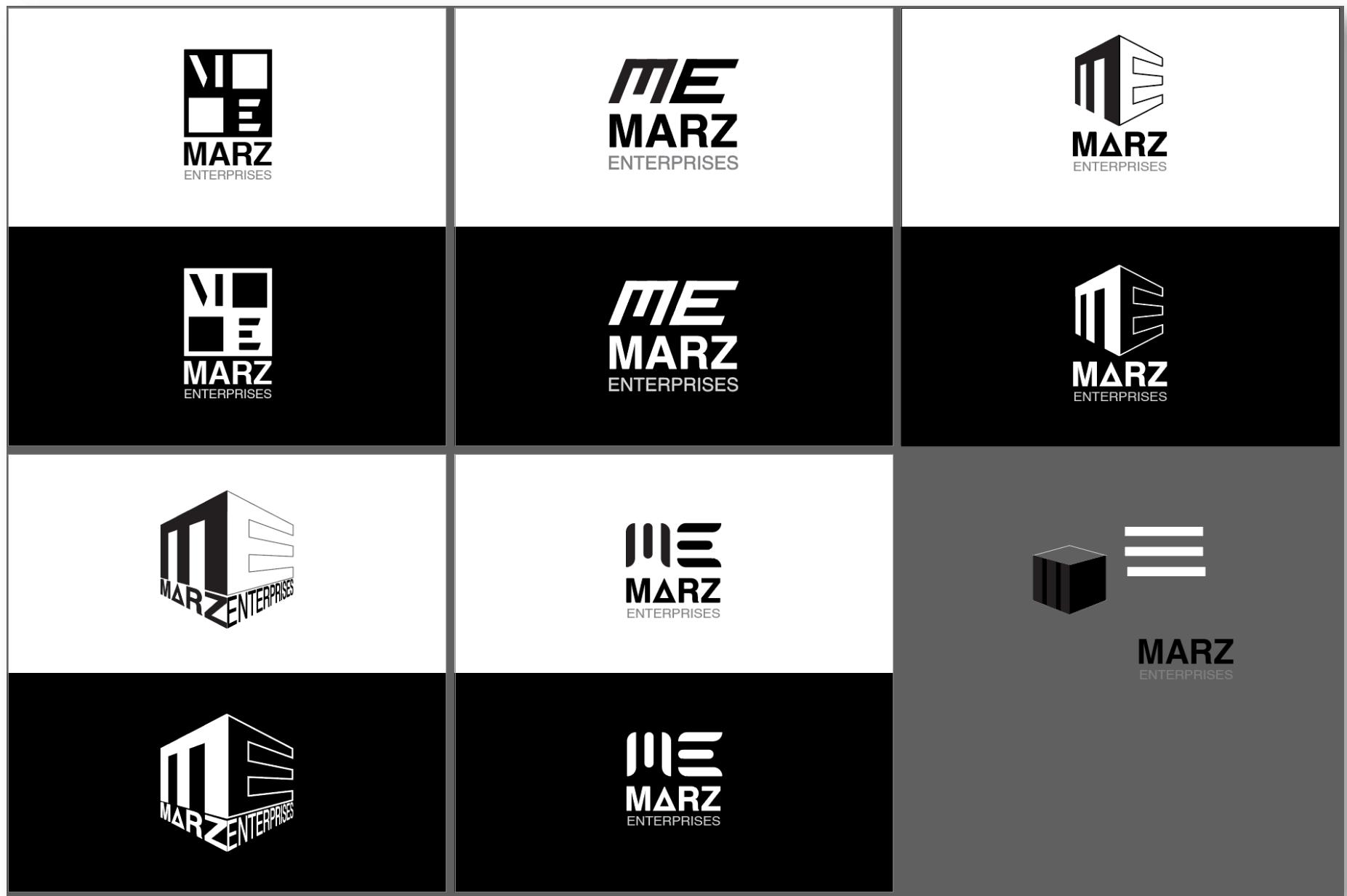
The logo is versatile and can be used across various branding materials, from event posters to digital platforms, ensuring a consistent and memorable brand presence.

## Results:

The new logo design has been enthusiastically embraced by Marz Enterprises and the chess community. It serves as a powerful symbol of their commitment to chess excellence and has contributed to increased brand recognition. Marz Enterprises now has a distinct and memorable logo that conveys the essence of chess and their commitment to delivering exceptional chess events.

## Research & Concept Development:

In the initial phase of the project, I conducted thorough research into the world of chess, its history, symbolism, and its passionate community. I also studied the competitive landscape to identify unique design opportunities.



# ANIMATED LOGO INTRO STYLE FRAMES

To follow... Sorry!

