

Logo Creating

In Week 4 we had a lecture about logos. We had really interesting presentation about the history of making the Eindhoven logo. It was really interesting to learn about the meanings of the colours and shapes that are used in the logos. After that we were separated into groups and we created a logo for a non-existing brand. We decided to create a logo for a soup company.

Our first idea was to brainstorm. We started writing down words related to soup so we can gain some inspiration and to some up with different ideas. After that we came up with the idea of "sup". Then we transformed the "u" in a cup and the "p" in a spoon. After that we decided to switch our brand name idea to "Cup sup". We kept the idea of the cup and the spoon and each of us 4 in the group created their version of the logo. My iterations are the blue ones.