

Presentation 2024

# LOGO PRESENTATION

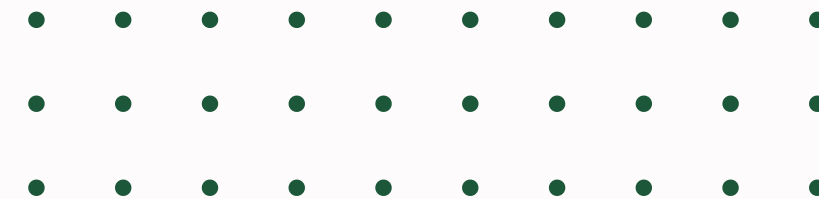
DANIEL BERNADAZ

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JC LOPEZ

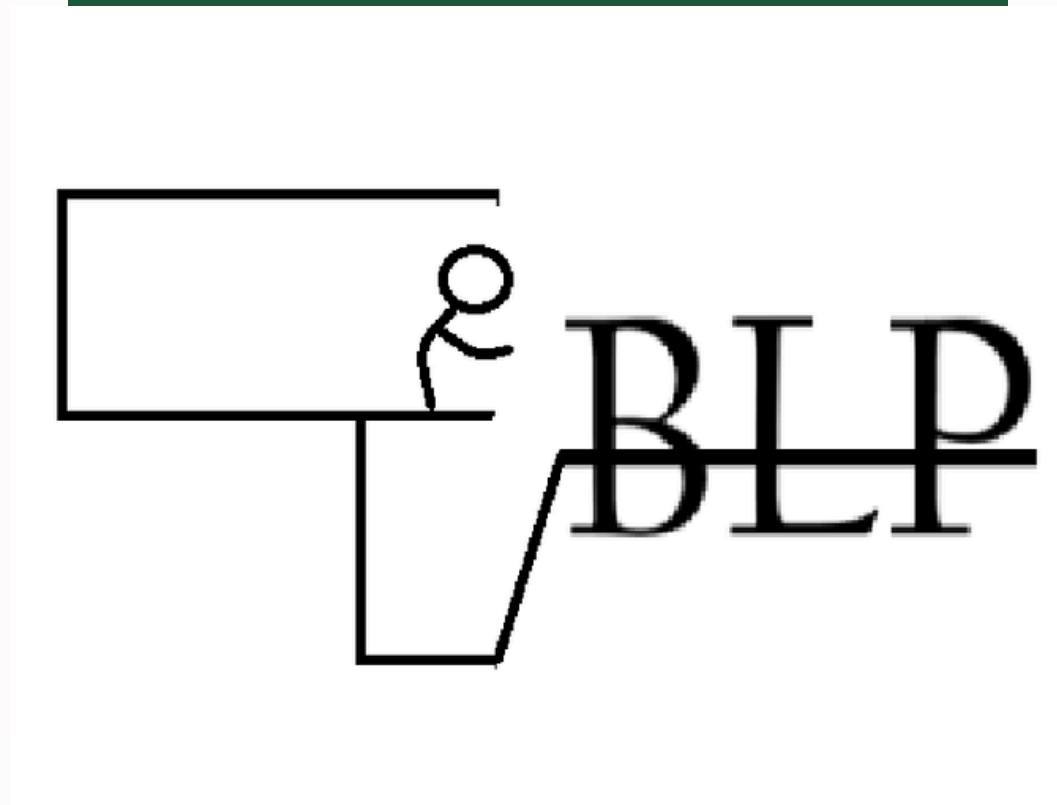
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MARTIN PABELLON



# Team logo

LOGO 1



LOGO 2



LOGO 3



01

The logo presents the combined name of its founding team members which are, “Bernadaz”, “Lopez”, “Pabellon”

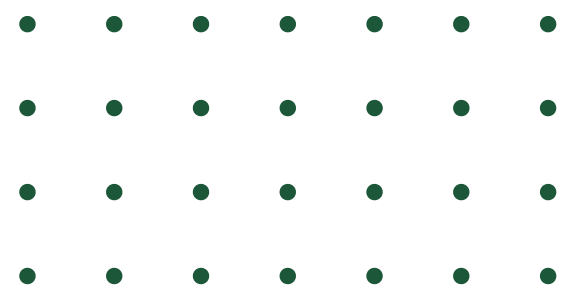
02

Using simplistic design that can easily help readers to distinguish what the logo is while maintaining a unique design enough to be remembered

03

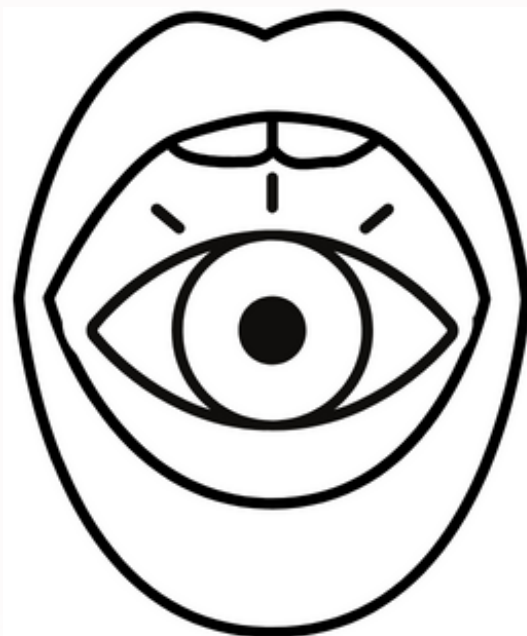
The use of connected letters symbolizes a continuity within the connection with its users while also symbolizing unity within the group. The stacking of the words is a simple nod to our goals of high achievements.

Laws used: Continuity | Proximity | Symmetry | Similarity



# Equibank Icon

*Proposed Icon #1*



**Mouth-Vision**

*Proposed Icon #2*



*Proposed Icon #3*



**EQUIBANK**

01

The Icon gives you the idea that the software would listen to your banking transactions, hence the ear with a dollar sign integrated into its design.

02

The symmetry with the sound waves and the Equibank name makes it have a circular pattern surrounding the ear

03

The icon is simple and straight forward. Its design's were made to ideally focus the attention on money and banking as a whole

Laws used: Symmetry | Closure | Proximity |

