

# LOGO DESIGN

Developing a logo for a made up company/entity.

Hyacinth Weng

# BRAND CONCEPT

## NAME

The entity is an online and in-person art gallery/exhibition space, catered towards creative technology works, something like EYEBEAM.

BLOB refers to Binary Large Object, a data storage system.

**BLOB = Binary Large Object**

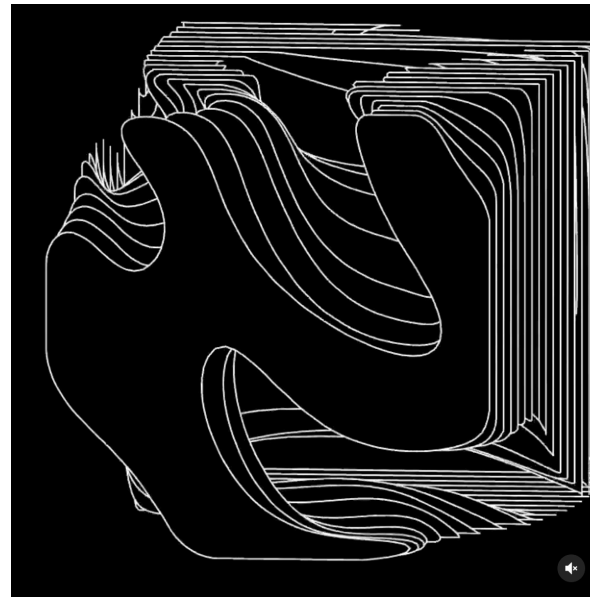
BLOB: a collection of binary data stored; typically stores images, audio, and other multimedia objects

## MOOD/TONE

- modern, playful, and a bit techy
- not too serious or fancy



Andrés Pachón on @stefansagmeister



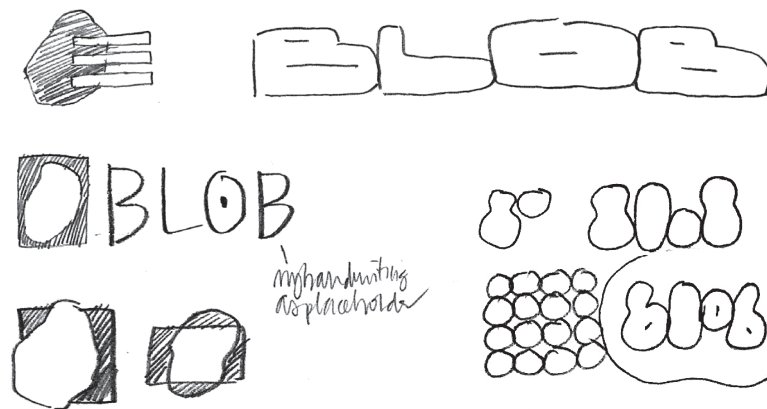
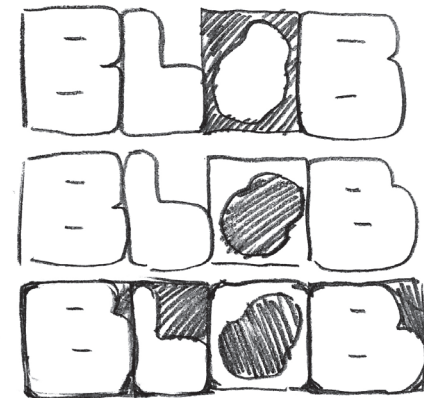
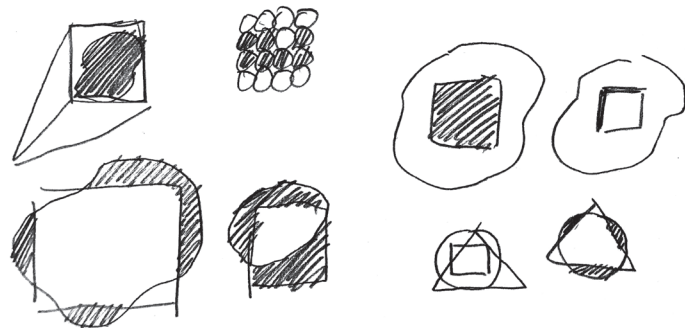
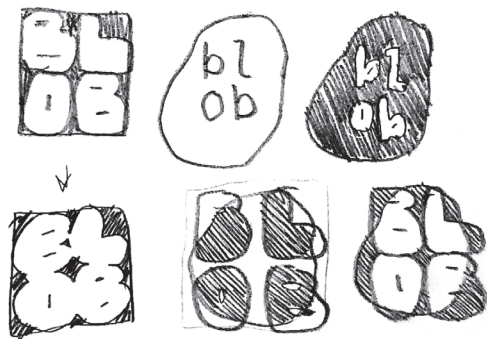
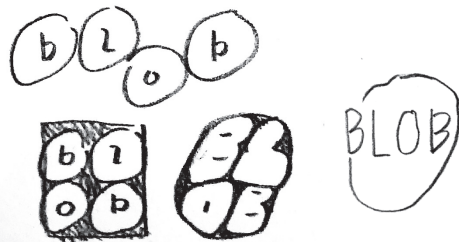
@zach.lieberman

# IDEATION

menlotypefina-code blob

blob BLOB

blob blob

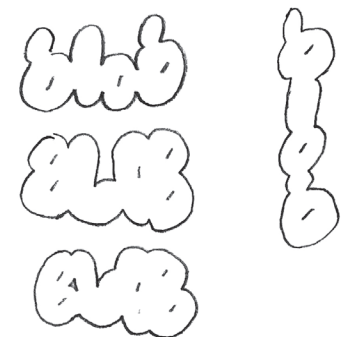


## BRAINSTORMING IN THREE LOGO TYPES

From the start I knew I wanted some image of an organic blob shape or form juxtaposed with something angular and geometric like a square or rectangle. I took that idea through text, symbol, and combo type logos.

The name "BLOB" holds meaning so I wanted to include that in the logo for sure, and it's not so many letters that it would be too much to do so either. And after ideating with the different logo types, I found that the combo of text and symbol would work best with my concept, or rather, using text in a more graphic way, accompanied with symbols/shapes.

I found that combining different aspects of different ideas helped to really point out what specific parts I liked and was looking for, and what parts weren't doing so much.



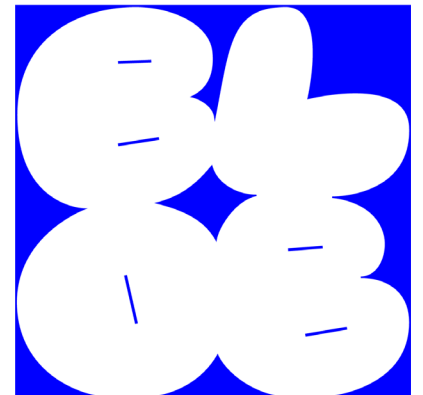
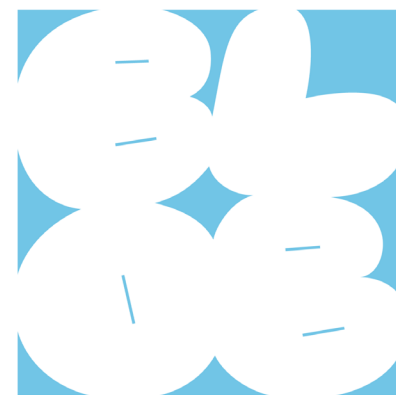
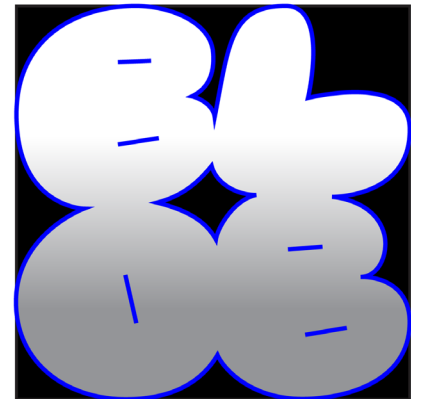
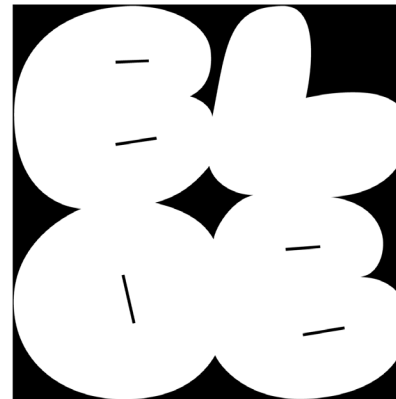
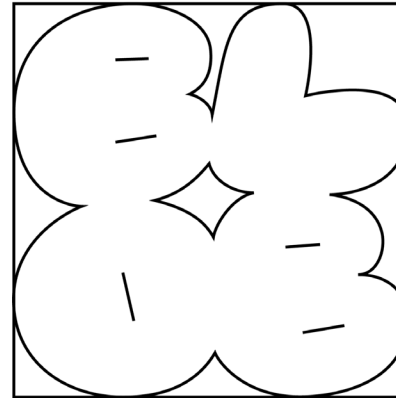
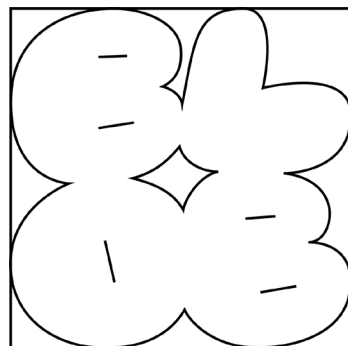
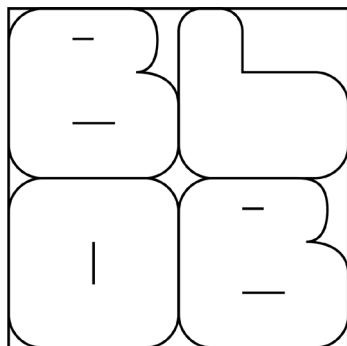
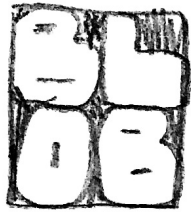
# ITERATION

## USING ADOBE ILLUSTRATOR

I decided to roughly render out two similar ideas I was deciding between in Adobe Illustrator to see how they would translate to a digital canvas with a more precise look. I ultimately ended up going with the rounder version as it better conveyed my juxtaposition concept.

Working in Illustrator brought up a whole new set of specifics I had to decide on, specifically line width, outline/no outline, and color.

I really wasn't thinking about color in my initial planning, and had just designated a "dark" and "light" area for the sake of contrast.



# FINAL

## COLOR

The standard color is RGB blue on web and the CMYK equivalent in print. Black and white version is available if needed. Color, both the text and the box, can be changed depending on situation/context of its use.

## USE CASES

The logo can essentially be used like a stamp anywhere it's needed to mark the BLOB gallery/exhibiton space.

