

ACTIVITY 6

UNDERSTANDING THE COLORS AND SHAPES

PRESENTED BY:
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Villaraiz



Ponce

1st logo



3rd logo



2nd logo



Jelyn LOGO DRAFTING

1st logo



2nd logo



3rd logo



Miguel LOGO DRAFTING

The Design

- The “A” in PACE is stylized to look like an upward arrow or triangle, symbolizing:
 - Progress
 - Aspiration
 - Academic growth
- The remaining letters “P”, “C”, “E” are in clean, bold, blue sans-serif font, conveying:
 - Stability
 - Professionalism
 - Clarity

COLORS:

- Green “A”: Growth, progress, renewal matches the purpose of PACE as a tool for improving academic performance.
- Blue Text: Trust, calm, intelligence emphasizing focus and dependability.
- White Background: Clean, neutral, allowing strong figure-ground separation.



Gestalt Laws Applied:

1. Direction (Upward): Swirls and "A" structure imply ascent.
2. Continuity: Flowing curves create seamless movement.
3. Figure-Ground: Sparkle stands out against the "A," drawing focus.
4. Closure: Open curves suggest infinite expansion.

The Design

The Kietopia logo is a vibrant and thoughtfully designed emblem that uses colors and shapes to convey a deeper meaning

Understanding the Colors and Shapes in the Kietopia Logo

- Colors: The wreath's green, orange, yellow, and teal symbolize harmony, creativity, optimism, and wisdom, forming an inspiring and balanced palette.
- Shapes: The circular arrangement represents community and continuous growth, while the soft curves evoke elegance and natural flow.
- Gestalt Principles: The seamless movement of the leaves (continuity), the sense of completeness in the loop (closure), and the upward flow (direction) all reinforce Kietopia's vision of progress and unity.



PACE Fun facts

The arrow “A” in the logo?

Totally inspired by how progress sometimes feels small steps, little wins, slow but steady growth.

The kind that actually lasts.

Why is the “A” in PACE green?

Because we wanted it to stand for growth, balance, and that "I've-got-this" feeling you get when you're finally on top of your tasks. It's our way of saying: you're growing through what you're going through.

KIETOPIA Fun facts

- *The Kietopia logo? I kept experimenting with colors and patterns until the circular leaf arrangement just felt right—like a perfect symbol of harmony and progress. Suddenly, it wasn't just a design—it was the vision for Kietopia!*
- *All these elements work together to create a logo that's memorable, meaningful, and emotionally engaging—not just a visual identity but a statement of vision and purpose.*



Thanks!