

//twlful.com :: Case Study

UPDATED :: 25 AUGUST 2017

CATEGORY :: JOB

WORK DONE :: GRAPHICS

COLLABORATORS :: NONE

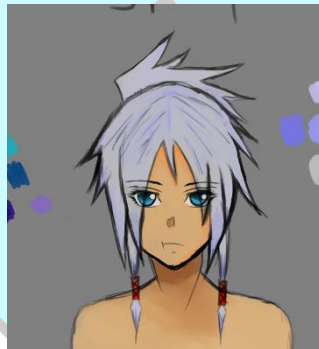
CLIENT :: NICK WILLETTE, <https://www.twlful.com/>

Overview

This was the first graphics job I had done, and I ended up very happy with the outcome. After a brief discussion about what the client was looking for in a logo, I asked for any relating materials that they had drafted up. Not much research was done as the first draft I came up with was turned into the final product, with a few different color palettes for variety.

Design

For the design, I immediately had an idea of a final product after talking with Nick. I was given a headshot of the main character for the web comic he is working on, and I figured that'd be a great way to advertise the story at its infant stage.



Nick talked passionately about the universe he was working on creating for his web comic, and it pulled me in right away. I'm a sucker for a good story, and this kind of creative work is something I thoroughly enjoy.

After describing small pieces of the conflict and main characters' home, I got to work on the logo. Not much time was spent on drafting, as I jumped right into the

creation of what eventually became the final product. As such, I spent more time looking for a few complimentary gradients that would work well with the logo.



Final Notes

I already had a font style saved that I felt would fit perfectly with the sci-fi setting that Nick was shooting for. I also added a skyline for his upcoming setting in a fade background for the character, which I felt would help set the feel of the logo better. After getting his approval, I packed up the final logo and sent it on its way. This was a great job experience for working with vector graphic creation and manipulation.



Testimonial

“I messaged Dave after I stumbled across a reddit post showing off a little bit of coding work he had done and I noticed the logo he had for his website. I sent him a message asking if he was accepting request for logos seeing as how I had just started my own project and I needed a logo for my website.

He responded very quickly and professionally accepting my request and asked that I provide him with any ideas I had in mind. At the time all I had was the concept for one of the characters and the setting I wanted it all to take place, but I honestly had no real idea what I wanted.

Within the same day he had sent me a message back showing a concept of the logo he had thought of and I was very impressed. The logo was clean, simple, and it got the point across. I was very happy with the quality of the logo and the time in which it was given to me. I will definitely be doing logos with him in the future!”

-Nick Willette

