Project Rationale

# By Zhe Jie

A picture containing text, athletic game, sport

Description automatically generated

The idea of my logo are made up of the things I like to do, the other brands I like and also the game character from the game I play that represents me, not only that I also have my favourite number inside to make up for a initial of my name.

So firstly, to start off is the initials Z from my name Zhe Jie, it is actually made up of my favourite number, which is 7, not because it is a lucky number, but I like odd numbers for some reason and it is a prime number that is hardly divisible and would look kind of nice as a typography.

Followed by which is the J, it is made intentional to look like a NIKE logo because I love Nike products as they are really comfortable to wear.  
Next up is the squash racquet which is made up of different lines and shapes to be created as that as my favourite sport is squash and have been playing it since secondary school and then followed by a squash ball at the bottom of the J which has another reason for that as well.

The reason why I put the ball there and not near the racquet was that it would look like a music note from the grip of the racquet, the J and the ball combines if looked at it individually making use of the spaces to keep the logo small and simple as much as possible.

Lastly, I added chain effects was because that the game that I played for many years, the class of the character was a thief character that called Cadena that uses chain, and since I play the game for very long time now, I believe my game character can represents me as an avatar therefore adding the chains as additional effect for the logo to look more appealing as well