A picture containing linedrawing

Description automatically generatedA screenshot of a computer

Description automatically generated with medium confidenceA screenshot of a video game

Description automatically generated

Graphical user interface

Description automatically generated

A screenshot of a computer

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Logo Design Process

To start out for the rough design, I looked amongst common trends for domestic services logos. I found that a lot incorporated a household element (either a house, or household appliances, or imagery that represents domestic situations like windows, gardens, fences etc.) and colours commonly used were blue, green, red/pink, and white. There usually was a humanoid present, many featured women, but I think a more universal humanoid feature would be better, more modern, and less presumptuous.  
  
 I made a rough draft of the common trends I saw from other domestic services providers’ logos and formulated an original design that would stand out. To start of I used a copyright free 3D model to position the hand at the angle that was drew in the first draft. And after several rotations I got the rough position of the hand. Next, I traced the hand. Unfortunately, there were a few visual proportions that were wrong with the model such as the thumb being longer than the thumb, so I had to redraw parts of the hand to fix this.   
  
 Afterwards, I positioned a letter ‘D’ for the house that is in the shape of a D so that I have a rough guide when doing the lines for the house, so they do resemble a D. D for domestic services. To get a symmetrical design as simplicity and symmetry are important in logos, I used vertical and horizontal rulers that helped make the lines symmetrical. For the D I used rectangles and circles and curved lines to make the complete D. Similarly, I used vertical rules for the roof, and fixed up the hand to cover the D as if it is holding it.   
  
 Then instead of a window, I decided a world would better fit, and add a bit more complexity to what would’ve been too simple of a design. Unfortunately, the screenshot command wasn’t working well to demonstrate the process. But initially starting off with an eclipse shape in the right dimensions to make it squared and centre of the D. Next using copyright-free materials to formulate some continents on the world and covering them in black, as the colour scheme hadn’t been decided yet. The lines felt a little too thin, so I added a extra line and coloured in the between to formulate the roof, again using the vertical ruler for symmetry.

Then for the colours, I spoke with the group and the group had chosen Majenta, a Bright Blue, a Yellow and Black. With this colour scheme in mind, I tried some colours using the exact colours. But then I decided the logo would camouflage and not stand out amongst the website, therefore making it not memorable. Also, the two initial colour ideas felt too harsh and youthful for a Domestic Services website that is going to be used by older people as well as working adults. Using colours of the earth for the centre to create a universal mindset and mixing in some complimentary pinks and yellow to match the colour scheme. I used white for the hand to make it stand out against the Black/Majenta/Darker-Blue/Yellow background because the tab colour design may change.