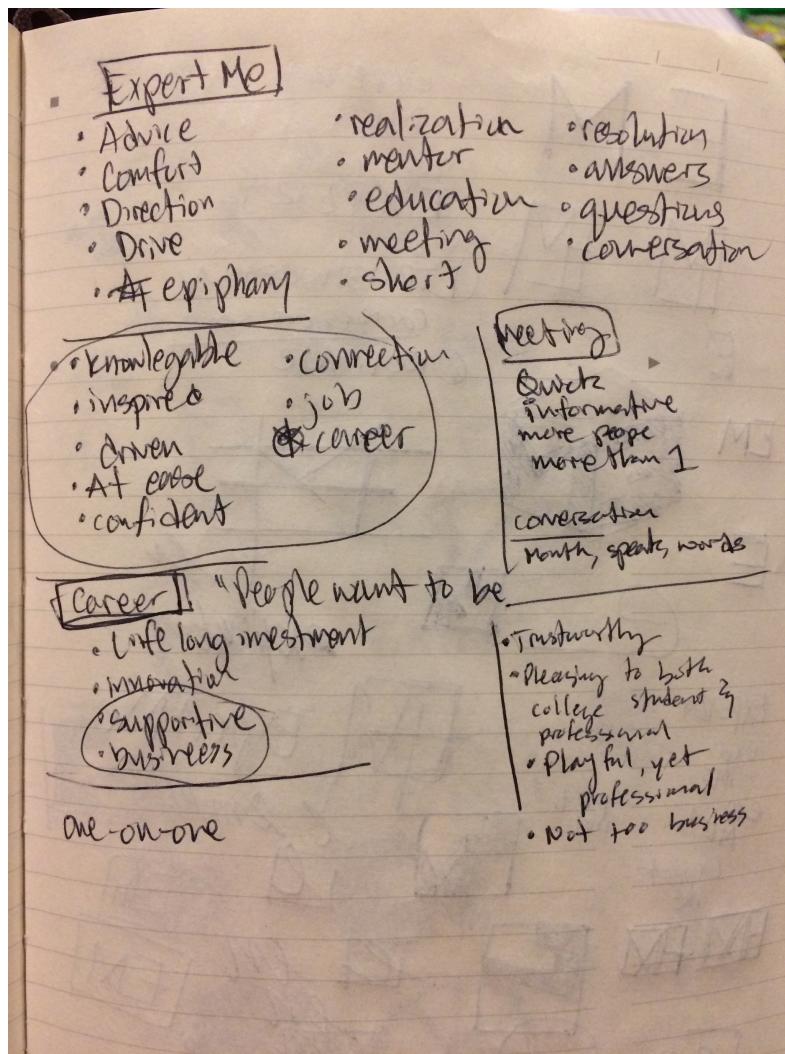
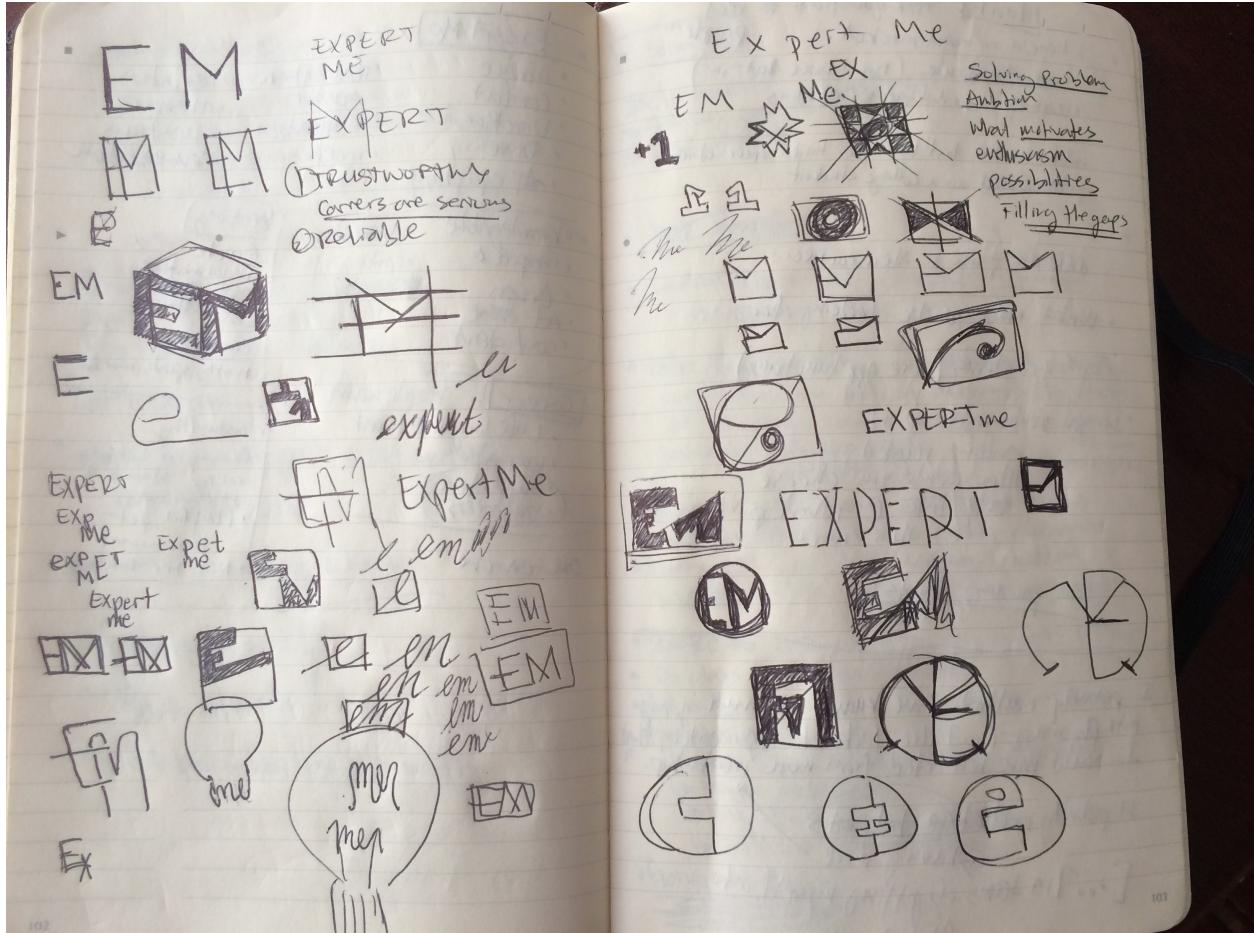


## Logo Process

I started ExpertMe's logo process by taking **five minutes** to jot down words that I associated with the name of the application. From there, I would circle words that showed promise and depth as a logo. The words I chose were: **supportive, business(professional), career, meeting.** I wanted to position ExpertMe as a proactive means to self-discovery, a way to find information from supportive and professional human beings for career insights.



Keeping a sense of professionalism in mind for this application, I began experimenting with the letters E and M, hoping to find a simple and easy to read mark for the brand. I started with pen and paper, and moved to Adobe Illustrator for quick iteration.





I liked the contrast of the two circles overlapping to create a new color, representing both the Learner and Expert meeting together and forming a relationship. Unfortunately, the similarities to existing logos, such as mastercard, was off putting. I still liked the idea of showing two entities in the logo meeting each other. After further experimentation, I realized the 1-on-1 nature of the application could be used.



What kept ExpertMe apart from other companies was the 1-on-1 interactions between a Learner and Expert. So by reversing the number 1, I was able to have two facing individuals. To increase contrast and add to the concept of two different individuals, I added a teal color to represent the Expert – Expert having color (knowledge) while the Learner is left white/empty, hoping to gain knowledge.

Early iterations of this logo incorporated a circle to fill out the letterform and be the “talking-point” of a meeting, but I ended up removing that element to simplify the mark.