

# Logo design: Creating a logo for a space observatory.

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# Client: Space Observatory - HUBBLE

A space observatory is a telescope or set of telescopes positioned in space to observe celestial objects with greater clarity by avoiding atmospheric interference.

**Product Guide:** Observing and collecting data on celestial objects and space.

Organising events such as: astrophotography workshops, tours, meteor shower nights, etc.

**Target Audience:** Scientists, astronomers, educators, general public interested in space exploration.

**Mood:** Inspirational, informative, interesting, intelligent, etc.



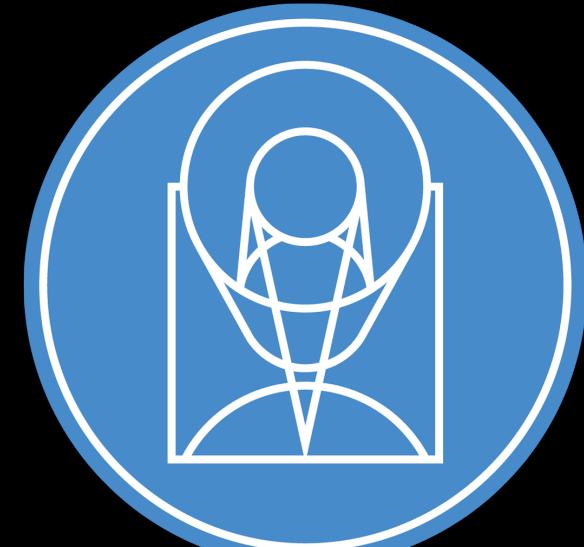
# Referencing Similar Logo Designs



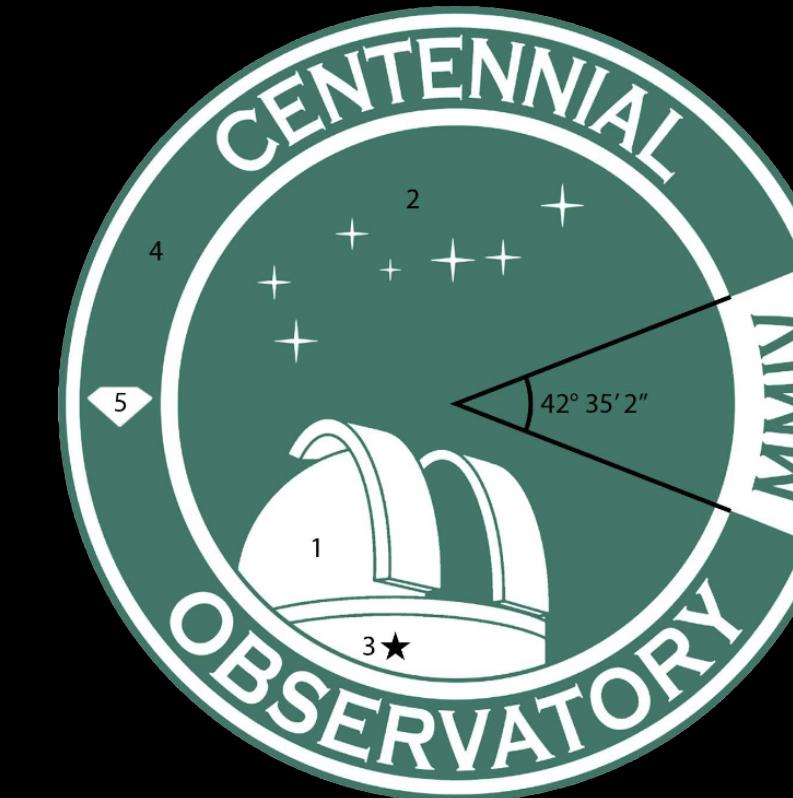
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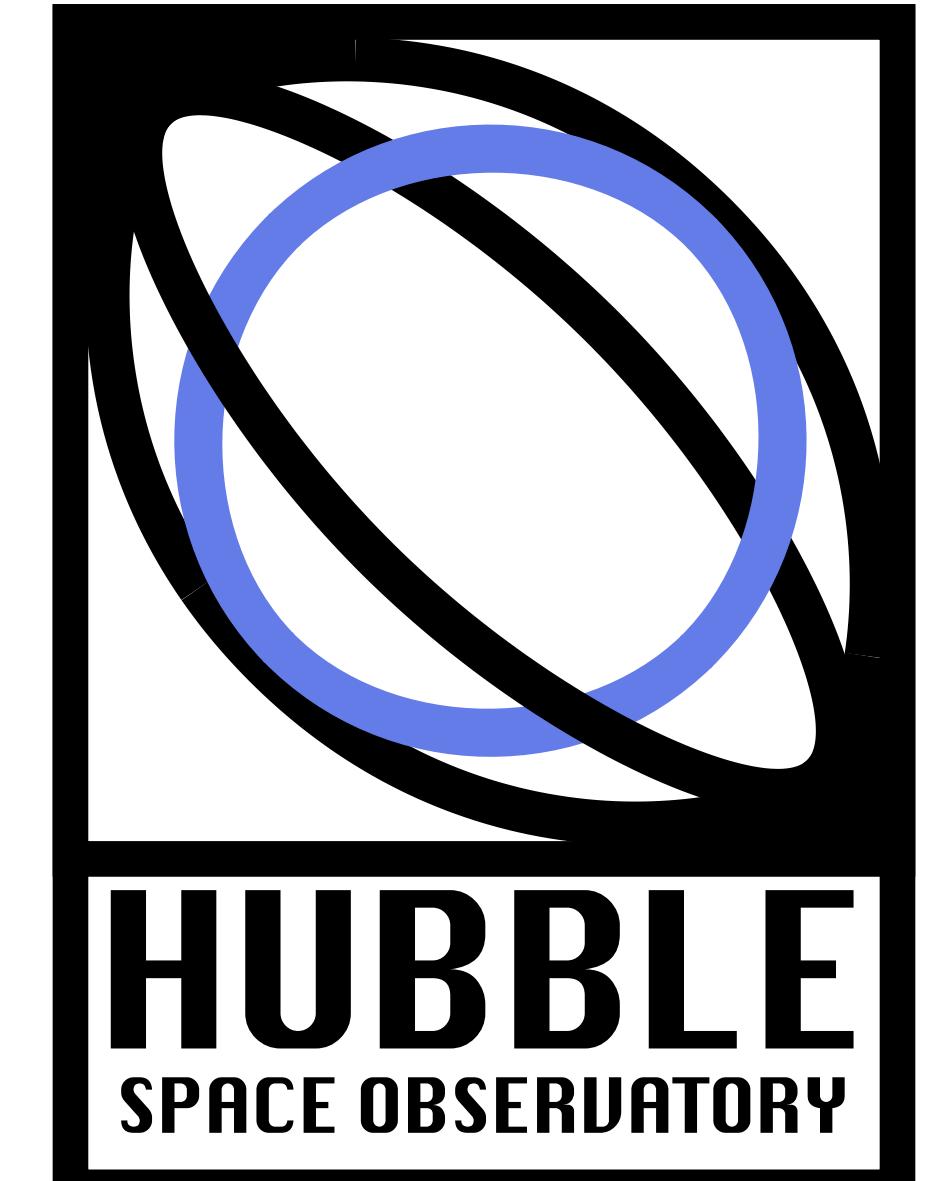


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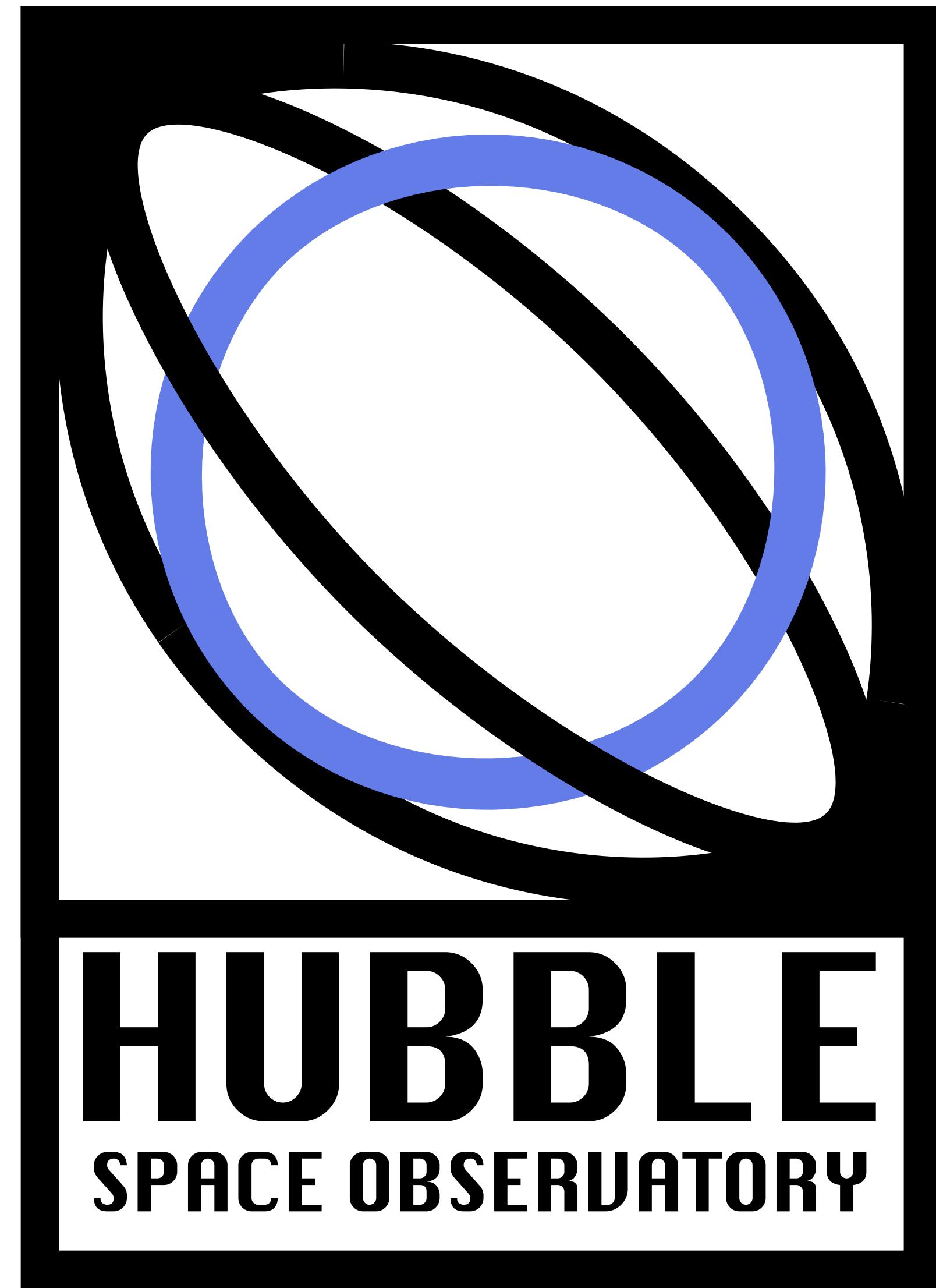
# Logo Design 1

- In this first logo, I gained inspiration from gravitational lensing.
- The coloration used is complimentary to the theme, using shades of blue for the background and planet, and contrasting white or black for the light.
- I gave two font choices: one of which is more formal and gives off a scientific vibe, and the other is more playful and modern.
- Initially, the logo excluded the square frame, but to maintain balance and structure of the logo, I added the square frame.





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# Logo Design 2

- I designed the second logo such that it will attract the general public. It is not as serious as the previous one, and it contains colours that are pleasant to the eye, avoiding too much contrast.
- Since the sky is a blue gradient, I made sure to add a bit of pop with the yellow, since blue and yellow are complementary colours.
- The sky initially looked quite empty, so I added the stars on the left side, and the Moon on the other side which balances out the sky, while keeping the logo simple and not too crammed.
- We keep the same font as the previous logo, since we don't want our design to look too childish. A playful design goes well with a serious font for balance.



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# Logo Design 3

- The inspiration for this logo were star trails. Continuing with the blue-ish colour theme, adding a green laser adds a small pop to the logo that doesn't make it look as monotone, meanwhile maintaining the balance by not being too into your face.
- The font is simple and minimalistic, since we don't want to over-complicate an already complicated logo. For the same reason, I decided to completely remove the border around the logo, but decided to keep a copy anyway for the slides since a couple of my friends liked it.
- The moon is not supposed to be static in a long exposure, but since almost every astro-photo is photo edited, I decided to keep it static in the logo.



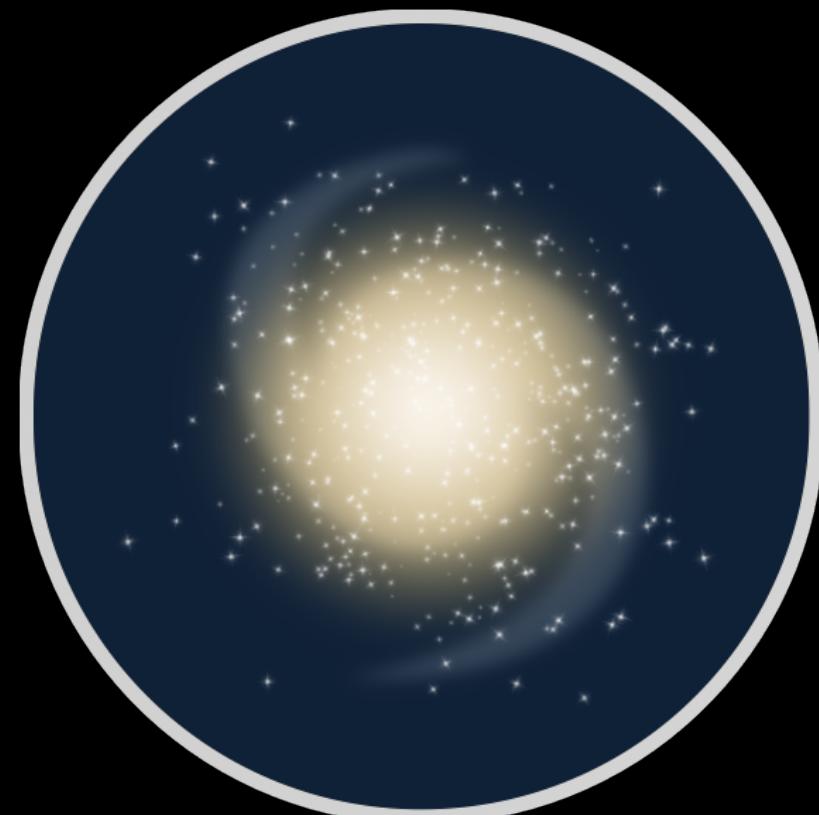


# Logo Design 5

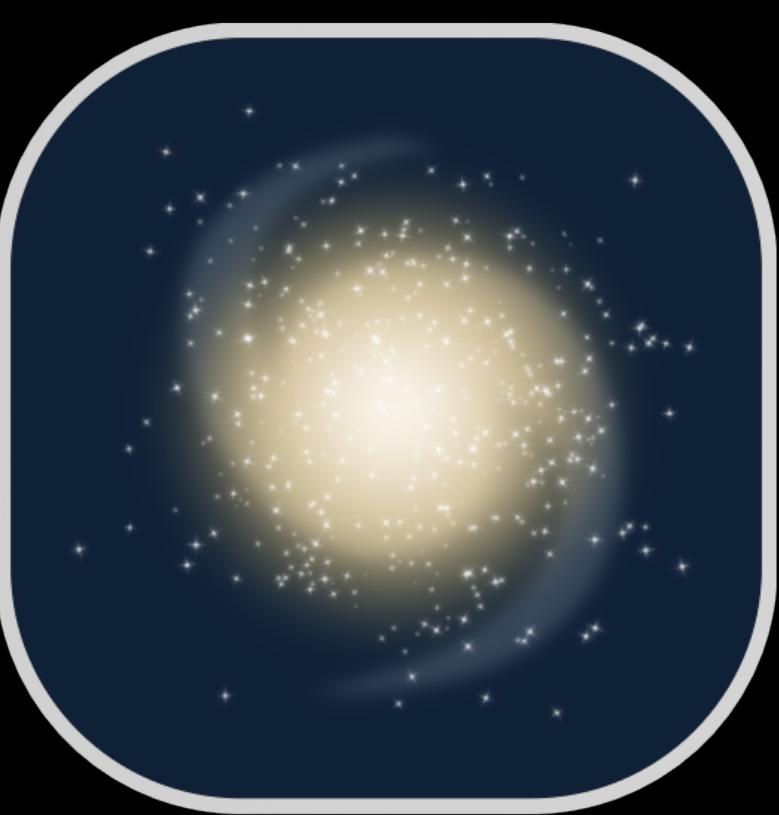
- The fourth logo represents a simple vector of a galaxy. The colours are complimentary, maintaining the space theme.
- I couldn't decide on the shape of this logo, but I think that the square fits the observatory theme better, since it looks like a picture.
- The font used remains smart and serious, since the design is realistic and not that playful.
- Balance is not really a big issue with this logo, but I did make the logo purposely wider than the “HUBBLE” text, to maintain the balance with the lower, wider text “SPACE OBSERVATORY”.



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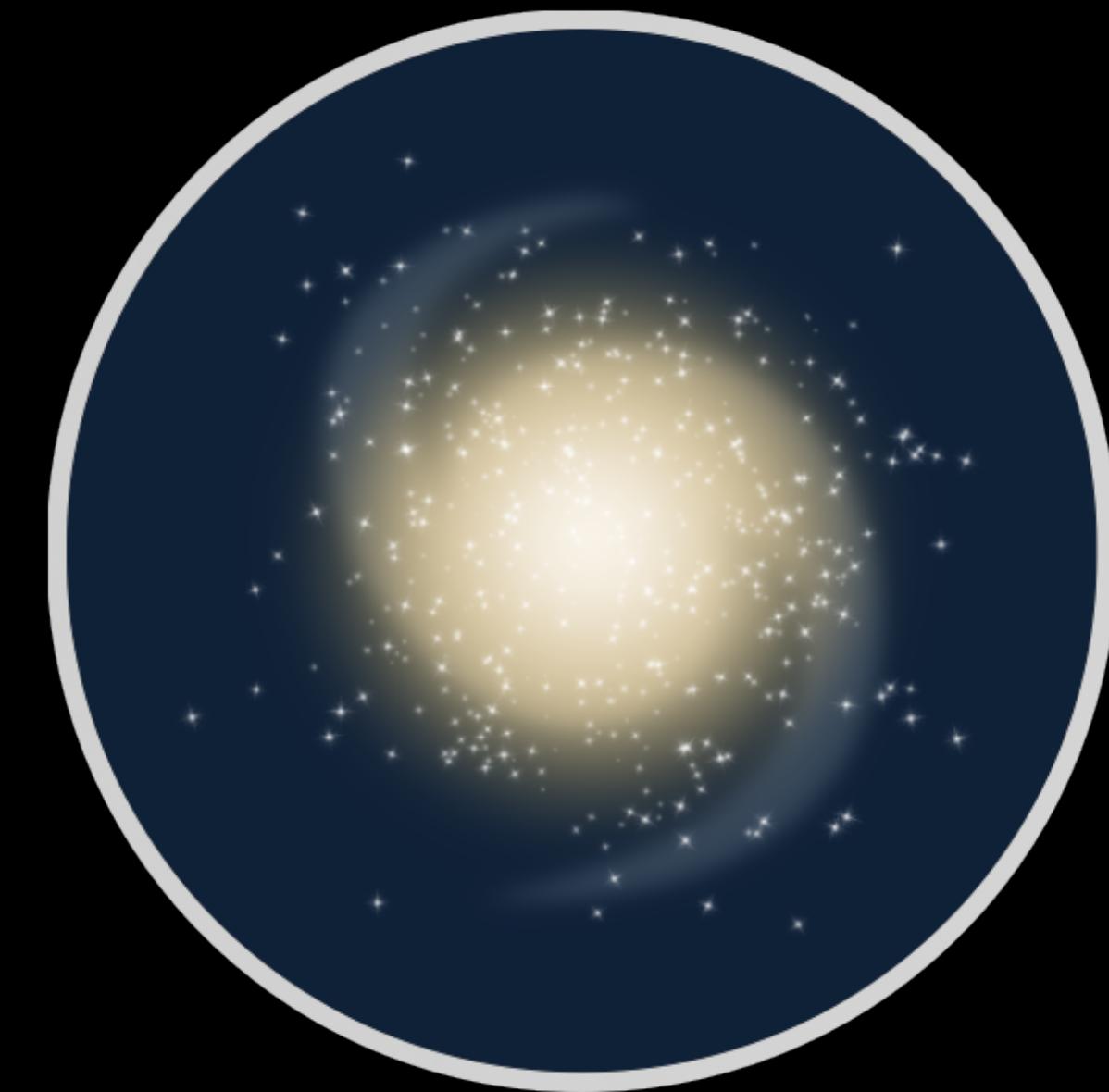
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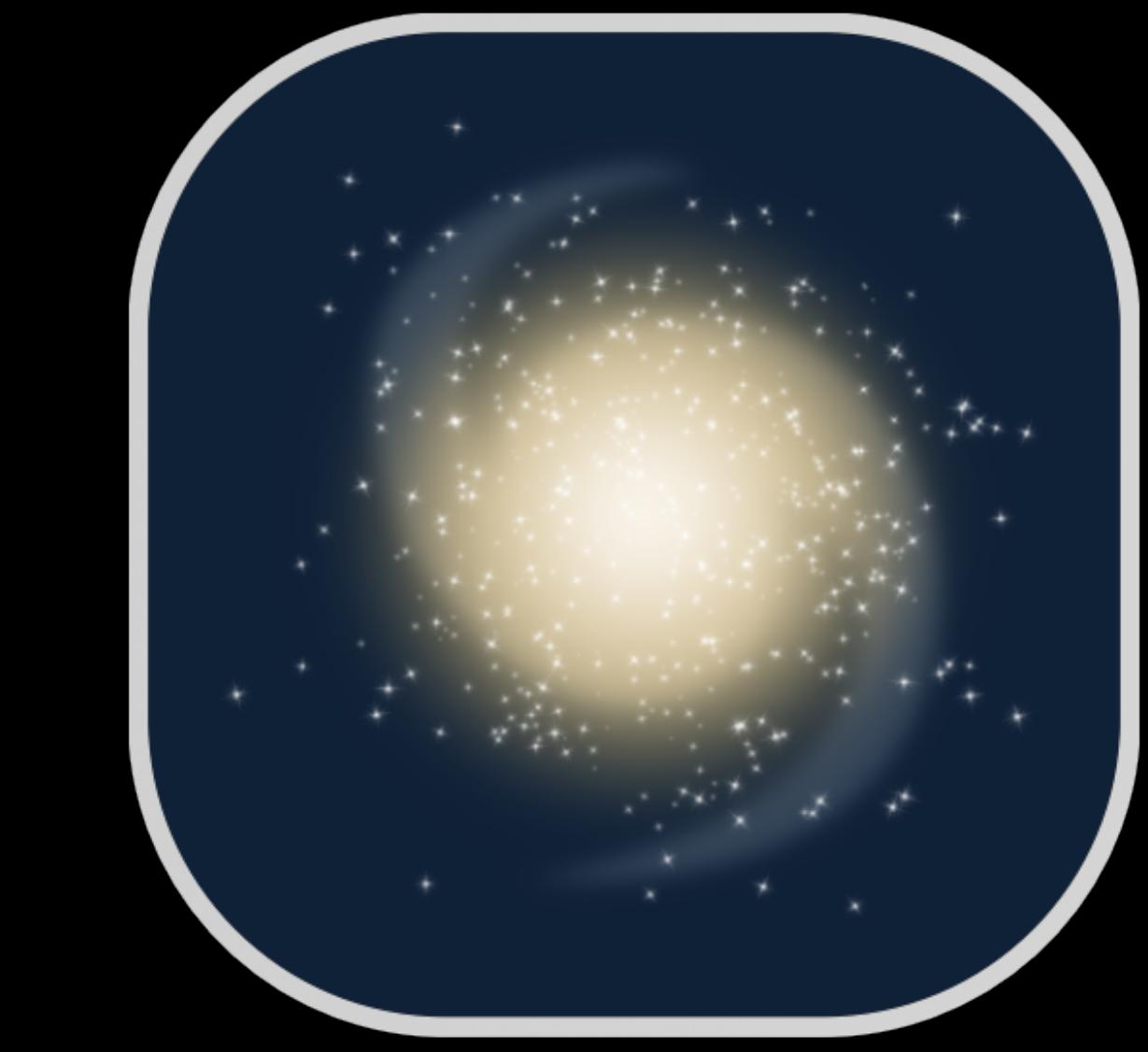
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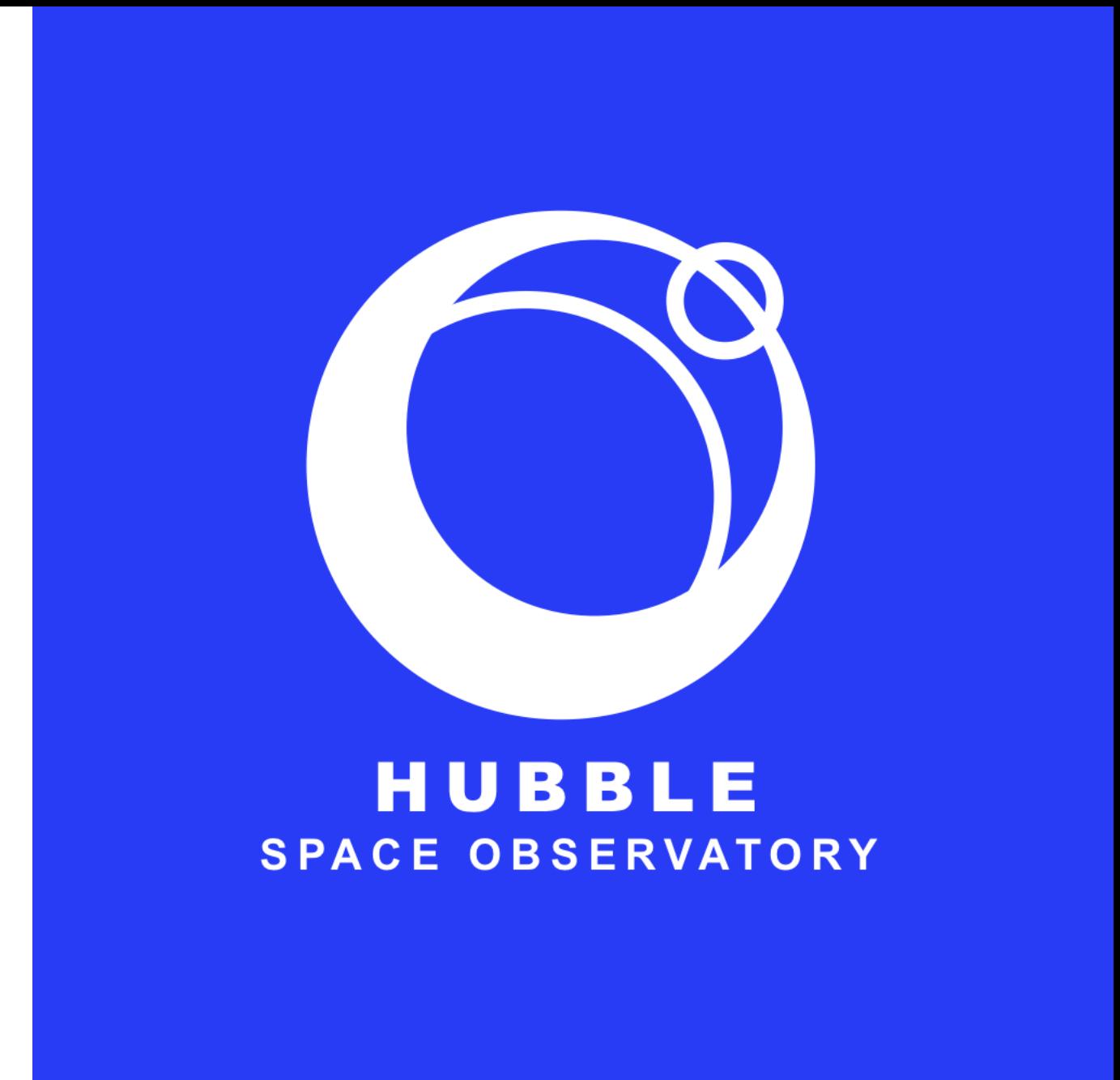
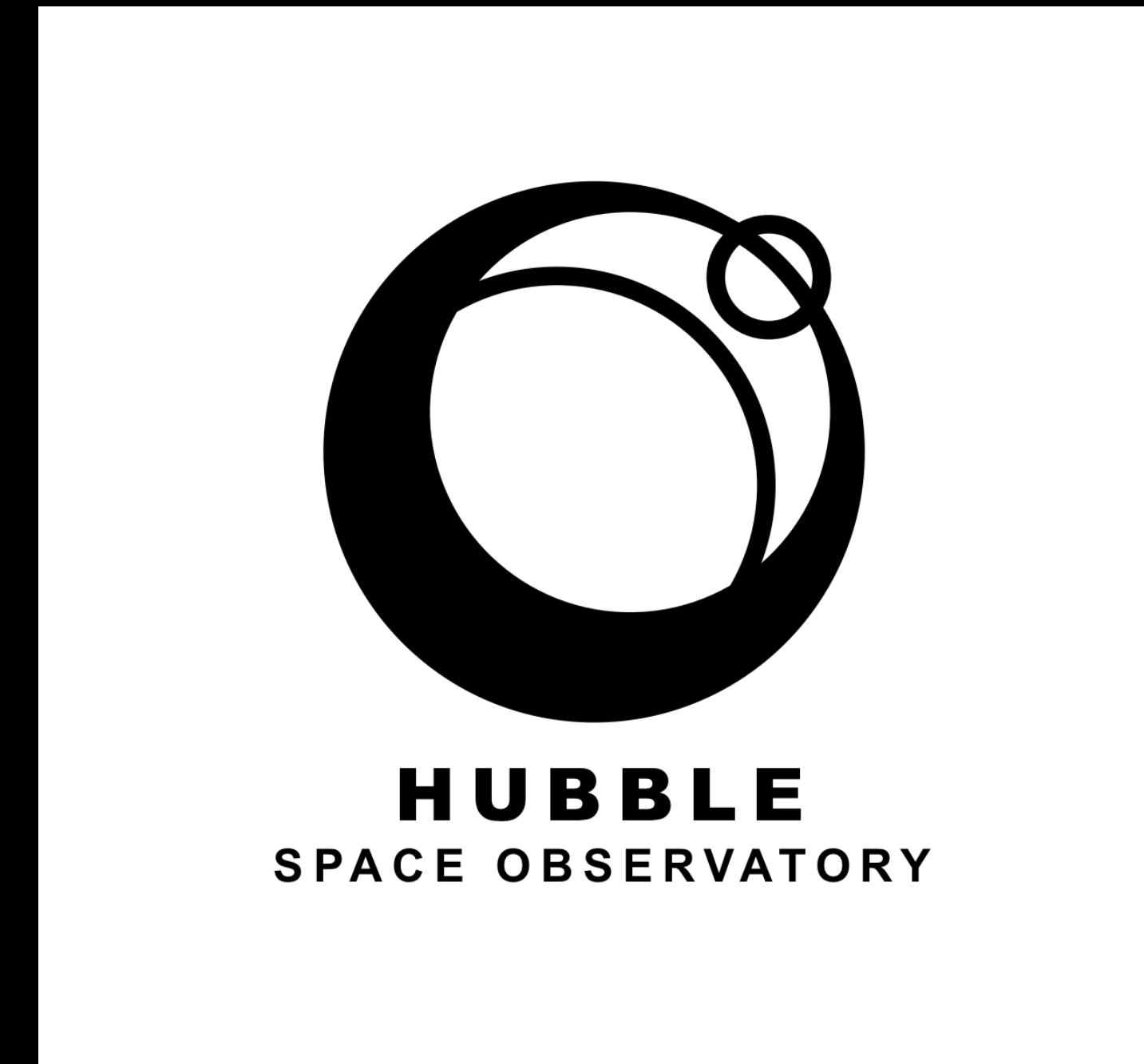
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# Logo Design 5

- This last logo represents the observatory telescope, forming a crescent moon. I tried my best to represent the telescope using basic geometry.
- The entire logo is a single colour, which adds to its simplistic design. To balance out the thick crescent line at the bottom left, I added the telescope lens peaking a bit outside of the body.
- The font is modern and simple. It follows the same colour of the logo, with the name of the observatory in bold, which makes the text and design connect with each other better.
- I decided to add a blue background to one of the designs for that hint of “space”.





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# THE END

Made By: Valentino Ivanovski