

BRANDING LAYOUT

ART 240
DIGITAL MEDIA

VERONICA
VALENZUELA

FALL 2017



V

SAN DIEGO STATE UNIVERSITY
SCHOOL OF ART, DESIGN, & ART HISTORY

SCALE: 100%

When the logo is 100% on a white background, I can see all the colors well and they pop. The logo is big enough to see the drop shadow as well as the serif V.



SCALE: 66%



At a smaller size, the logo does not change too much and is simple enough to still retain its meaning. Although, the drop shadow is beginning to look less bold.

SCALE: 33%

Since the logo is getting a lot smaller, the red border on the circle is losing its impact. The yellow V still stands out though, especially with the black outline.



LOGO EXPLORATION, COLOR INTERACTION, VARIATION OF SCALE

SCALE: 100%



The logo's color does not pop as much on the black background, but you can still see all the colors and the aspects of the logo clearly.

SCALE: 66%

The smaller the logo gets, the more the outline of the V starts to disappear. The light blue of the background allows the V to stay emphasized.



SCALE: 33%

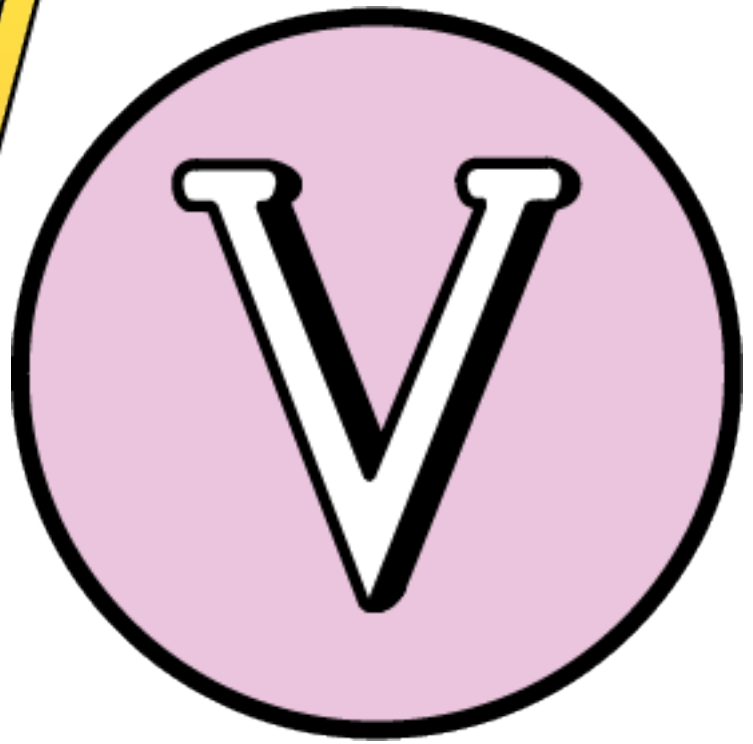


The red outline is getting lost on the black background, but the logo still conveys its meaning and overall does not lose too much as it is scaled down.

LOGO EXPLORATION, COLOR INTERACTION, VARIATION OF SCALE

SCALE: 100%

The black border looks nice on the white background and the logo's colors look more muted and sophisticated, yet still give a girly vibe.



SCALE: 66%



As the logo gets smaller, you can still see its main properties. But the black border starts to become less bold and noticeable. The pink still stands out and allows the drop shadow on the V to stand out more.

SCALE: 33%

The black border really does not stand out anymore and the white V stands out less, too. The logo still makes sense and is visible at a 33% scale.



LOGO EXPLORATION, COLOR INTERACTION, VARIATION OF SCALE

SCALE: 100%



The most obvious flaw with this logo on a black background is that the border disappears. This eliminates a major aspect of the design.

SCALE: 66%

Besides the fact that the black border is missing, the pink and white really stand out on the black background, even as the logo scales down.



SCALE: 33%



The impact of this logo goes down as the size goes down. Even though the colors stand out, they do not make the logo especially memorable.

LOGO EXPLORATION, COLOR INTERACTION, VARIATION OF SCALE

SCALE: 100%

The colors in this logo stand out the most at 100% scale. They are acidic colors, and the yellow contrasts with the purple background.



SCALE: 66%



The red is beginning to disappear into the purple since they are analogous colors. The black drop shadow also does not stand out too much since the purple is kind of dark.

SCALE: 33%

The red border is barely visible at 33%, but since the purple is on a white background, it stands out pretty well. The V stands out still without its drop shadow being super visible.



LOGO EXPLORATION, COLOR INTERACTION, VARIATION OF SCALE



SCALE: 100%

The red border stands out a lot more on the black background. The logo is a little less harsh on the eyes on black than on white.

SCALE: 66%

At 66%, the logo's red border is still visible and contrasts more with the purple than on the white background. The logo stands out more and is more effective.



SCALE: 33%

Even at 33%, the logo still stands out and the yellow V pops out. This logo overall looks better on a black background.

ANALYSIS



When I was told to make an effective logo with a simple design, I took that and kept it in the back of my mind as I designed my logo. That simplicity is present, yet I still see my personality behind it.

I feel that this logo is my strongest because the colors stand out the most, not only on any background, but within each other. The red, yellow, and blue contrast in an appealing way that grabs my attention. Finding colors that did this was difficult, and when I finally did it, I knew that it was my favorite color combination.



My least favorite logo was this one because the colors are not bold and do not attract my attention. I feel like this would not represent my brand well because I consider myself vibrant, and I wanted my logo to reflect that. When messing with colors of my logo, it changed the entire feeling behind it, and this logo made me the least excited.

Designing this logo was a challenge for me since I was battling between wanting to do something intense and also something minimalistic. I feel like I compromised by making the V stylized and adding the drop shadow behind it.

Choosing the colors proved to be a different challenge in itself. Colors can be simple, too, and I did not want my logo to get lost on the page.

Vibrant colors helped make the seemingly simple design stand out.

I'm very happy with the way my logo turned out and how fun it was to experiment with the different shapes, styles, and colors. Seeing my work evolve over time was a great learning experience and showed all the different directions I can go when making a design.