

I wanted my branding to be a sort of extension of me. It's something personal and I feel that represents me well on a digital platform. For my palette, I wanted a color scheme that was simple and modern, and that I could also feel like is easy-going to look at for first time viewers. I wanted to stick to a minimalistic theme and it felt right to choose those colors that are not too subtle, but enough to pop out. Creating my logo from scratch using canva was a fun challenge. I wanted something original and I felt would represent me, and it took some time to brainstorm what I could do that feels true to me. For future projects, I intend to keep the same level of consistency and theme, sticking to a professional but minimalistic look.

Github Link: <https://github.com/vonArchives>

Github Repo: <https://github.com/vonArchives/Elective-Laboratories>