### Intro/Action:

After we decided on the name of our studio, I started developing ideas for the logo. I made a moodboard with different images connected to Sea Monkeys and suggested the idea of a monkey with a snorkel mask. Razvan, one of my teammates, sketched out the idea, and I began creating multiple versions of it in graphic form.


Process:

From the start, I explored different directions with the logo. I experimented with various shapes, line styles, and colors to see how the monkey design could work. My main goal was to keep it playful and fun, matching the identity of our studio. Along the way, I produced several iterations: some were more colorful and detailed, while others leaned toward simpler shapes. The colorful versions looked good but started to feel more like illustrations than logos.

Experimenting Low Poly logo:
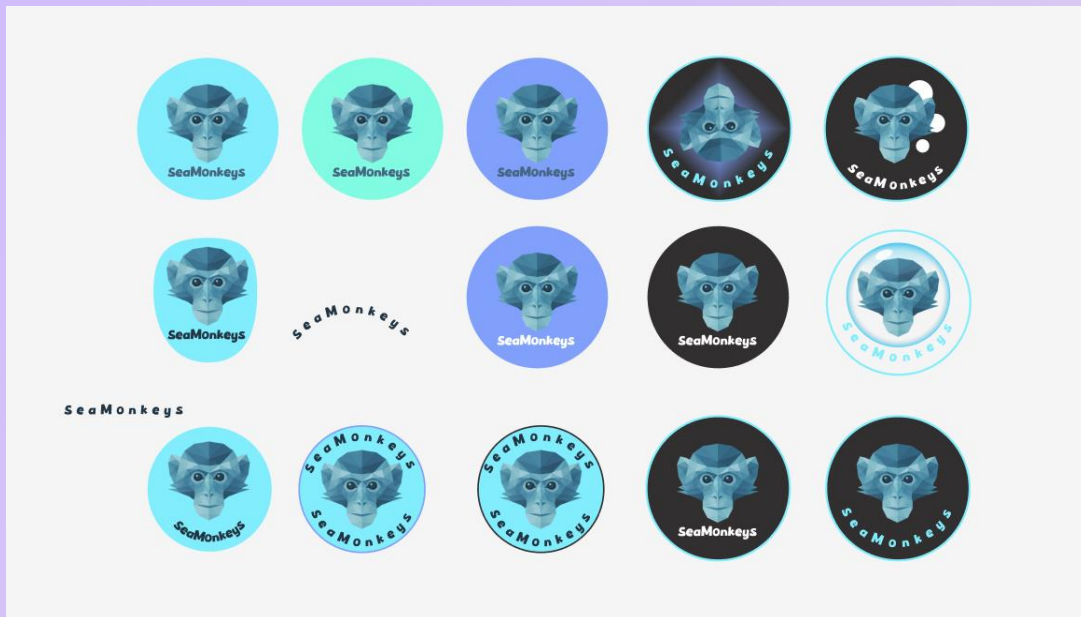

Decided on the graphic:
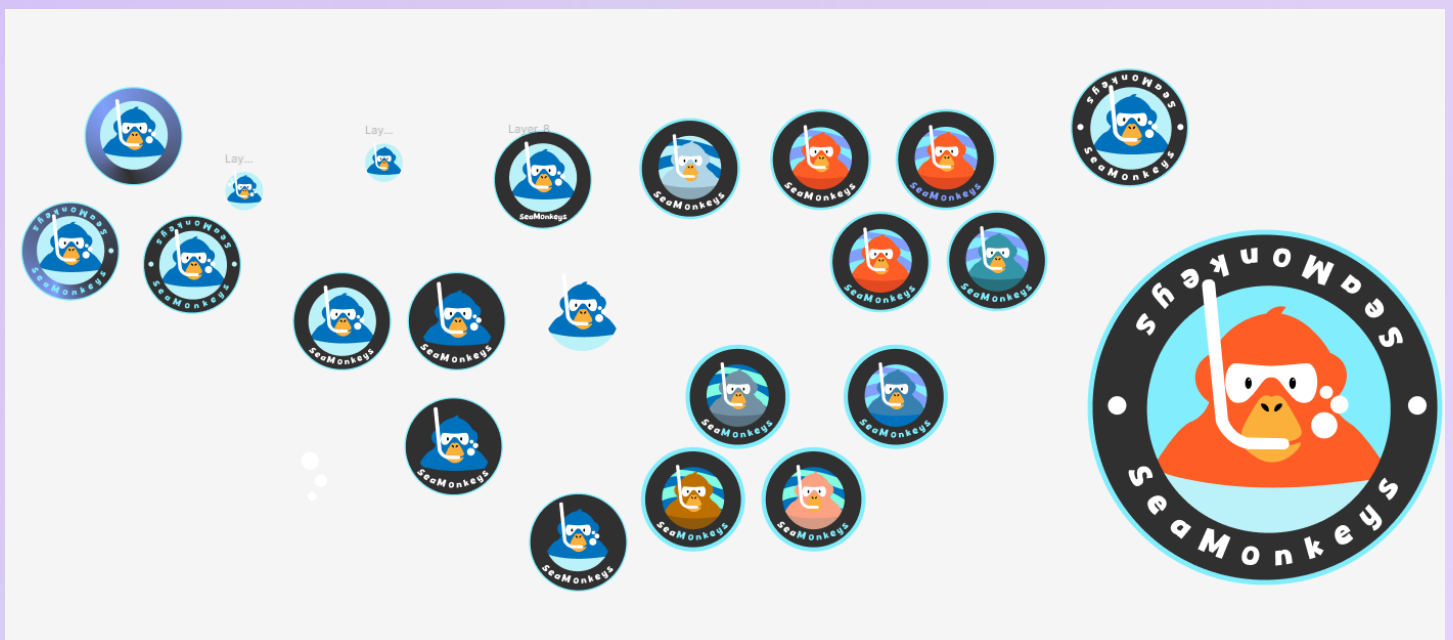
Feedback:

The feedback I received during these iterations pointed out two key things:

- A strong logo must work in black and white.

- The earlier versions felt more like graphics than a functional logo because of the heavy use of colors.
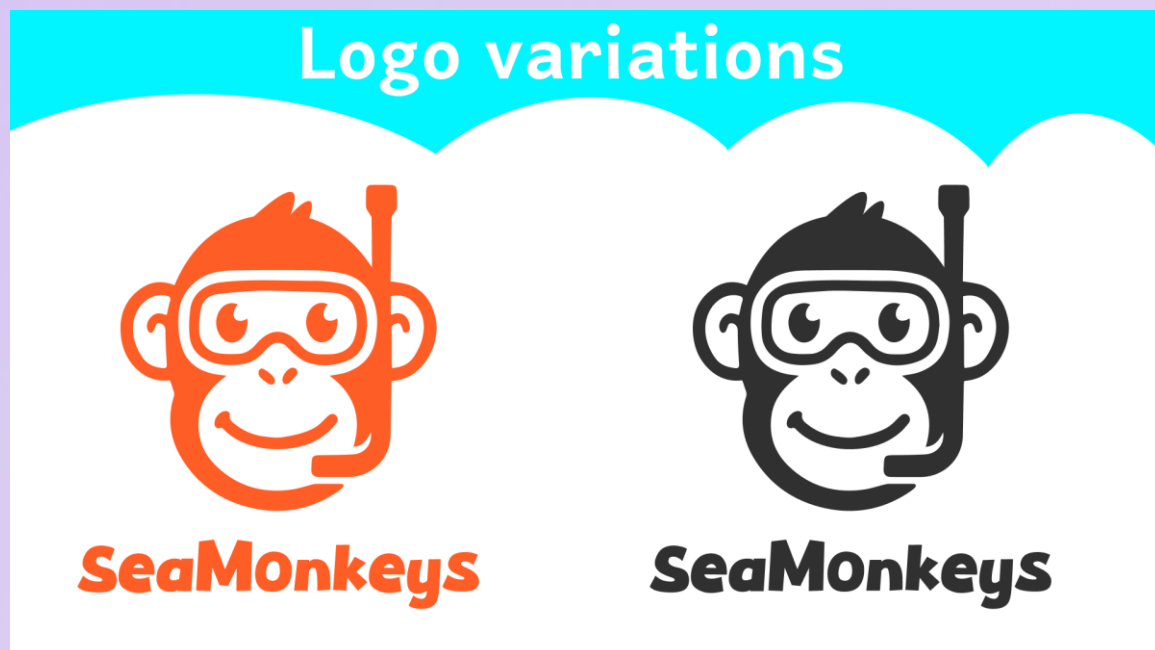

Results:

Taking this into account, I created new iterations that were more minimal and scalable. I looked at the Mailchimp logo for inspiration and sketched a version that still felt playful but was much simpler. This design was seen as a big improvement and more in touch with our core values. It got praised for being a stronger logo, and while more variations are still to be explored, it's a big step forward compared to the first versions.
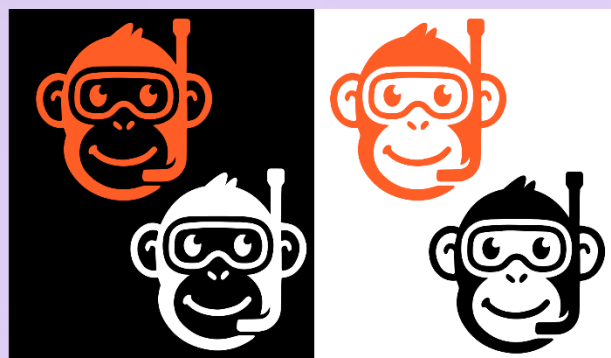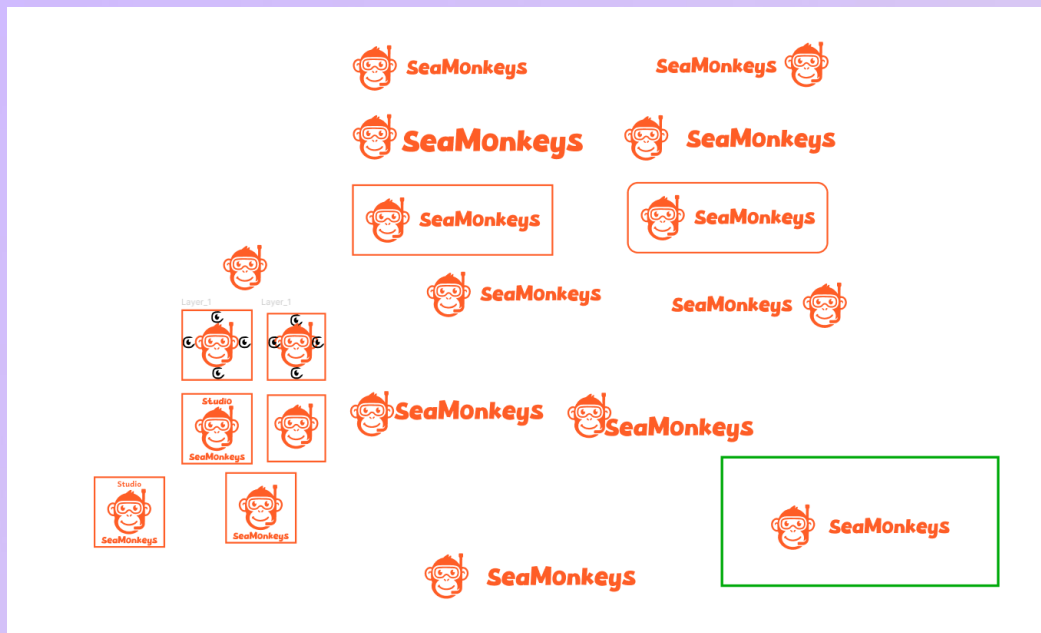
Reflection:

This process showed me the importance of going through multiple iterations instead of settling on the first idea. Each round of feedback helped me understand what worked and what didn't, and by testing different versions, I was able to refine the logo into something stronger. I learned that a logo needs to balance creativity with function, and that iteration is the way to get there. Having the team's input and comparing different approaches side by side made it clear how much designs can improve when you're open to change and refinement.

Figma Link:

https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-4999&p=f&t=DZfE0WorNMmT2b0A-0

https://www.figma.com/design/2tkhKCl1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=241-2&p=f&t=DZfE0WorNMmT2b0A-0