

LO1 - Conceptualize, Design and Develop

1. Logo Creation

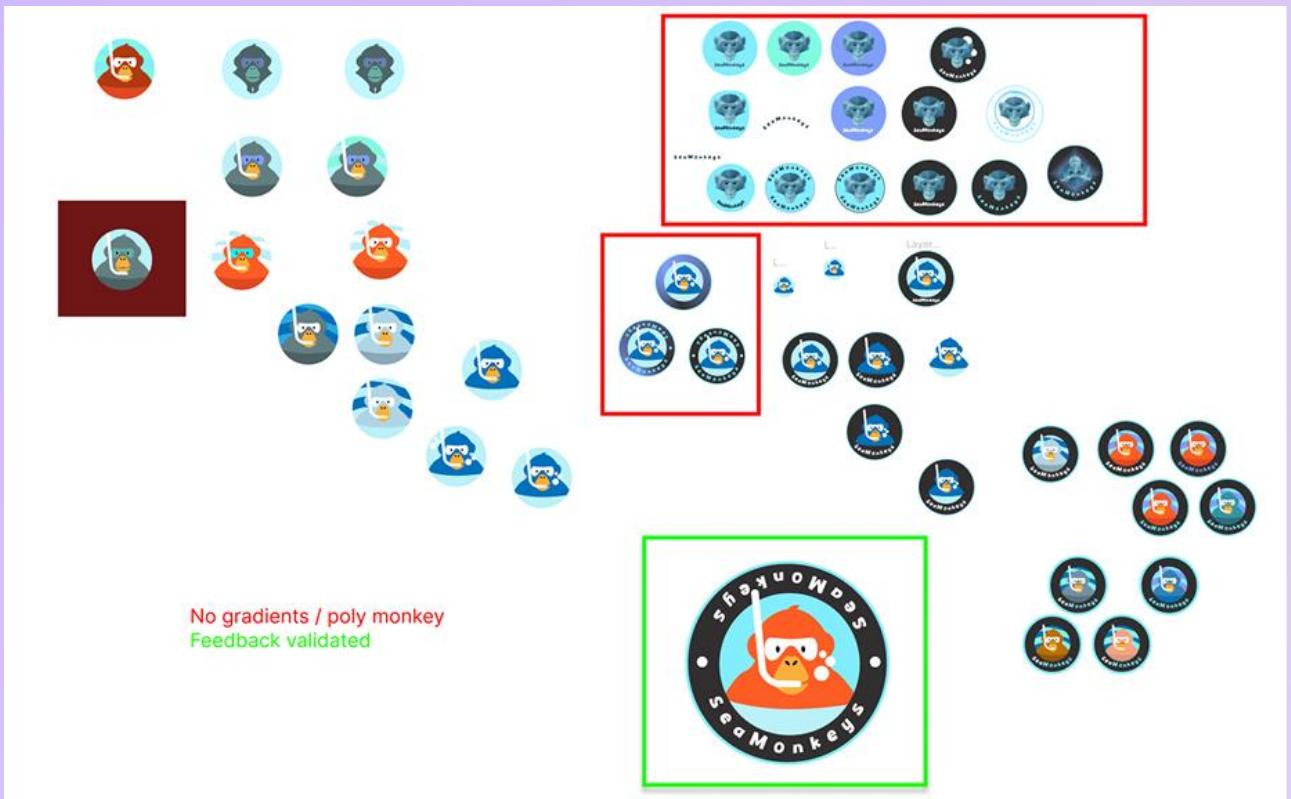
Intro

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



Process

I experimented with different shapes and colors to make the monkey idea work as a logo. The focus was on keeping it playful and fun, since that fits the identity of our studio. However, I ended up exploring a lot of colorful variations, which made the design lean more towards an illustration than a simple logo.



Feedback

Checkpoint 3 Dirk - Brand (WK2) 09-09-2025

Dracopol, Răzvan R.C. 11 days ago

Logos should first and foremost work in black and white.

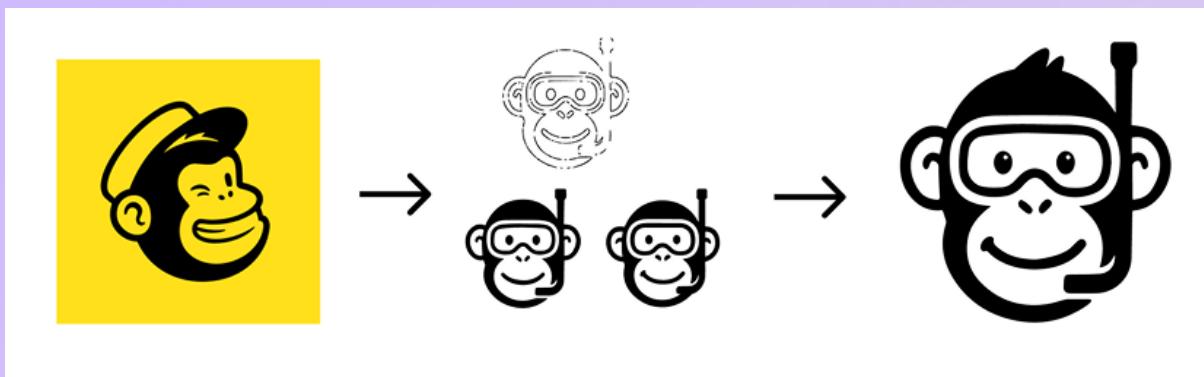
Our current logo feels more like a graphic due to the abundance of colors.

For the business card, we could use one side for information and the other side for art/graphics.

The current cards are still usable; we just need to replace the monkey with the new logo or add the logo somewhere.

The feedback I received pointed out two important things:

- A logo should first and foremost work in black and white.
- Our version felt more like a graphic because of the heavy use of colors.



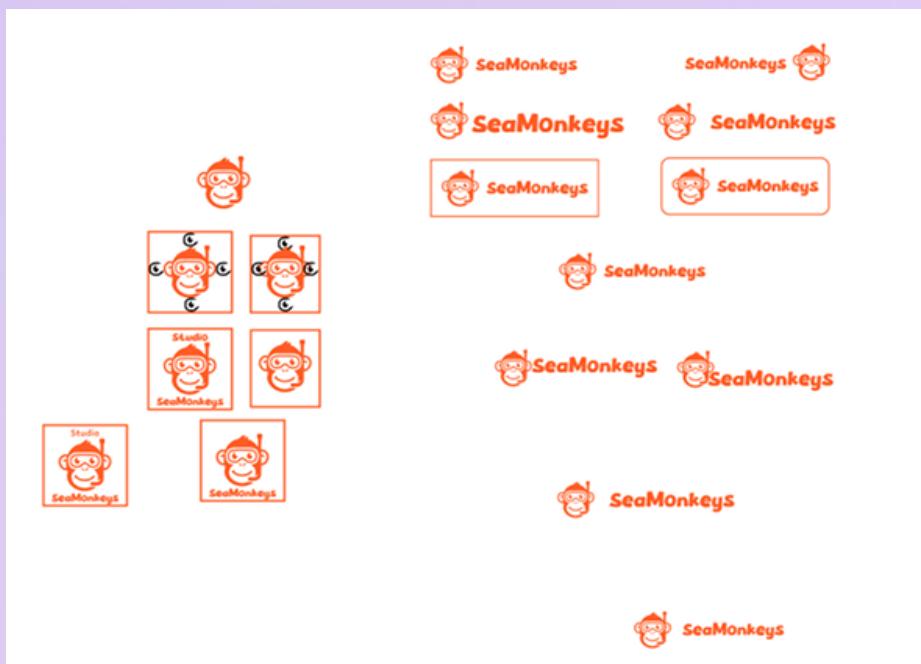
Results

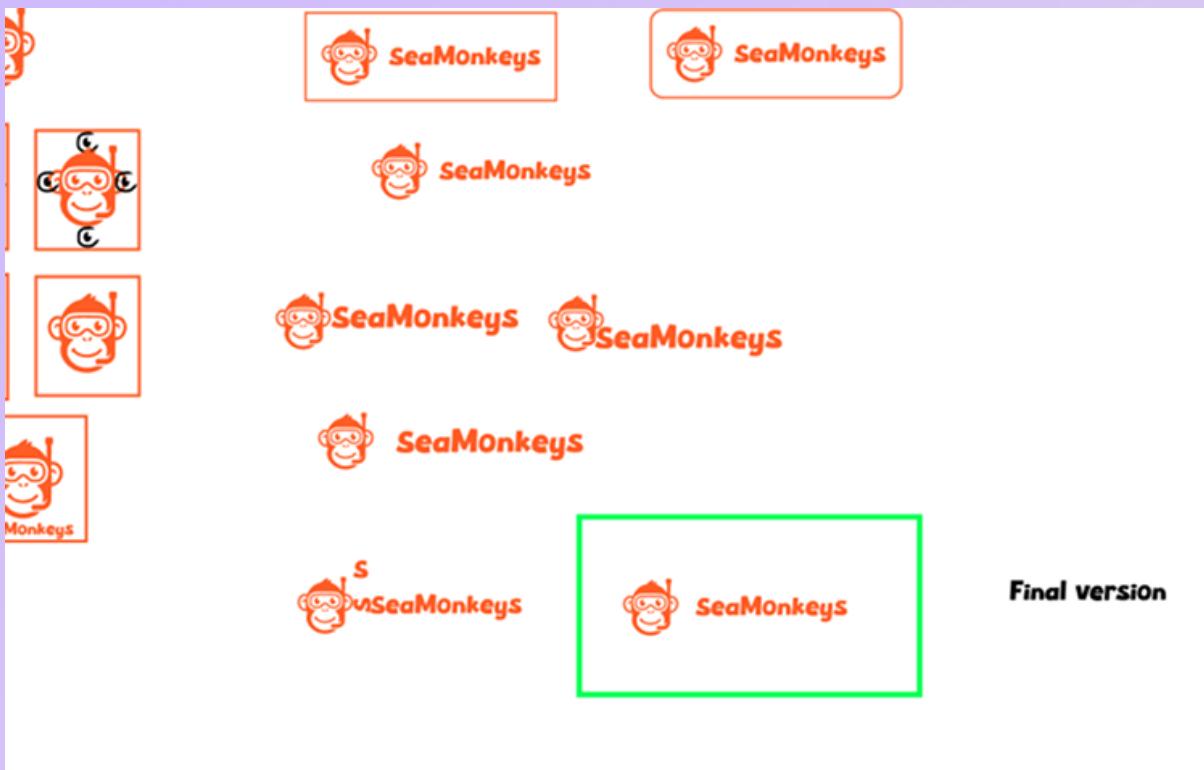
Taking that feedback into account, I decided to simplify the design. I looked at the Mailchimp logo for inspiration and sketched out a new version that was more minimal but still playful. This new direction was seen as a big improvement and felt much more in line with our core values. The logo was praised, and we only need to work on some extra variations, but it's already a solid step forward.

Checkpoint 4 Dirk - Logo (WK2) 10-09-2025

 Tomescu, Luca L.S. 10 days ago

So the new logo looks great, it's a big improvement from the last version. We still have to work on the orange background version, changing it to an outline instead for better visibility. As for the new brand guide, we should mix in more color since we want to send out a fun, unconventional vibe.





Reflection

Through this process I learned that a logo needs to be more than just visually interesting, it also must be functional. At first, I focused too much on colors and details, which made the design feel more like a graphic than a logo. After the feedback, I understood the value of simplicity and versatility, specially making sure it works in black and white. Reworking the idea with this in mind led to a much stronger result that fits our studio's playful identity. I also saw how helpful it is to share ideas within the team and adjust based on feedback instead of sticking to the first version.

Figma link:

<https://www.figma.com/design/2tkhKC1liwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-4999&p=f&t=dYK37uNvxRQ1M7JC-0>