

# Final Design

## Strategic Brief

### Project Name

Brand Logo

### Brief Prepared By/Date

By: Becky Stanton

Date: April 2024

Original Design



### Background

This logo is the outcome of revisions and redesigns. I wanted to ensure that it represented the values I and the brand stand by. When tasked with creating the original sketches, the original base design for this stuck out at me the most; and it was also the very 1<sup>st</sup> design I drew.

Then after the 1<sup>st</sup> digital render, one of the biggest things that was recommended was to change the 'by design'. Its original position made it hard to read on a small scale. So, after trying a few different options, the one in the final design it the one that worked the best overall.

### Brand Values:

- Imagination
- Loyalty
- Honesty
- Trust
- Responsibility
- Dedication
- Freedom
- Equality
- Accessibility
- Acceptance
- Community
- Inclusivity
- Morality
- Independence
- Creativity

### Objective

The objective was to create a logo for our personal brands.

They were supposed to be designed to best represent the brand's identity in a creative manner. They had to be designs

that were scalable, and work in both black & white and colour versions.

### Deliverables

- Mood board
- Preliminary sketches
- 1<sup>st</sup> digital renders
- The refined digital renders in black & white or gray-scale, and coloured versions
- Strategic Brief & Rational

# **Rational**

## **Process & Design Decisions**

### Colour

I used the colour blue for my coloured design because blue is symbolic of some of the values that the brand stands by.

Including:

- Loyalty
- Honesty
- Trust
- Responsibility
- Freedom

### Type

*Font:* Lucida Calligraphy Italic

*Why?*

I felt this font was the closest to that drawn in the original design.

Additionally, when I was looking for a font to use, this font was the easiest to blend the R & S together so they sat connected.

### *Size*

I made the RS the largest thing because they are the initials of my full name, Rebecca Stanton. I also wanted to have a component that really stood out and was recognizable from any size the logo may be.

### Symbol

I wanted to incorporate a symbol(s) in the logo that also represented the values of the brand.

So, I included a circular element in the logo. Circles represent and symbolize many things in many different demographics, especially within cultures and religions. Many of which align with the values of the brand.

## **Outcome**

The outcome of the design process was a logo that fits the image and structure of the brand. It includes different components that align with the brand's values; as well as being unique and recognizable for those familiar to the brand.