MY

Logo Design

CHOICE AND IT'S
REASON

WMW.

www.

THE REASON IS

PERSONAL LEVEL

The name of the company I'm designing this logo for is marewebs and it's actually mine so designing is a much more easy task as I don't have to fill the expectations of the clients. Just for the one's that are going to be seeing my logo.

Firstly I have created/used this concept of www. as one of my favorite websites does it too. The difference though is that changed the middle W for an M as my name is Mare and the company name is marewebs.

How did I come up with the middle M? The thing is that I was trying a lot of typographies and then suddenly I came across one in particular (The one I'm using) in which the M and the W were the same but flipped vertically. I kind of liked the concept of just using one letter for three (As World Wide Web).

Secondly, I had to add the dot. But putting a simple dot wasn't what I wanted so I decided that, as my symbol has always been a starfish that I would use the starfish as a dot. It was also a very visual concept.

Finally, I colored the M and the starfish as I think they are the most relevant concepts of the logo. This way people can easily focus on the M and my symbol, the starfish.

THE REASON IS

OBJECTIVE LEVEL

Watching some videos and the ones that the syllabus asks for I have come up with an objective way of commenting my logo on an objective level.
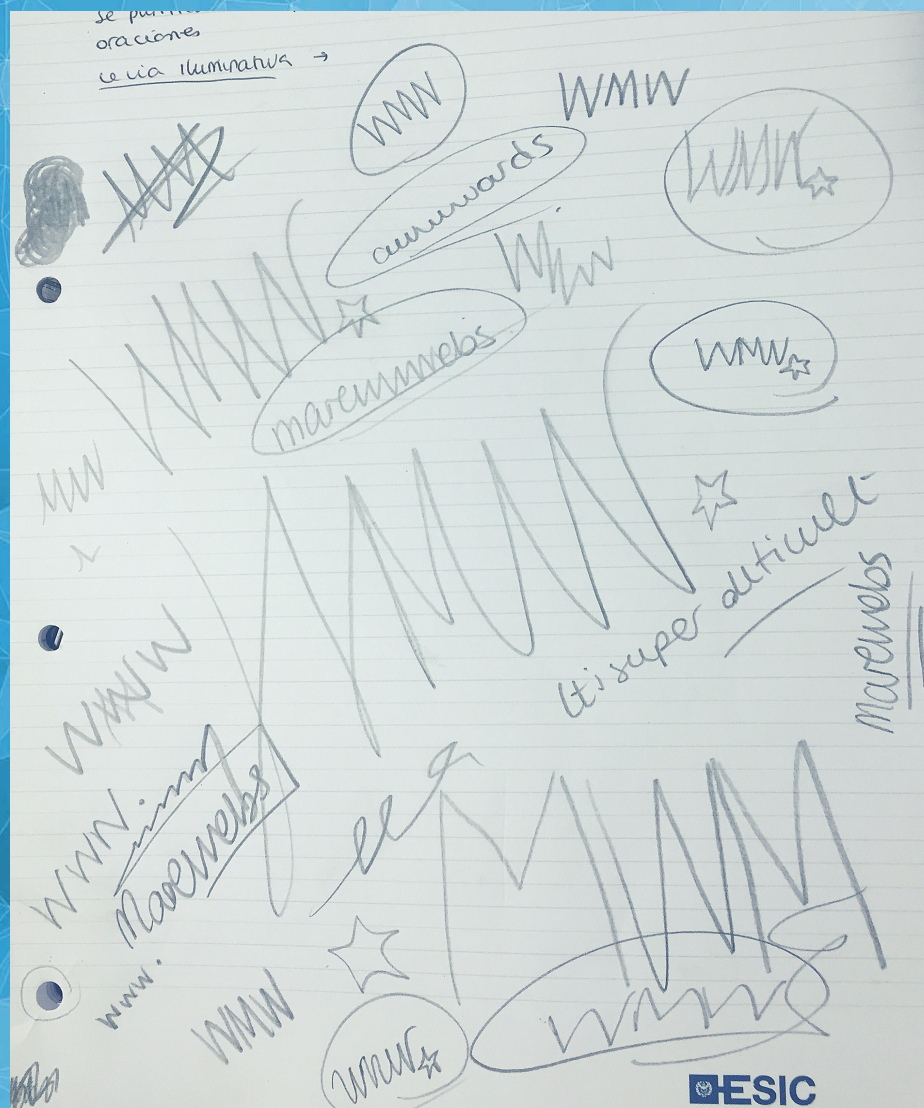The requirements are 11

1 | **PRELIMINARY WORK** 20-30 Sketches or ideas. | **YES**

| 2 | **CREATE BALANCE** | If balance is done correctly the design will be more appeling and satisfactory | **AL MOST** |

| 3 | **SIZE DEFINITION** | it does not lose definition when resized. My logo is vectorized | **YES** |

WMW.

WMW

| 4 | **CLEVER USE OF COLOR** | I have used the Monochromatic formula. I used Blue and White | **YES** |

| 5 | **DESIGN STILE SHOULD FIT THE COMPANY** | I have checked a few website companies and I think the design fits | **YES** |

| 6 | **TYPOGRAPHY MATTERS A LOT** | Avoid common fonts
It's legible
One font (Not more than 2) | **YES** |

| 7 | **RECOGNITION** | People can remember the logo because of it's simplicity and its easy to draw | **YES** |

8	**DARE TO BE DIFFERENT**	I have discovered, after doing this logo, that other agencies have a similar name	NO
9	**K.I.S.S.**	KEEP IT SIMPLE, STUPID	YES
10	**DEVELOP A DESIGN ASSEMBLY LINE**	Create your own workflow to create the logo	IN PROCESS
11	**USE OTHER LOGOS AS INSPIRATION ONLY**		YES