

Group Logo

Introduction

As a group we decide to make each of our own logo designs and see which one would suit our brand the most. Looking into what we would want the logo itself to represent and what we would like other people to think when they see our logo.

Target Audience

Demographics

Our brand is primarily aimed at a young, dynamic audience, including:

Age Group: 18-35 years

Gender: All genders

Location: Urban and suburban areas, globally

Occupation: Students, young professionals, and creatives

Psychographics

Interests: Our target audiences are interested in creativity, design, and innovative solutions. They appreciate fun and playful elements in branding.

Lifestyle: They lead active and social lives, often engaging in cultural and creative activities.

Values: They value originality, open-mindedness, and authenticity. They are also likely to support brands that reflect these values.

Behavioral Traits

Buying Behavior: They are likely to be early adopters, open to trying new brands and products, especially those that resonate with their creative and playful outlook.

Brand Loyalty: They appreciate brands that maintain a consistent yet evolving identity and are more likely to remain loyal if they feel an emotional connection to the brand.

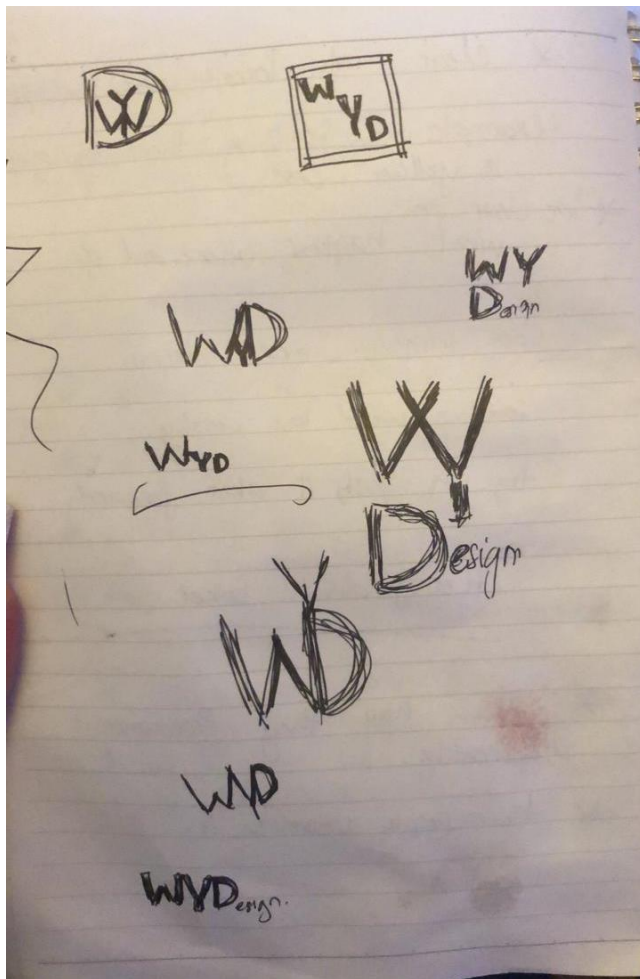
Media Consumption

Social Media: Highly active on platforms like Instagram, TikTok, and Pinterest, where visual and creative content is prominent.

Digital Engagement: They consume content from blogs, YouTube channels, and podcasts that focus on design, creativity, and lifestyle.

By targeting this specific audience, our brand aims to create a strong emotional connection through a logo that embodies creativity, fun, and open-mindedness. The mockups, including stickers and sweaters, are designed to appeal to their sense of style and identity, further reinforcing our brand's youthful and vibrant personality.

First Sketches



First few sketches that I have created after looking at a few examples of other logos from similar companies. I tried multiple different styles, for example by combining some letters of our brand name together playing around with some shapes and sizes of the letters and experimenting around the letters itself. The goal was to make it look like a fun and creative logo, while I was also trying to make it work with the acronym of our brand name to make it stand out more and have a catchy feeling towards it.

First Iterations

Playing around in InDesign finding different fonts and experimenting with the different styles and shapes I have sketched beforehand I tried to visualize them digitally like how I had in mind some were successful, and some were less successful.

WYD

WDY

WID

WY
Design

WY
Design

WY
Design

WY
Design

WYD

WYD
What you design

WYD

Final Product

After receiving feedback from our teachers and undergoing several iterations and ultimately finalizing the logo. One that suited our brand most was the one created by one of our teammates which covers the aspect of creativity, fun, playful, and open-minded. We went from only an acronym as a logo to a new design having the text reshape inside a circle. Through this, we expand the scope of reasoning behind the logo.



Mockups

I created a few of the mockups to provide a visual representation of our final product for the logo. Which would allow us to see the end result before investing in anything else, this helps us to ensure that everyone has a clear understanding of the design and the direction of the design we are aiming for. The mockups also help us with providing more feedback and making necessary adjustments if needed. These mockups can be used for usability testing as well, it would save us the cost and time in creating mockups rather than the fully developed product as well. Creating the sticker mockup not only as a fun and creative way to display our brand but also as an advertisement in general to reach a broader audience. For the sweater it gives a fun and comfortable look while maintaining our brand identity of youthfulness as well.

