# Logo creation

For the design studio all the members of our group made a logo. For the process of creating the logo I did the following. I started searching for inspiration which connects to our adventures group of individuals. Then I started with finding the right inspiration for the logo. I found various things for inspiration which I put in my Figma.

Then I started making a design. I wanted to do something with the sun because I think it really represents the "out of this world ideas" and with this comes the yellow colour that stands for happiness and joy.

I started creating in Figma as you can see, I made different iterations, then I made two different logo designs.

## Logo 1

In this design I chose to add a cloud. I added this as a symbol for our obstacles, Because our spark can even shine through the clouds. And it makes the sun itself visually more appealing. The mountains are also for obstacles because "we can move mountains" but also because we love exploring.



## Logo 2

For the second logo I didn't add the cloud, but I added waves from the sea, this because it gives off a more modern feel. The waves stand for nature which makes the connection to our adventure's spirits. And because it finishes off the circle it makes it fit better.

## Colours

For the colours I didn't spend much time on, I made a colour palette with space-like colours and added them to the logo. The colours are as following.

| |
|---|
| 231F20 |
| 211C5B |
| 2E3192 |
| 3C54A5 |
| FEED54 |
| FCF6AD |

After making these 2 logos I had to decide which one I liked the most and the second logo was more minimalistic and fits better with the space like colours.

## Logo V1.0

As you see I made the sun the centre of the logo. This is the most important part. It refers to solaria, and the sun is also in the centre of the solar system. To show that we at solaria design are adventures people I added the waves and mountains, this shows our love for exploring the unknown.



I showed this logo to an expert, and he told me that it is a clean but effective logo. But he found it a bit too much because of the icon in big as well as in the name. And with the first version of the logo, when you read the text, you read "solaria find your spark design". But it should be "Solaria Design", "Find your spark".

### Feed pulse

*For the solaria logo I should look at how I position the slogan with the name, otherwise it isn't that readable. For the icon, I don't have to put it everywhere, only the full logo is enough, the "o" of solaria doesn't have to be an icon. I also should keep the logo on a blue background.*

## Logo V2.0

After I got this feedback, I made a few changes to the design of this logo, and it came out like this. I changed the O, I removed the icon, then I put design text in the middle and moved the slogan to the bottom of the logo.