

Logo Design

PORTFOLIO PRESENTATION



Contents

THE PROJECT

REQUIREMENTS

RESEARCH

CREATION

RESULT



The Project

LOGO DESIGN

Within this section I will be explaining the project and my role within this.





Mali Construction

I worked with Mali Construction to create a logo for their business. The main goal was to create something modern and simplistic that strayed away from industry norms. Mali construction was a business that did multiple types of home construction work and they didn't want a logo that was similar to others in that industry. Examples of this would be tool icons or the classic roof over the text.





Requirements

LOGO DESIGN

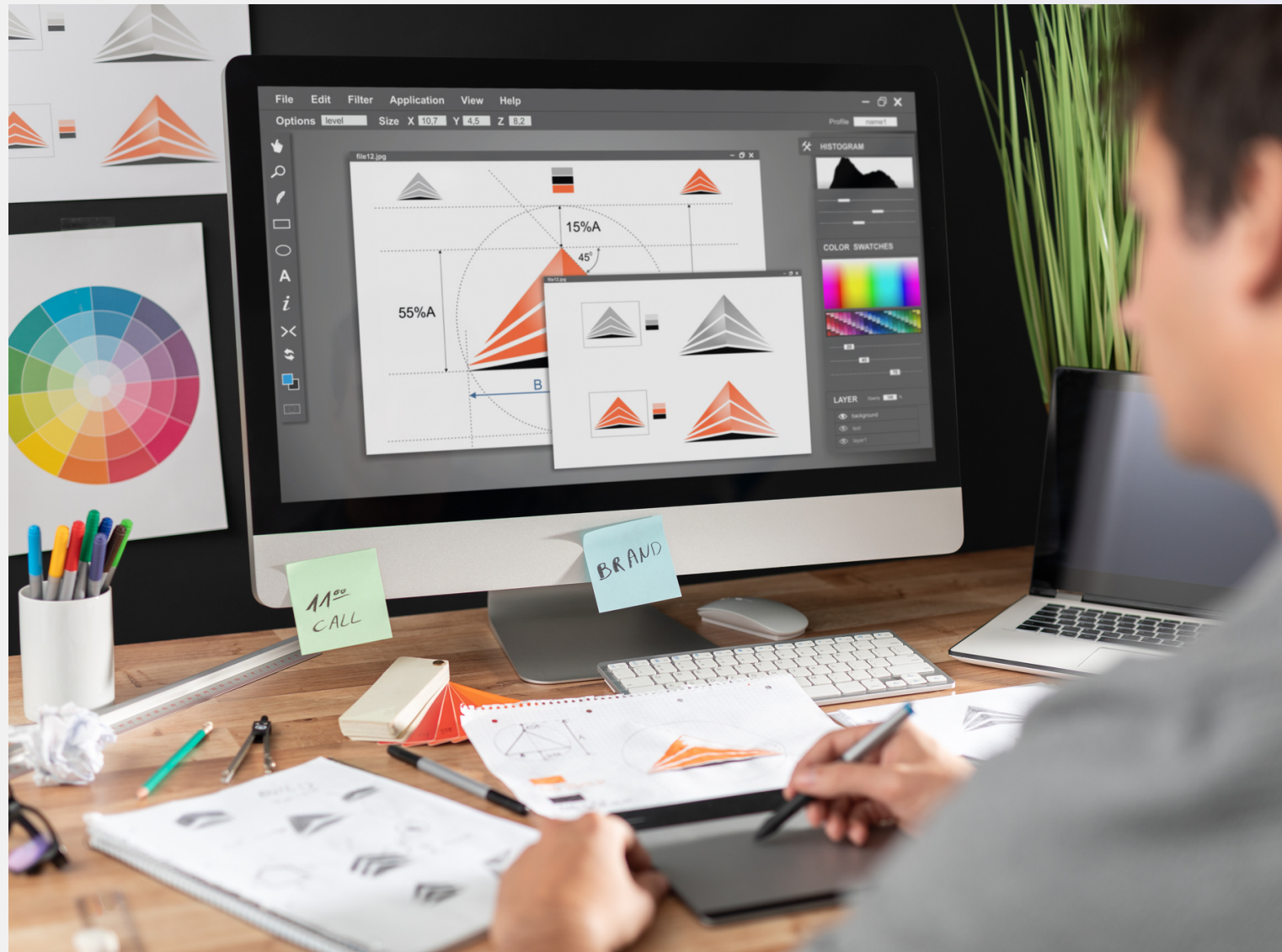
Within this section I will be explaining the requirements asked of me from the client.





Requirements

I had a pre-design zoom meeting with the client to discuss what exactly they were looking for. The client wanted a modern, simple, and recognisable logo. They specifically wanted a icon mark so that their brand could be recognised without the name. They didn't want the classic tool icon or roof like other companies in the industry have as they wanted something different and unique.



Research

LOGO DESIGN

Within this section I will be explaining the research process that I went through within this project.





Research

Research played a pivotal role in the creation of the logo. Following my initial consultation with the client, I did comprehensive research to enhance the design process. This included an in-depth exploration of the construction industry, encompassing its fundamental principles, communication strategies, and the visual aesthetics commonly associated with construction and project development.

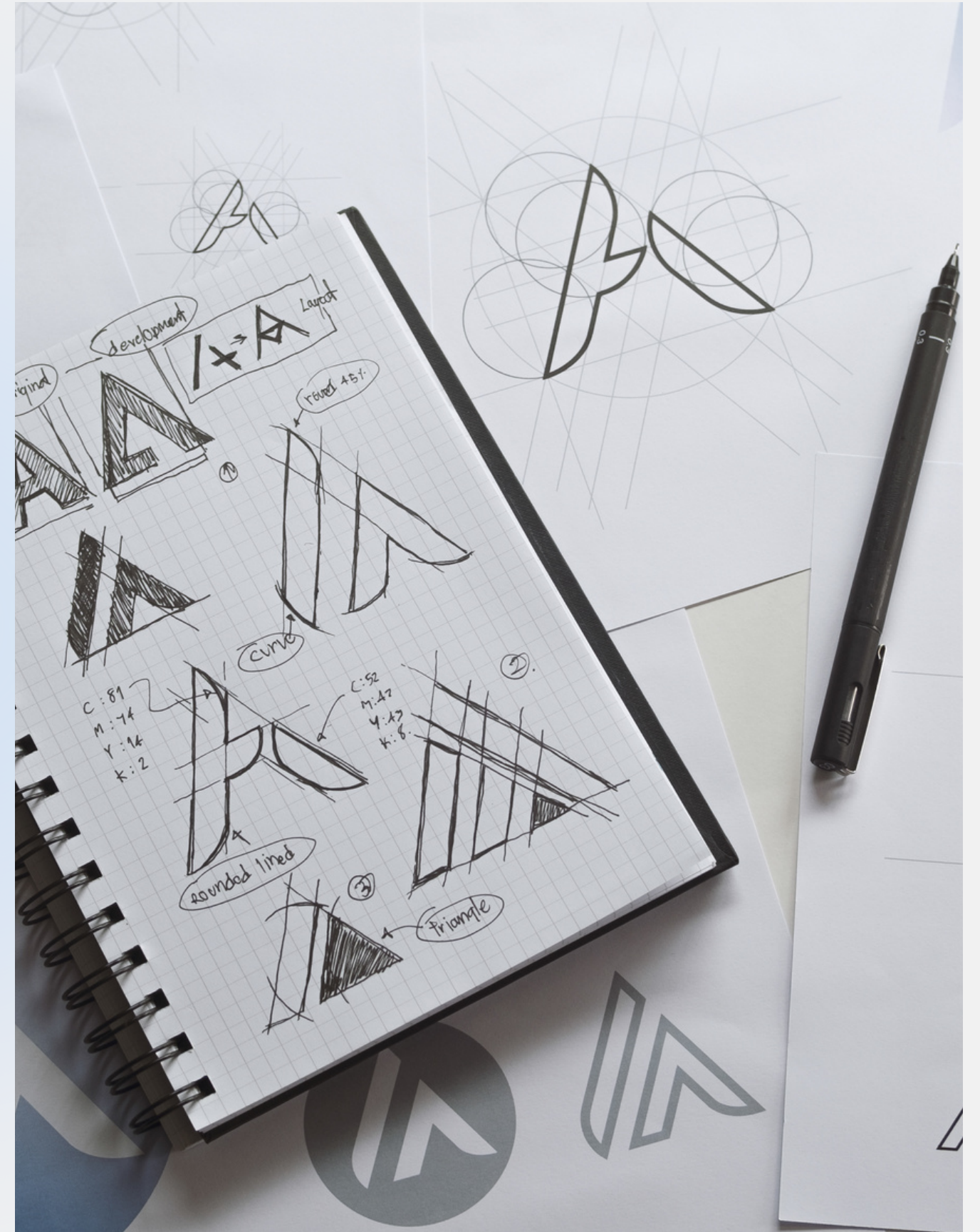
Furthermore, I conducted a meticulous analysis of competitors within the client's industry to pinpoint distinctive elements that could be potentially incorporated. Additionally, I engaged in primary research by studying the logos favoured by the client, gaining insights into their preferred design styles and elements. I also scoured platforms such as Pinterest and Behance to broaden the spectrum of design inspiration.



Creation

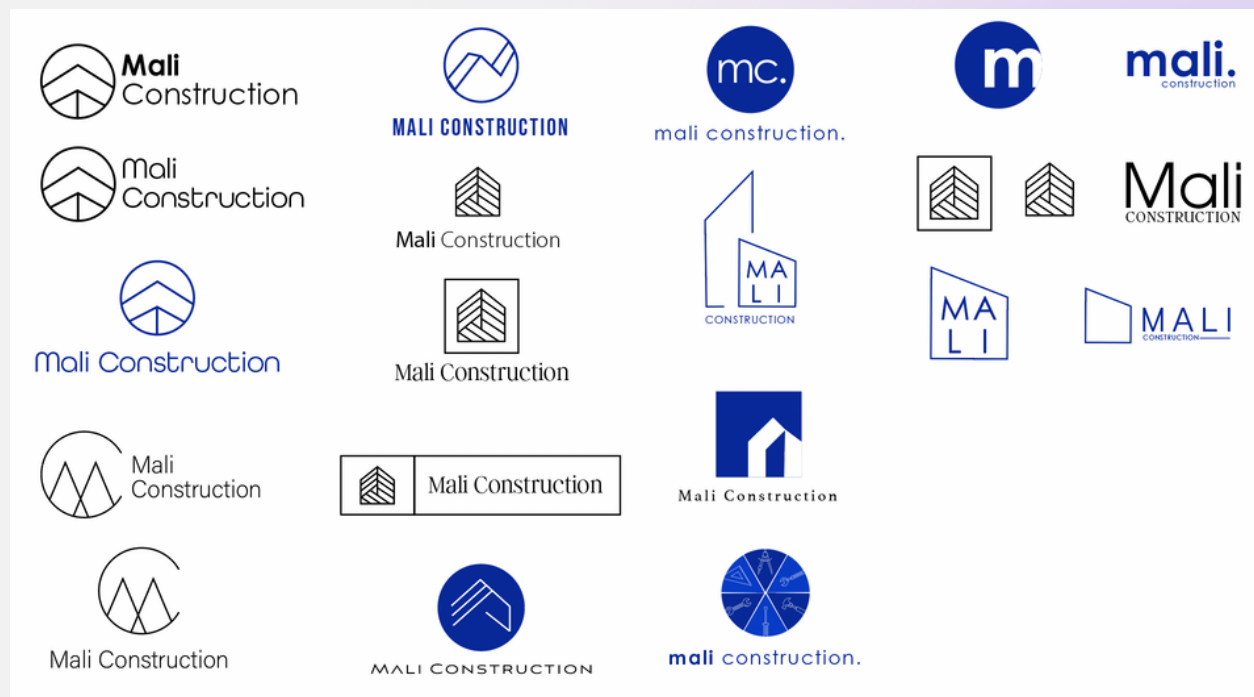
LOGO DESIGN

Within this section I will show the creation process of the logo.





Creation



During the creation stage I took on board what the client had asked for and the research I had done to create multiple options. I used adobe illustrator to create the logos. I knew that I had to create some form of icon mark for the client that could be paired with text. With the client wanting something modern and unique I explored with using line drawings for the icon to stray away from industry norms.

It was important for me to explore with different shapes that i could use for line drawings as it had to represent the company in some form. I also looked at colour palettes. The client only wanted blue so I experimented with a couple different shades of blue but a concrete colour palette wasn't needed for this client.



Creation

From the logo options I created I presented the client with three of them. To aid the client's decision-making process, I complemented these logos with professional mockups and stationary designs to showcase their real-world applications.





Result

LOGO DESIGN

