

# WHAT HAPPENS WHEN YOU UNDERSTAND THE CLIENT

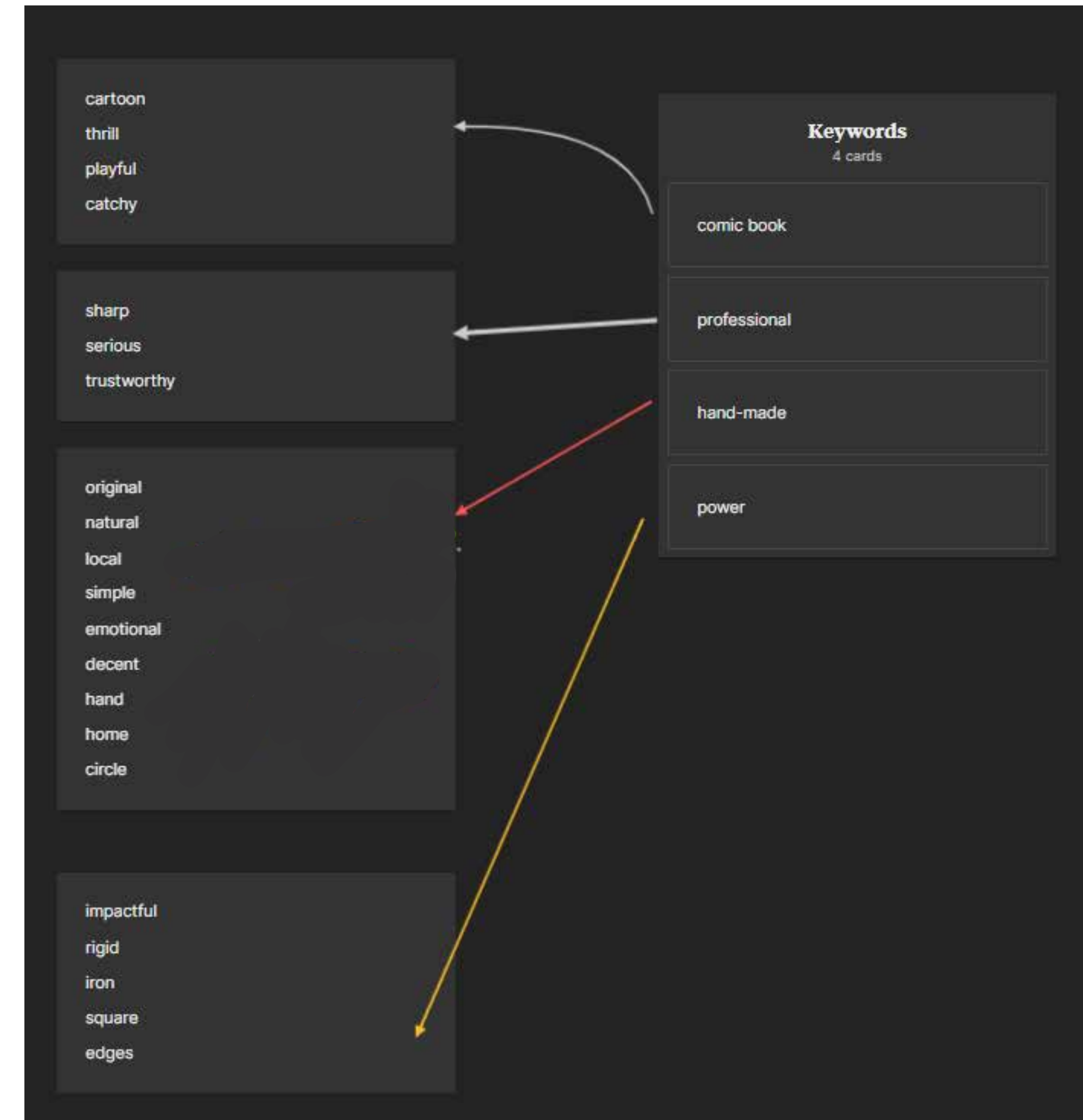
## LOGO DESIGN BRIEF

A brief about a comic book company called Blimp wanted a logo design that resembles their brand.

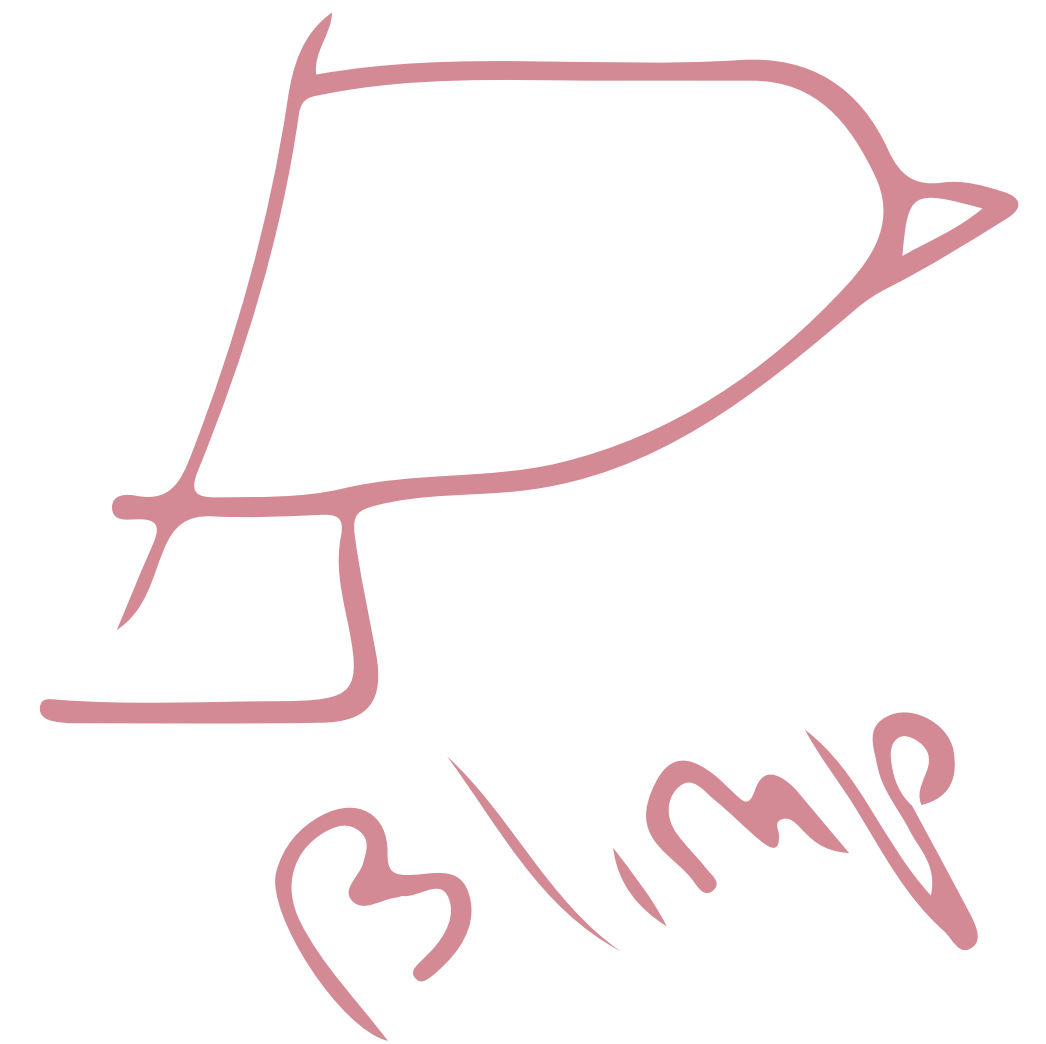
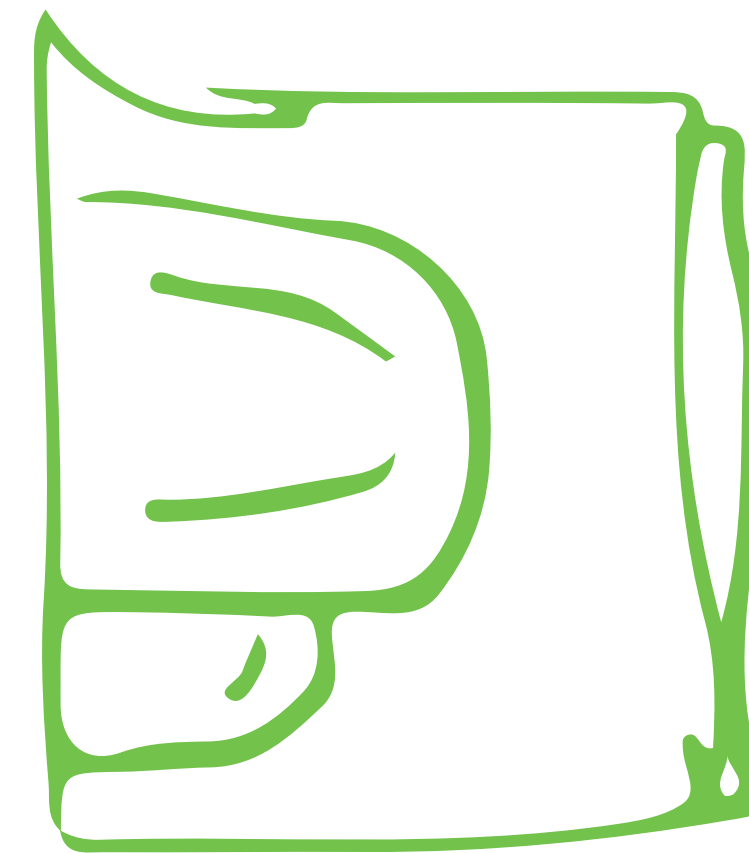
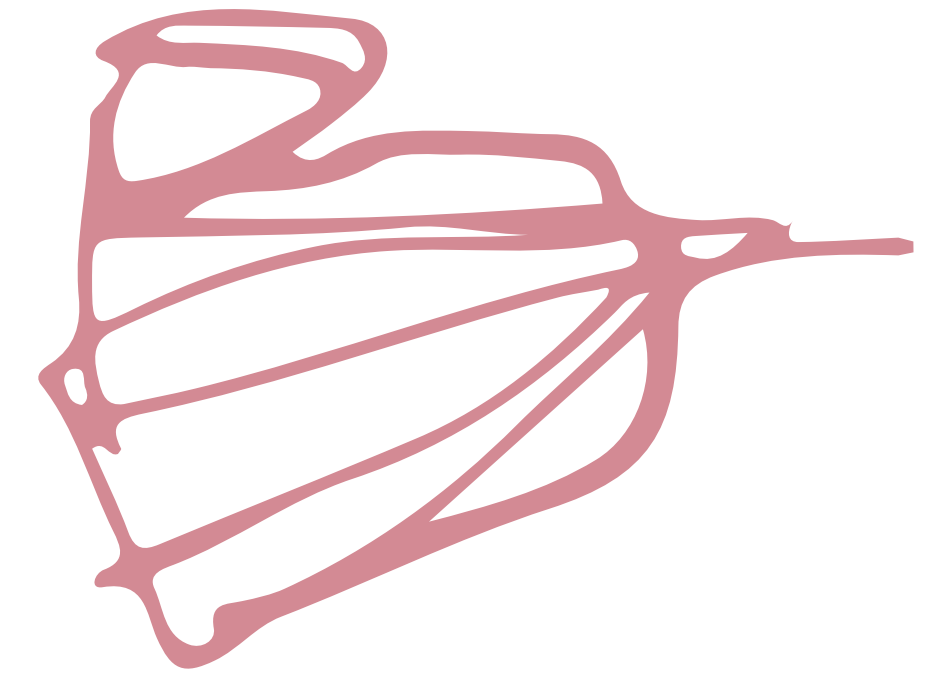
The unique thing is that the comics are hand-made and sold online.

The company asked for a lettermark with the white color that shows their power in the market and looks professional

So, on our work now we can set a number of points that we need to make through our design, and they can be summarized by being professional, powerful, white, one letter, and shows the idea of being hand-made.

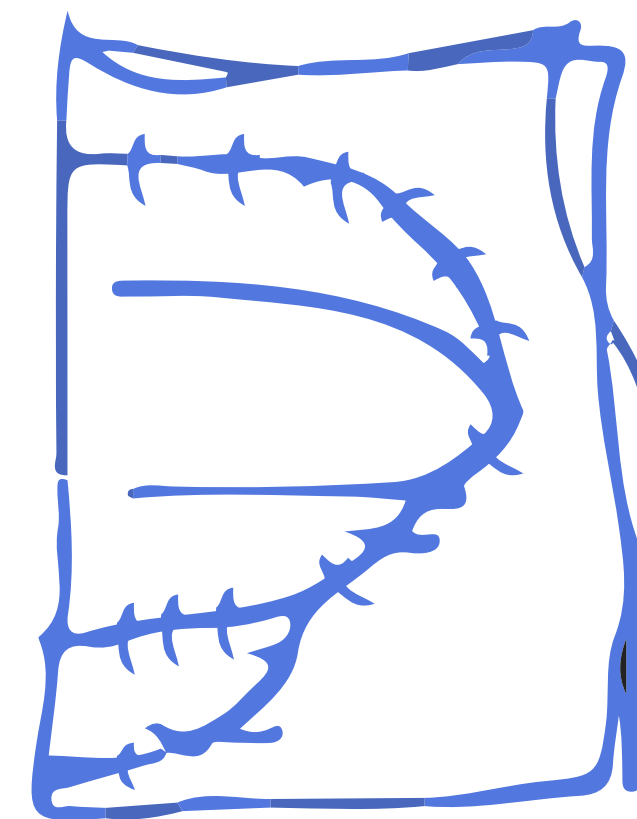
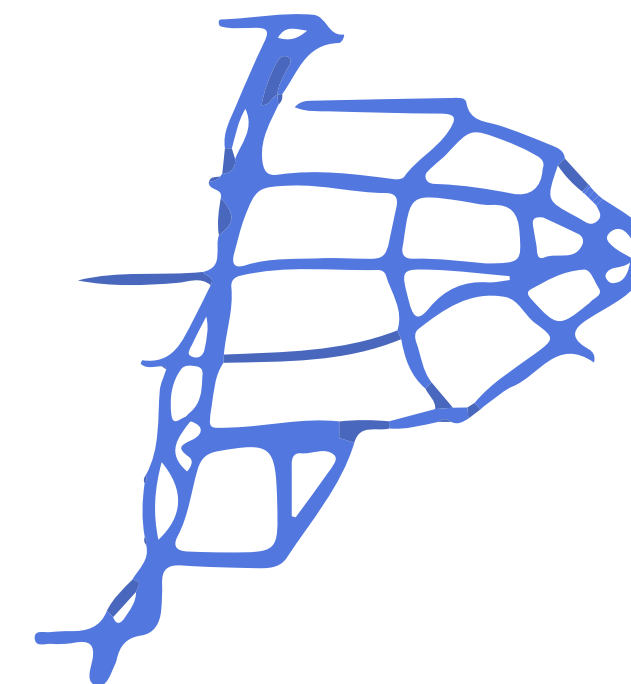
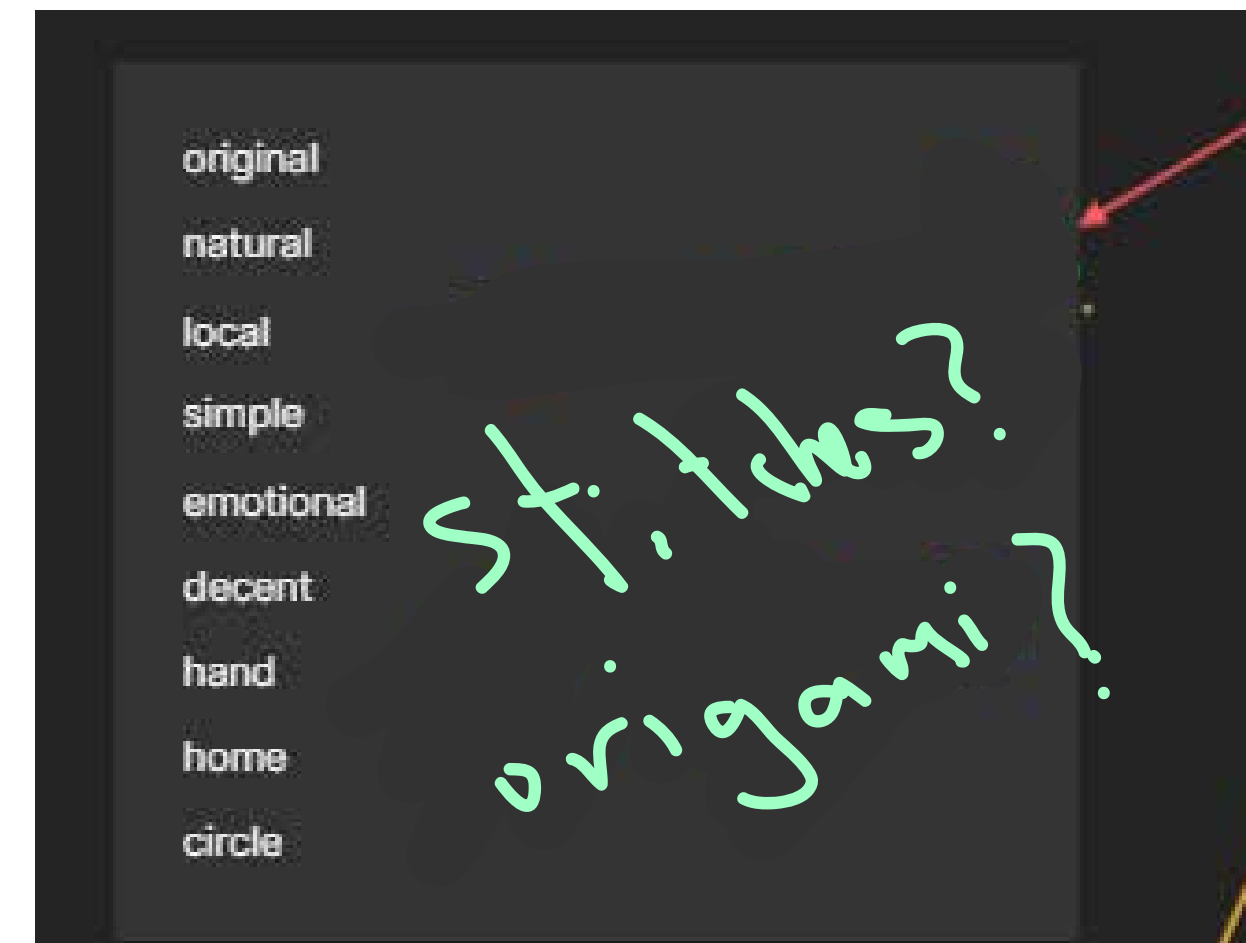


Startin with the lettermark, the best option would be the letter B as it's the first letter, and because I had an idea of designing a blimp within the logo, so the letter B had a very suitable shape for that idea, that's why I tried to demonstrated in various ways throughout the project

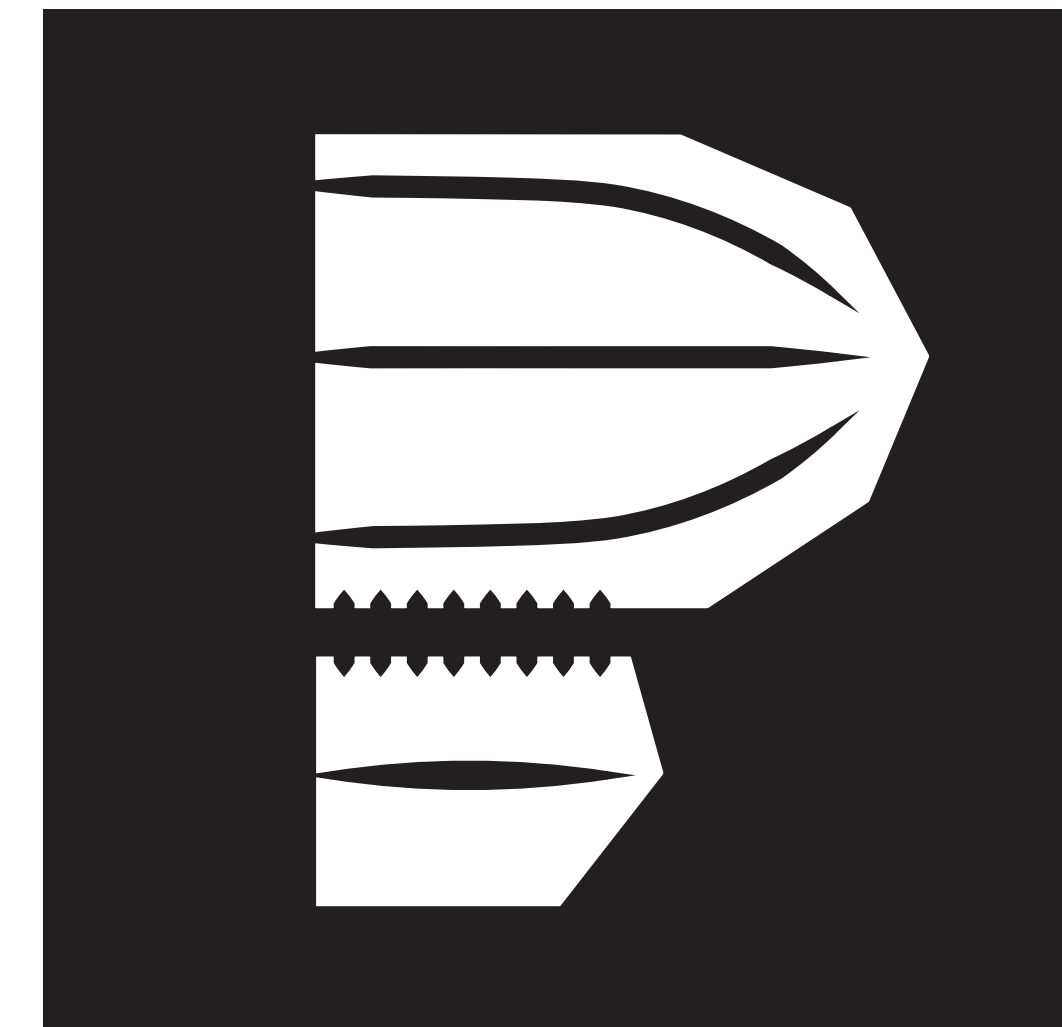
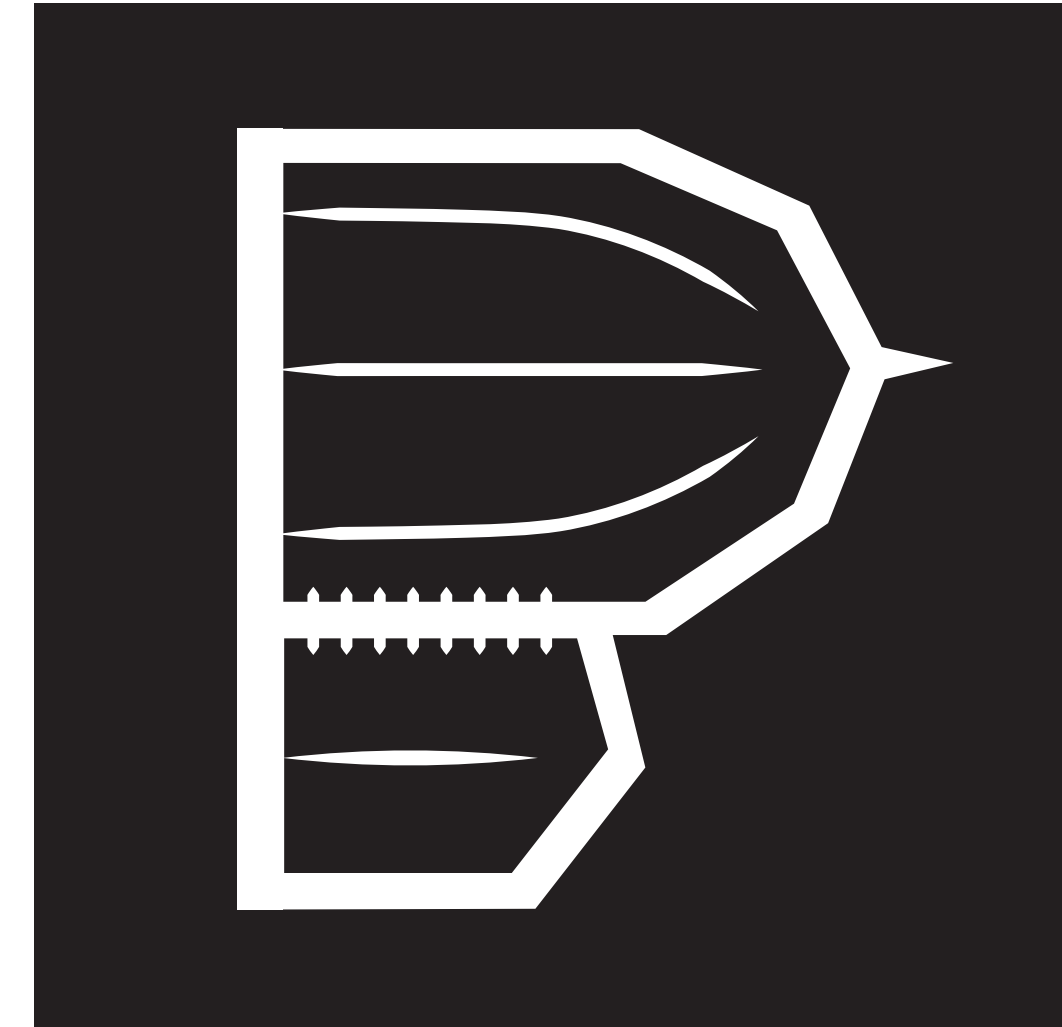


The hardest idea to demonstrate was the hand-made part, I tried to find the keywords from the mind mapping and had a couple of ideas, but weren't easy to demonstrate within the logo.

The paper fold idea was great but wasn't very applicable, so I went with the stitching idea which was very flexible and easy to use so it ended up very well.

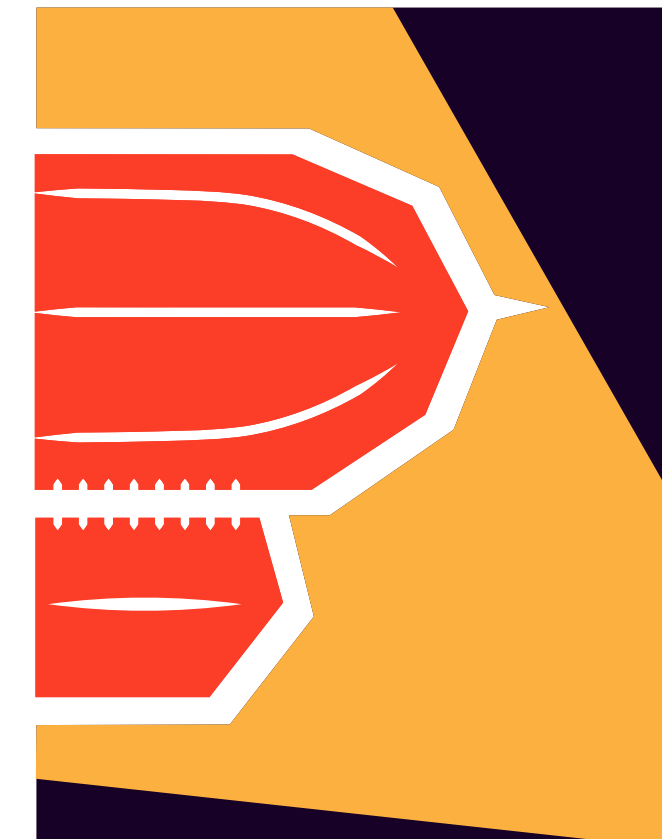
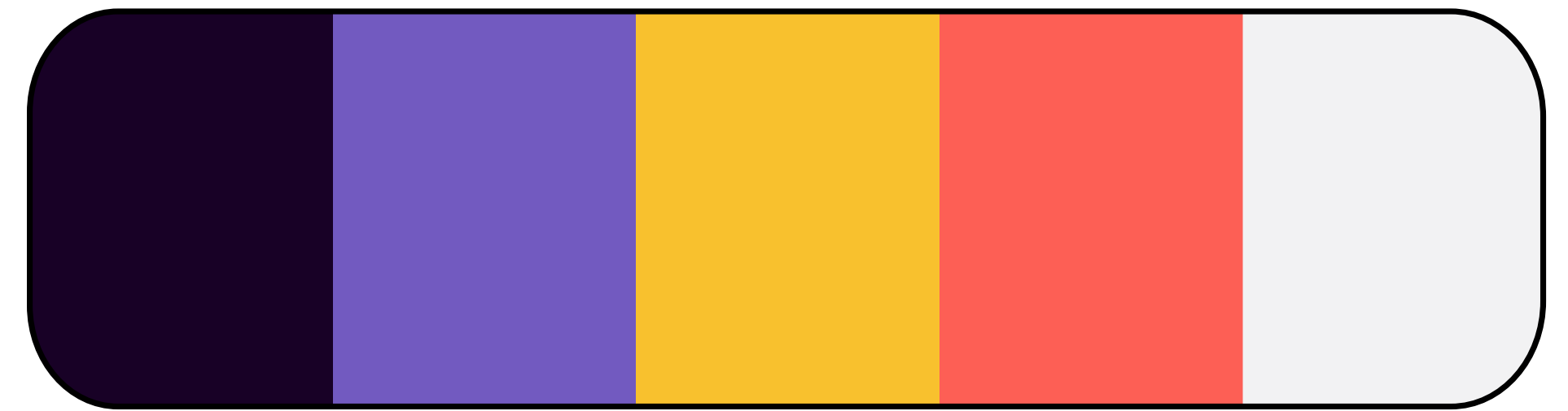


The next step was to show the brand values and features, that's when the mind-maping of words got in handy, my approach of the power and the concept of professional was to use sharp edges and bold lines the have a strong impact on the viewer's mind.





For the colors, the main objective is to make a white logo, but our work should provide a full project for further use of the logo in different scenarios.



I gathered comic book designs and transformed the group into the main colors to set a palette to work with



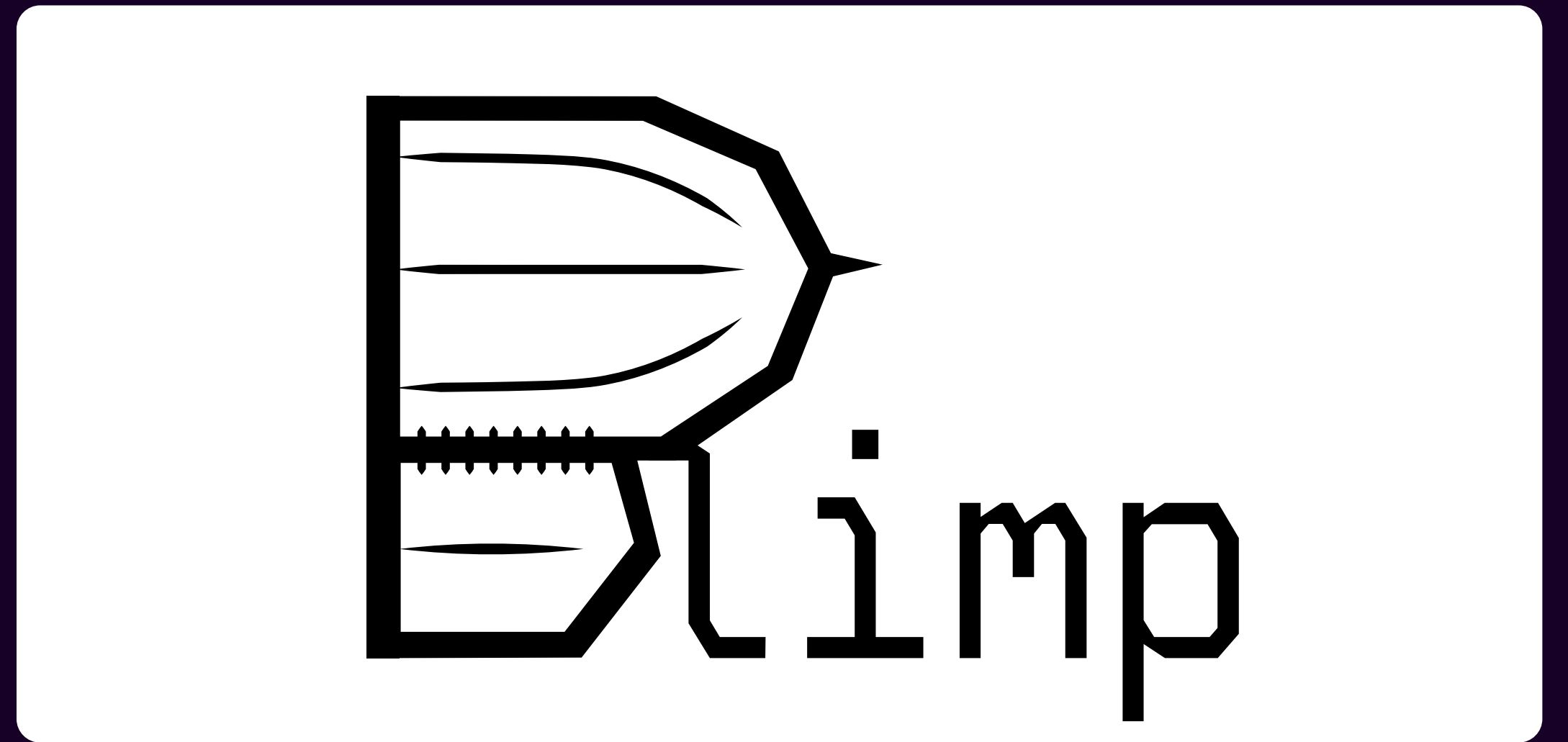
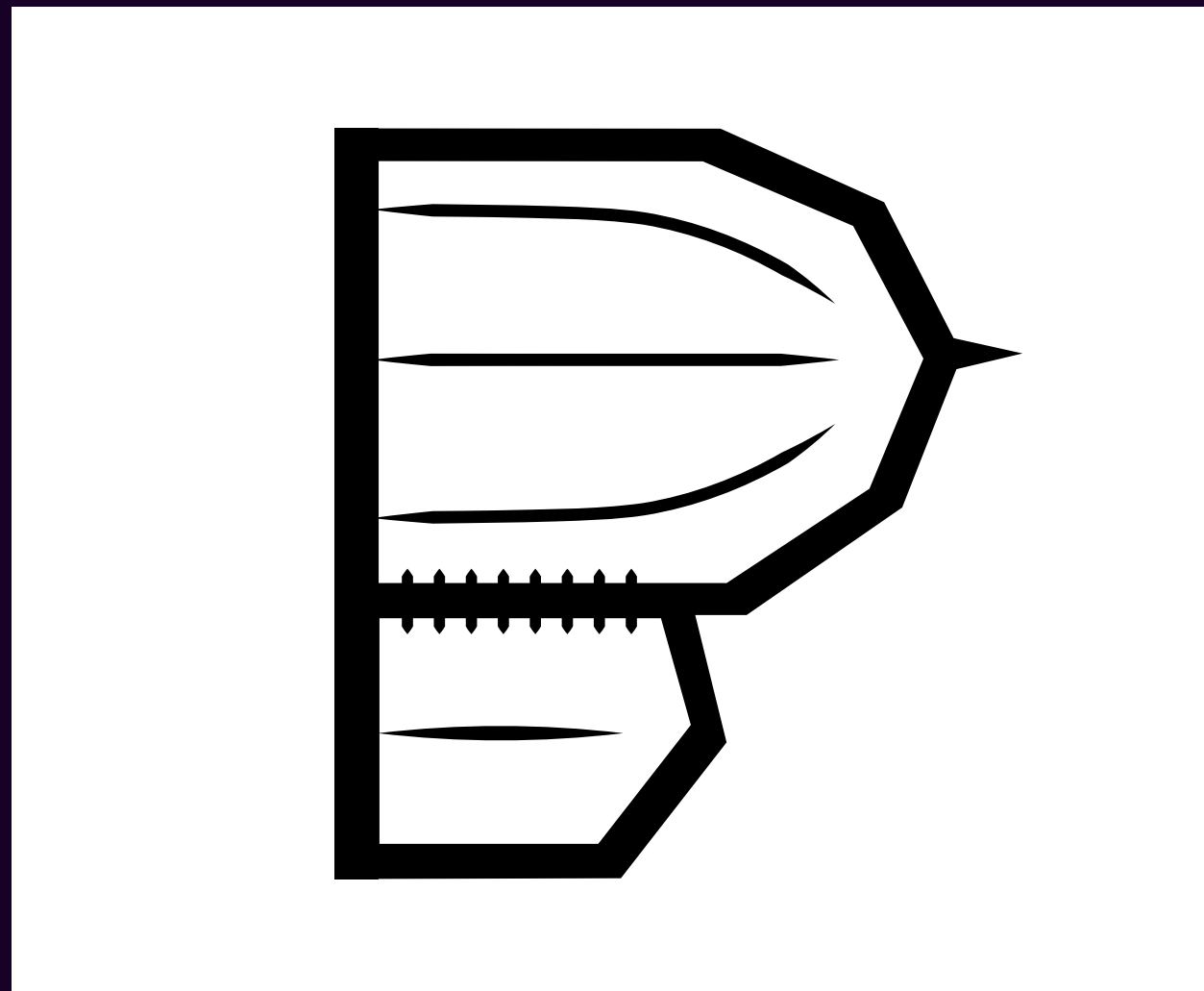
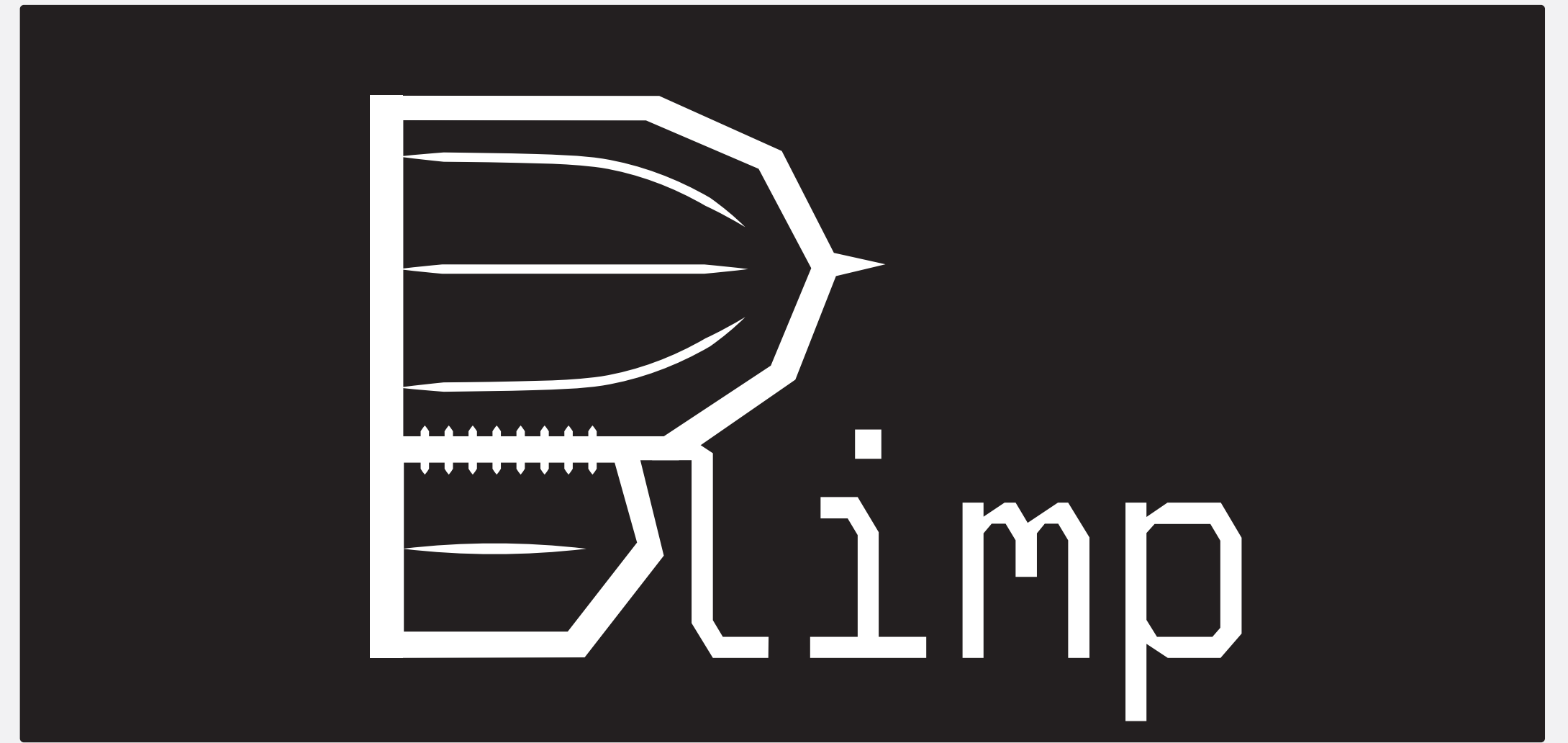
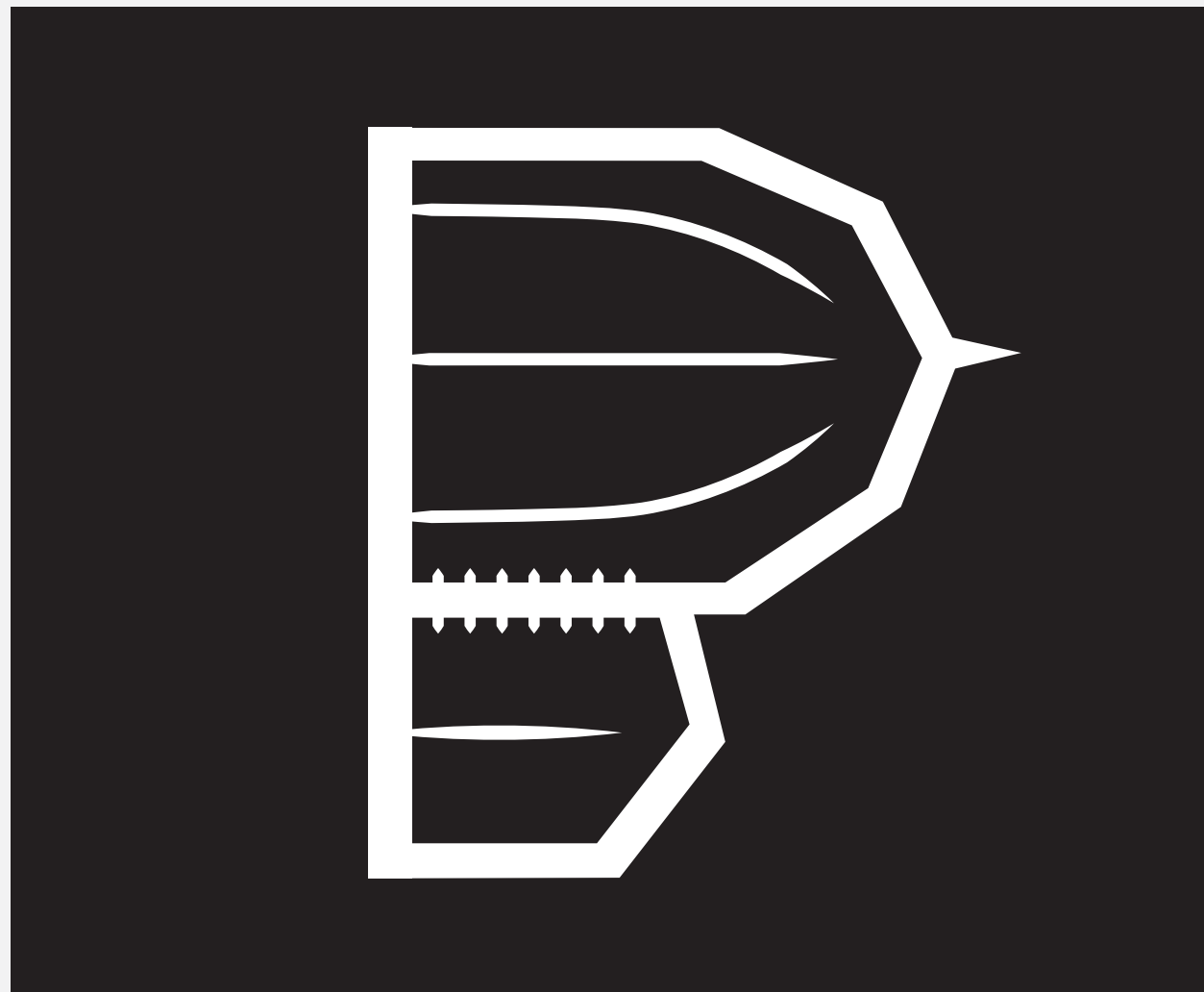
After finishing the main logo, we needed to choose a font that would suit the lettermark to present the brand in every style and to fit different situations.



Blimp



limp







THANK YOU.

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