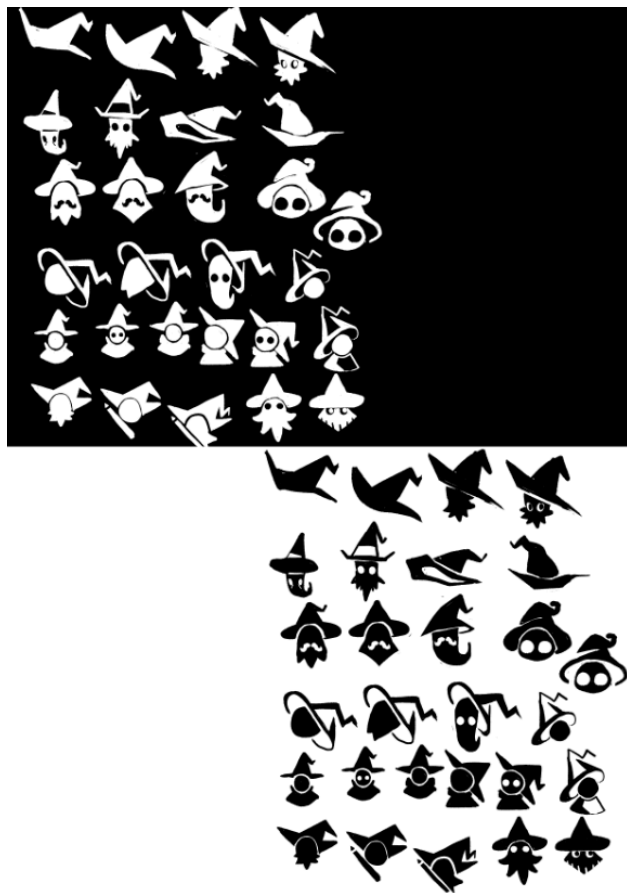


Logo Work Summary

Iteration 1

- Result

- Create as many logos as I can think of based on our theme of Data Mage. Vary the options. Start in black and white to make contrasting options for the logo. Fun and Light theming



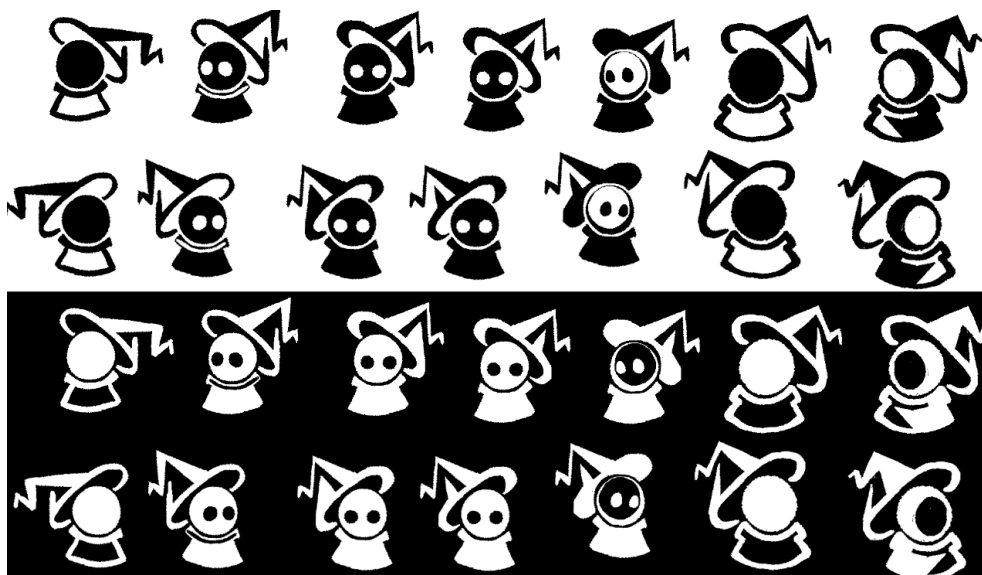
- Feedback

- Be careful of being too detailed, people felt overwhelmed by some options on a smaller size
- Two options were most liked when asking people, the orb + cape.

- Some people thought some options were ghosts.
- Characters with angular hats were pointed out the most, being told they were visually striking
- **Plan**
 - Continue iterating on the orb + cape combo, as it was most popular and read the most according to viewers as our name of data mage
 - Create variations on this design to test the following elements
 - Eyes
 - Face direction
 - Face Shape
 - Hat
 - Fill of elements

Iteration 2

- **Result**
 - 14 iterations of the chosen logo on a B/W background and tested on a neutral gray background as well.



- **Feedback**

- Characters looking to the side read as shy by viewers, not very confident or playful
- However, direct eye contact felt uncomfortable: Dirk recommends to oval the eyes rather than keep circular, to alleviate this feeling
- A hat with too harsh an angle was said to look like it was falling off.
- Hats with equal width on both sides did not read as hats to viewers, same with hats that were too centered
- Balance of logo is better when the face is filled with colour, and the 'cape' is empty - Creates a balance in the image of not filled, filled, not filled. Creates similarity (gestalt) by having two similar components and a non similar one enclosed within them.
- Breaking up the symmetry of the face and body with the hat draws attention to the hat in a way viewers enjoyed

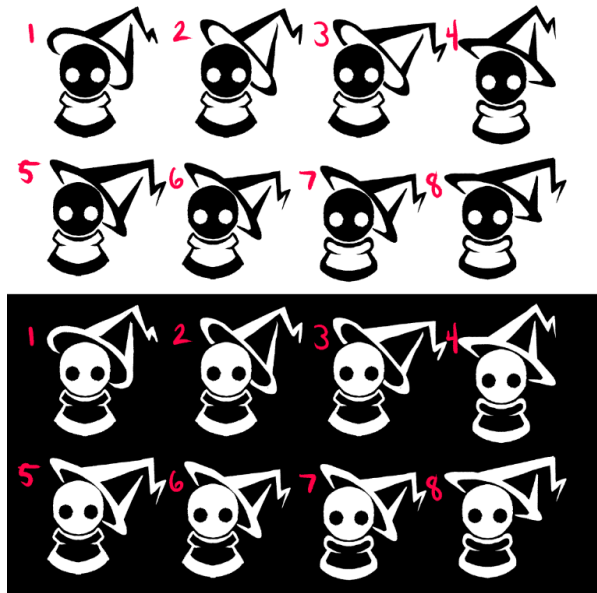
- **Plan**

- Focus on using gestalt symmetry and similarity to create an interesting logo. Symmetry in body broken up by hat, and similarity with the body and hat to center the face
- Adjust proportion of hat lines and angle
- Adjust brim of hat width to keep image centered
- Adjust 'cape' width and rounding

Iteration 3

- **Results**

- 8 logo iterations in black and white, as well as tested on a neutral gray background



- Feedback

- Conflicting information on hat angle, centering, and brim
- Conflicting information on rounding of cape
- Eyes were still uncomfortable to look at
- Stripe at the bottom of cape helped emphasize the similarity between all objects in the logo

- Plan

- Keep the brim of the hat rounded by the face, but make it pointy at the ends to keep the grouping of the hat and face similar. Pointy on the outside for point of hat, round by face for the roundness of the face
- Angle the hat only slightly and make it slightly smaller to read better as a hat.
Compromise between 4 and 5
- Keep stripe at bottom of cape

- Round the edges of the cape to keep similarity with face and make the hat more striking, as it is now the only non round object in the logo
- Make eyes more oval and move them down slightly so it doesn't 'directly' stare at the viewer.
- Add brand colours

Final Logo

- Results

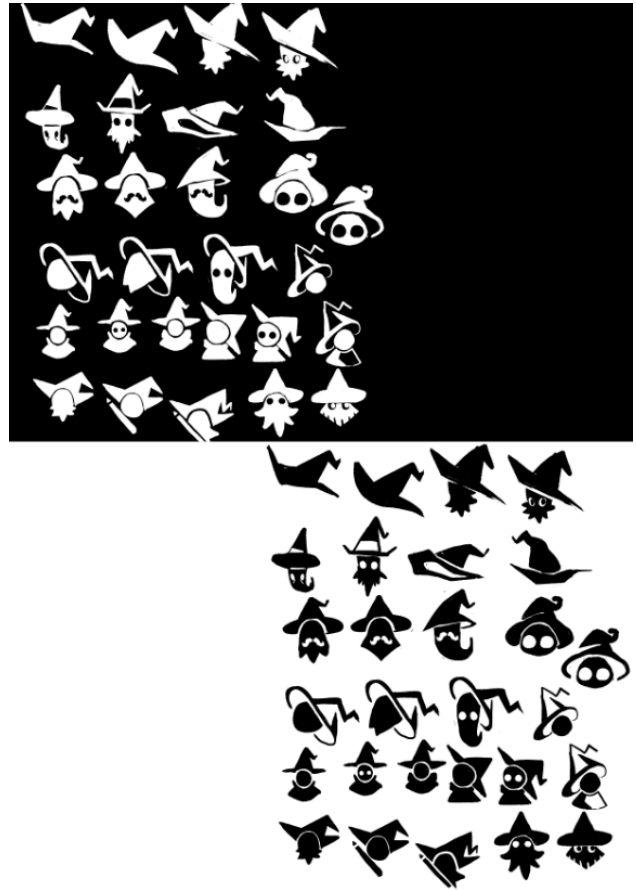
- 5 solid coloured versions of the logo: Black, white, cream, purple, and yellow.
- 2 Two toned versions of the logo: A lighter version with cream and yellow, and a darker version with dark purple and bright purple.
- I have included 3 for reference.



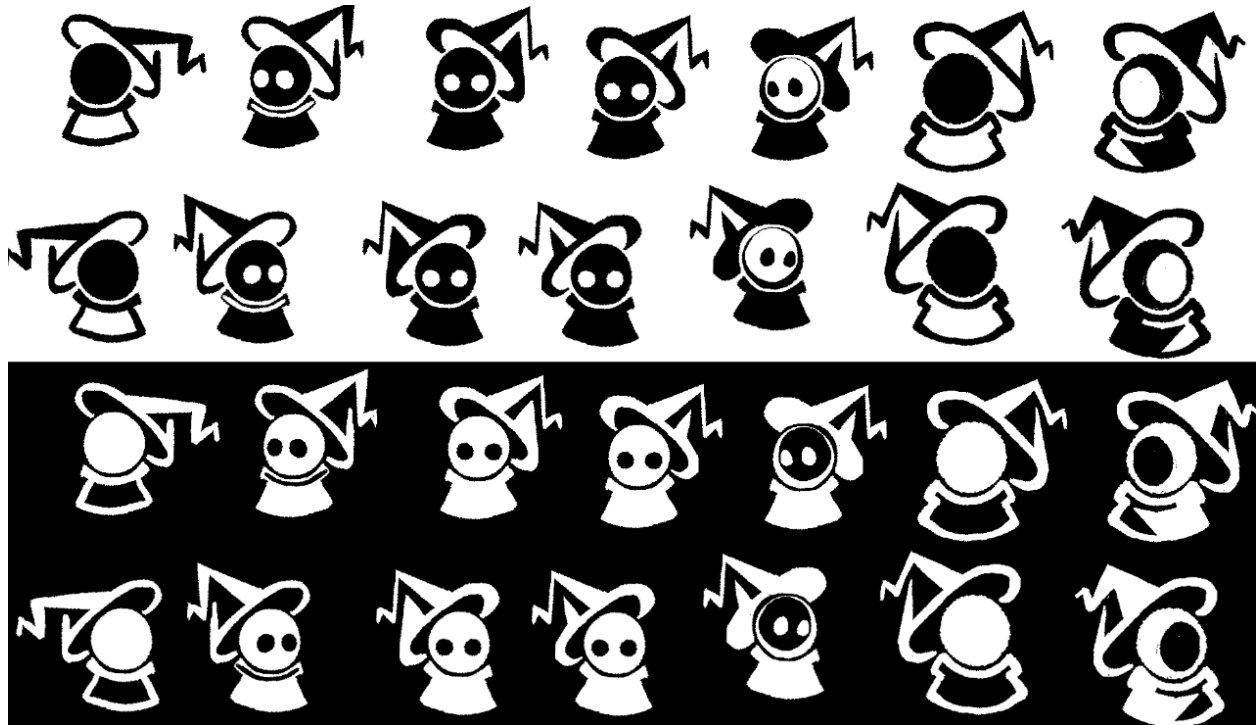
Logo Work

For our branding group work, I was in charge of working on the logo for our studio. At this point we had already decided on a name as well as a general feeling for the group. We came up with 'Data Mage Studios' and the consensus was that our studio wouldn't be going for clientele that were looking for incredibly serious projects. We wanted to keep things fun and light. From that I decided to work on a few initial sketches for the project that would outline a theme I could go for. I started in black and white, as not only did we not have colours for our brand yet, but I wanted to make sure that the logo

would be able to work in both light and dark. I also put them on a neutral gray coloured background to see how both the white and black would look when not in high contrast. I showed these to Jan, my group, as well as a few other people outside of the group. The interest between the logos was pretty scattered with a fan favourite overall being the fourth row, third character with the angular hat, blank eyes, and the curved beard. The angular hat was considered to be very striking overall and left the best impression on people, with the beard not being as strong though. Many people read it as a ghost, which would have led to the branding being split between a mage and a ghost, which would not have been ideal. To counter this, I decided to combine the angular hat with the character shape right below it of the round faced man and the cape. By combining this shape with the angular hat, it still kept some of the contrast between the angular hat with a rounder bottom half while reading less like a ghost.



From here, I fixated on this specific shape of the logo and decided to focus on a few key points in my next iteration. Eyes, the fill of the shapes, size of the hat, angle of the hat, and how to face the character / hat. By creating a few different versions that incorporate different areas of each of these points I was able to get an exact feeling of how the character should look.

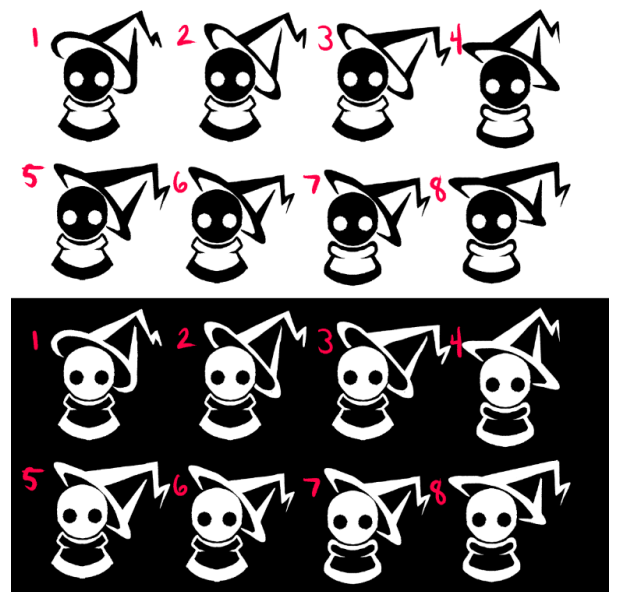


I got feedback for this iteration from Maikel which can be seen in Checkpoint Two, as well as my group and once again from others outside of the general project. A big point that people pointed out was that the eyes were very necessary to bring life to the character, however as they were at the moment they did not work. Looking to the side made him feel too shy, while being perfect circles staring at you was incredibly uncomfortable. The face also needed to be a solid shape, as trying to only have the outline gave it a very different feeling depending on whether it was currently in black or white. One person had mentioned I could have linework in one version, while keeping it a solid colour in another to keep the same feeling through both versions, however I ultimately decided that even if it wasn't too much work to do that once they

logos were coloured it would have created too much of a difference between versions. For the hat, it was ultimately unanimous that the hat should point to the right, so that way the name of the studio could be put to the right and flow with the logo. Something else pointed out to me, was that some of the hats with thicker lines didn't look quite right, they ended up losing a lot of the shape and readability of being a hat. Some of them were also tilted a bit too much and looked like the hat was completely falling off of the head. Something else pointed out to me by Maikel was actually the bottom part of the character. Because I had a lot of empty space in the hat area, then if I was going for a solid shape for the face, then having the bottom half of the character be solid as well made the logo be very bottom heavy. He told me I should consider leaving some blank space on the cape to help balance out the image a bit more, which once it was pointed out to me, I could completely see the balance that it brought in both the first column and the second to last column. I took this feedback to refine the logo and work on the next iteration.

While showing off the next group of iterations, my group had stated that a lot of them looked primarily the same- which is honestly true. I had a pretty clear vision at this point of how I wanted things to look at this point and used this iteration to fine tune some details and get some final bits of feedback. From the last iteration the things that had been decided are the face, eyes, and body fill. I made the eyes a bit more oval like and pointed straight at the viewer, as well as left the body with no fill except for a stripe of fill at the bottom to make a

balanced view of the logo. The main things changing in between each of these is the centering, thickness, shape, and brim of the hat as well as whether the cape should be rounded or angular.



When showing off this iteration, I actually got a lot of conflicting feedback from people, what people liked was scattered all over the place. Some people liked the leaning hat, while others liked the straight hat. Some liked angular cape, others liked rounded. A lot of feedback I received at this round wasn't justified fully by people, it was mostly just- I like this, I don't like this. It helped me in giving a sense of what people thought, however the most useful feedback was the ones that actually explained why they liked things. Primarily, the consensus I reached was that the hat needed to be angled inbetween 4 and 5. 4 was a little too straight which led to less personality coming through, while 5 looked like his hat was going to fall off. The line on the right side of the hat should not be super far to the edge of the brim, as it ended up looking less like a hat. The rounded brim also didn't look very natural, and most people tended to prefer the oval pointy brim of 4 through 8 as it read most like a hat brim while also not adding more rounded shapes that blended in a bit with the face. I was also told the eyes needed to be a bit less round as the staring was still a bit uncomfortable. Lastly, the more rounded cape also led to the hat standing out more with how angular it was, without being distracting like the solid fill of the cape was.

From there I 'finalized' the logo using all of the feedback I received from people, while also adding colour to the logo. I cleaned up all of my shapes and made sure everything was symmetrical with the face and body, while having it be broken up by the hat. There are officially 5



different versions of the logo- The two dual coloured ones, solid off white, solid off black, and the darker purple logo. I originally tried to see if the yellow one would work as it is our highlight colour, however it gave a completely different feel compared to our other logos that I decided the yellow would only be used sparingly in the dual tone logo rather than all over for a solid coloured logo.

I would still like to continue to refine the logo as the semester goes as I think there are still some improvements to be made, especially considering the feedback I received about the logo once 'completed'. A lot of my sketches started out using a rougher brush, and the texture that gave the logo added a lot more personality according to Chris. He mentioned that the logo is very clean considering the kind of imagery and tone we are going for with our studio. I would tend to agree with this, as even as I was finishing the logo it felt lacking compared to my other iterations. I would also really like to play around with the tip of the hat, as right now the angles are kind of random in a sense and don't follow any specific reason as to why I made them the way they are. I would really like to refine that shape and see if there is a more interesting or better way to create the tip of the hat. Overall though I am quite happy with the current logo and the way I went about creating it.