Logo Design Evolution

Company: Pixel Perfection

Business: Photography

Design concept 1: Use Squares to represent the word PIXEL

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|  | I have chosen the pixels for the word because the word says pixel but I have not chosen this as the black seems to dull and unprofessional. The positives are that it represents pixels visually. Although it is quite hard to read from a far distance so wouldn’t work if it was a big poster somewhere as they wouldn’t be able to read what the logo is and then it becomes useless. |
|  | I have taken the P in the pixels to use for both start of the letters. I have chosen this one to keep and this looks the most professional customers and the comp. This is because the two P’s can be a representation of the company and easy to recognise. The negatives could be that it is too dull and boring but I think for a logo this fits the mark. |
|  | I changed the colour to see if I was easier to read and more standing out but I still think it’s not easy to read as others so I have not chosen this design. However, this looks complex so that is the positives I can take out of it. |
|  | I have used a background for this image to make it stand out more and to make it more professional but I believe the second one is better. I have not chosen this one because the oval look too simple and the gradient doesn’t work with the colour scheme. |

Design concept 2: use an isometric cube for the main part of logo

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|  | Using the cube for the Pixel idea and making the colour red to stand out so I have chosen this one to take forward as customers will appeal to it recognise this is a photo company and looks very professional and easy to identify. I like the way the lines of the cube are not perfectly straight and the effect is charcoal line style. |
|  | I think this look unprofessional and not eye catching and will not stand out so this is exactly why I will not take this into my finished design. I do not like any of the aspects of this design such as the poor font and boring colour so this looks quite bad and child-like. |