

Institute of Historical Studies

Logo Design

Nicholas Peasley • LAITS Design STA
Client: Yoav Di-Capua

Walkthrough

The following document was created to share the recommended direction for the Institute of Historical Studies logo design. All ideas were developed as a result of our initial meeting. As a reminder, these are just initial concepts based on our conversation. It is not required for you to use any of the concepts created within this presentation; however, all parts of the process are subject to be shared.

In this presentation, you will find recommendations on logo design, website banner design, and color palettes.

Please consider the following guidelines when reviewing.

Feedback Guidelines

As you review these options, it's good to know that your feedback will give us a clearer idea to finalize the site redesign. Nothing in the presented concept is concrete, but they are proposed directions.

Questions to consider

- Does this speak to the desired audience?
- Will this help carry our message?
- Can this creative direction be applied across all assets of this brand?
- Will it fit with our existing brand?
- What do I love, and why?
- What doesn't align, and why?
- Do I envision an alternative?
- Does this have longevity?

Mood Board

Mood Boards include a collection of design elements that provide initial imagery, concepts, colors, and style proposed for the general "look and feel".

Direction

- Modern
- Sophisticated

Colors

- Monochrome
- Cool and muted

Typography

- Geometric
- Rounded

I like the overlapping shapes to make the letters



acronym logos look elevated and modern



Somehow mimick the patterns seen in the space



Match the logo to the vibe of the space



Design Recommendation: Logo

Here are some options for the new logo.

Option 1



Most like the original inspiration. More visual interest, while still modern

Option 2



Slightly more abstract. Most modern/sophisticated out of the options.

Option 3



Strong middle ground. Mimicks the patterns in the space, while still being elevated.

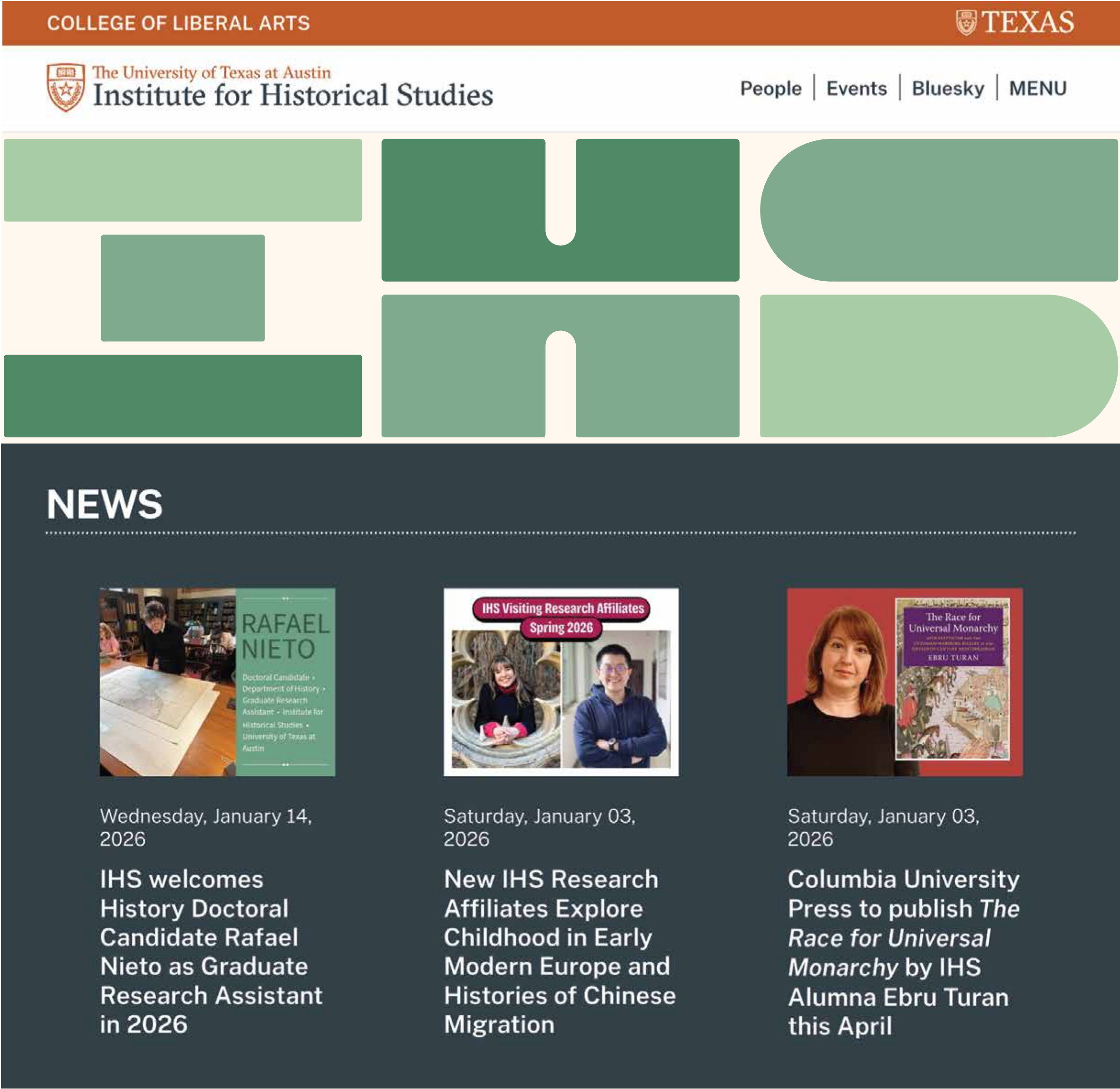
Design Mockup

How the assets shown on the previous slides might look when implemented.



Design Mockup

How the assets shown on the previous slides might look when implemented.



Design Mockup

How the assets shown on the previous slides might look when implemented.



Thank You

Don't be afraid to reach out with questions,
comments, or concerns