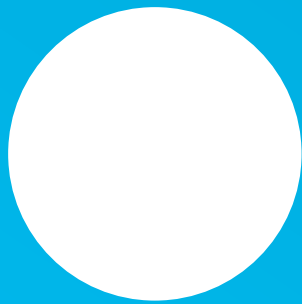


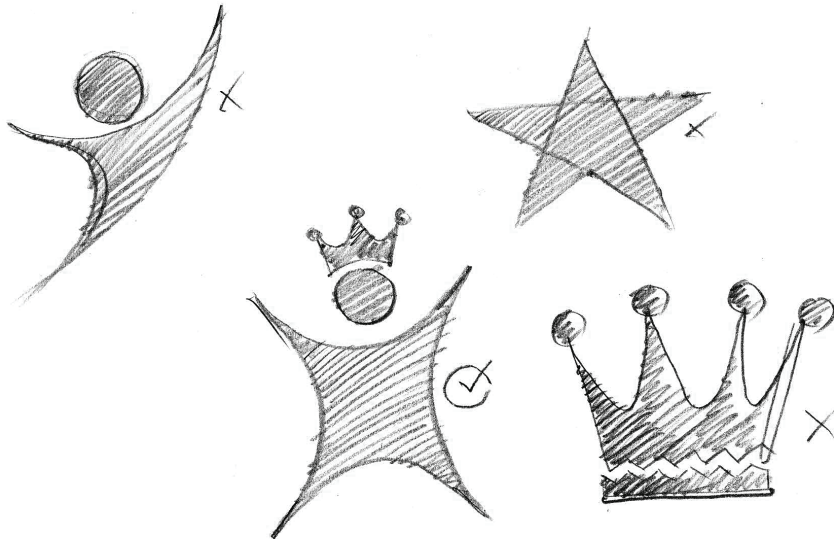
XD studio

Logo Design > Case Study

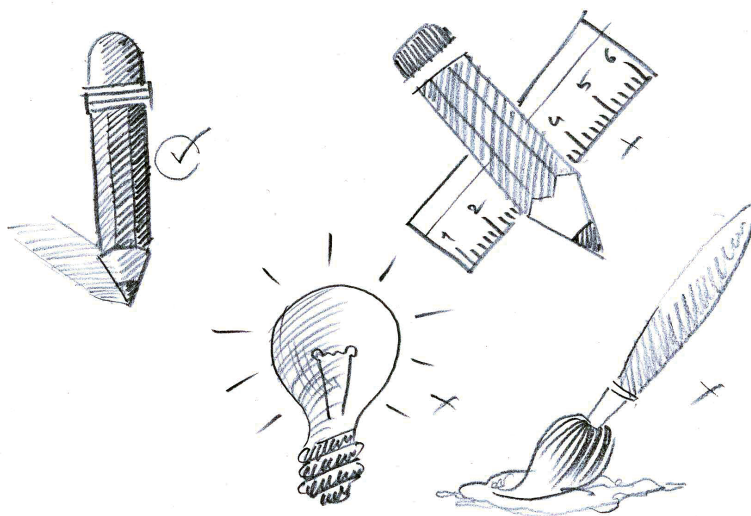


Concept is Excellence in Design

Generic signs/symbols which represent Excellence

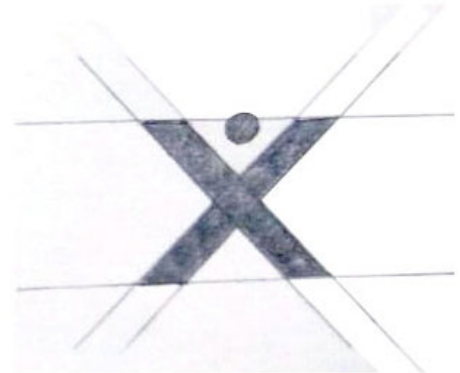
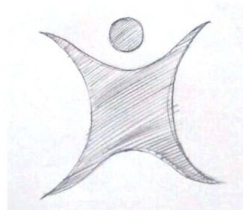
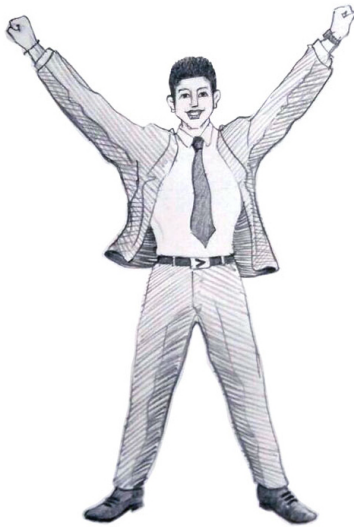


Generic signs/symbols which represent Design

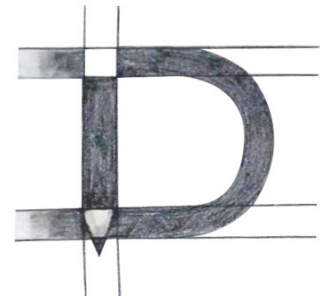
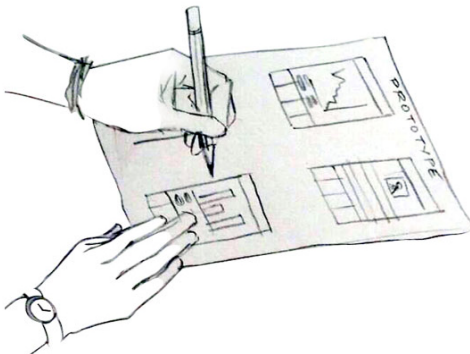


Visual representation of the concept

Excellence



Design



Brief on the visual representation

We believe that a human gesture with two hands raised above the head far apart from each other is a strong gesture of success or excellence. Therefore, the first letter 'X' in the logotype has been designed in such a way that it symbolizes the 'excellence gesture' of a human.

Most of the graphic designers believe that pencil is an ideal tool to represent design, possibly because it's a primary tool for any design like product design, industrial design, graphic design, UX design, and so on. Therefore, I have designed the 2nd letter 'D' of the logotype in such a way that a pencil form can be seen in it to represent 'design'.

Sketches of the logo evolution

XD studio

XD studio

XD studio

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XD studio

Final look of the logo



Typography

Monogram: The characters 'X' & 'D' have been designed with a great influence of the geometric sans-serifs typefaces like **Futura** & **Akzidenz Grotesk**, whose characters are unique, attractive & look trendy all times. The character 'X' has been added with serifs to support the concept in the logo.

Logotype: **Agfa Rotis Sans Serif Light** is the typeface that is used for the logotype in order to maintain visual consistency with the **Accenture signatures**. The characters of the logotype had underwent very negligible tweaks, in particular at the ascenders for a better look & feel.

Color Scheme

Orange: It combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. It represents enthusiasm, fascination, happiness, creativity, attraction, determination, success, encouragement, and stimulation.

Blue: It symbolizes trust, loyalty, knowledge, wisdom, confidence, intelligence, faith, truth, and heaven. It is linked to consciousness and intellect. It is suggested to use when promoting high-tech products. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.

Approximate sizes for different media

The logo consists of the letters 'XD' in a stylized font. The 'X' is orange and the 'D' is blue. To the right of 'XD' is the word 'studio' in a grey, lowercase sans-serif font.

Posters

The logo consists of the letters 'XD' in a stylized font. The 'X' is orange and the 'D' is blue. To the right of 'XD' is the word 'studio' in a grey, lowercase sans-serif font.

Presentation Docs

The logo consists of the letters 'XD' in a stylized font. The 'X' is orange and the 'D' is blue. To the right of 'XD' is the word 'studio' in a grey, lowercase sans-serif font.

e-mailer

The logo consists of the letters 'XD' in a stylized font. The 'X' is orange and the 'D' is blue. To the right of 'XD' is the word 'studio' in a grey, lowercase sans-serif font.

Website

The logo consists of the letters 'XD' in a stylized font. The 'X' is orange and the 'D' is blue. To the right of 'XD' is the word 'studio' in a grey, lowercase sans-serif font.

Business Card



ThankQ

v.kiran.sanugula