

Full Colour



Black and White



Reversal



Mini



Favicon



Rationale:

I decided on this logo for a number of reasons. I like the idea of provoking speech from potential clients to help the counselling process become a success. I feel that the best way to do this in the brand itself is by using a speech bubble. This bubble hosts the company name – Space For Yourself. I carefully selected the typography to incorporate very little in suggestive or provocative thought. Each client's case will be different, so I feel the font used here cannot relate to any one area. Tahoma is a great sans serif font. Here I have thickened the stroke of each letter up and spaced the type very closely together to reduce redundant white areas.

The bubbles arrow and positioning are directly linked to the character I have created. This character is key to the whole brand as it is the point that clients can relate to. It was important to make this character genderless so that both male and females can relate equally. The text is aligned to the same side as the character to emphasise where the speech is coming from.

The colour scheme is simple but very effective against varied backgrounds. I chose a deep Cerese Pink as the main accent colour as it gives a great contrast to grey, black and white. This will allow me to emphasise key points clearly in future.

The logo should work well on a variety of mediums and it is cleanly cut and simple. The colours are kept minimal and the contrast will still be clear at low resolution.

Details:

| | |
|-------------|---|
| Created In: | Adobe Illustrator CS 3 |
| Font: | Tahoma - Bold 42.76pt Vertical Spacing -50pt Horizontal Spacing |
| Colours: | Pink - ED237A Grey - ED237A |