

Thirty Logos Challenge

Brief and Objective

Day 1 - Space

The Brief

I'm Mary, the project coordinator at Space. We're so happy to have you work on our logo design! Space is building coworking offices so that freelancers and small startup companies have a stunning office to work out of without paying the big bucks to buy or lease a large building.

We offer rentable offices for teams of 1 to 12 in beautiful areas across the world including Austin, New York City, Raleigh, Chicago, San Francisco, and London. These offices are also great for people working remote for larger companies.

For the Space logo, we want to capture the idea of a personal, modern, and fun shared office space. We would be open to some kind of icon or using the text "Space" to represent the company. We don't have any requirements in terms of colors, text, icon, or otherwise. Have fun with some ideas!

Objective



My objective was to create a crisp, airy logo to give a feeling of comfort and room to flow. To do so, I selected a thin font, and left ample breathing room around each letter. The circle in the center represents the hub, or focus, and the incoming lines are meant to give the illusion of flow into that focus.

Day 5 – Wildlife

The Brief

Thanks for the chat today. Wildlife™ is happy to have you on board!

We're a non-profit organization that preserves the life and habitat of wild animals throughout the world. Our organization is known for our passion and personal investment in the lives of animals.

Similar to the WWF logo, we would be happy to use one animal to represent our brand or several, it's up to you. We do require a stand-alone icon for the logo that can be paired with text, although text is not required for this stage.

Outside of an animal icon logo, we do not have any requirements at this time.



Objective

I was drawn to the wise owl for this one, as I feel it represents wisdom, and I feel it makes good sense that we look after our wildlife.

I selected a heavier text with a bit less structure to capture the “wildness” and unpredictability of animals, while also giving a hint of personality.

I settled on a green with neutrals greys to suggest the natural, earthy feel of the animal habitat.

Day 6 – 1 800 Rosebud

The Brief

1-800-Rosebud is an online flower shop which sells bouquets of flowers and gifts for any special occasion!

We're looking for a logo that represents a flower or flowers along with our name, 1-800-Rosebud. We're open to any colors but prefer something warm over cooler colors (blues, black, etc.)

Since this logo also features our phone number, the wordmark needs to be legible at large and smaller sizes. Finally, it does not necessarily need to be a rose, but roses are welcomed as well.



Objective

I really liked the idea of a rosebud to avoid any confusion between the name and the icon. Instead of the usual red, I chose a warm yellow to orange gradient to add depth and a complimentary green for contrast.

I chose a light weight text for simplicity and elegance.

Day 7 – Austin Run

The Brief

Stoked that you're creating the Austin Run logo! We're a large running event that happens once a year in Austin, Texas. We had over 5,000 participants last year and now it's time to get some great branding materials.

Austin Run is a charitable event for autism research and raises money for families in need of care, education, and information. The event is so much fun and many people dress up in crazy outfits. Last year we had someone dressed as Darth Vader followed by 50 Storm Troopers!

Anyway, the logo style is really up to you and we'd love to see what you can come up with. It could feature the Texas state shape, a landmark that represents Austin, something that represents running, or even just a text logo! Feel free to do something wacky and fun or something more simple. I'm sure we'll love whatever you do!



Objective

It's all about a run, so my main ingredient was a running shoe, but to bring it home to Texas I created the shoe graphic in the outline of the state. To represent Autism, I rounded the edges of the graphic to look like a puzzle piece, and chose blue as the main color.

I wanted to create a feeling of movement in the logo, but not so much as to alienate the novice runner. To do so, I added a shadow to indicate lift, and set the text to lean slightly as well.

Day 12 – Sword and Shield

The Brief

Sword & Shield is an upcoming security system for tech companies. Our software includes password protection, server backups, malware protection, and more. We're focused on appealing to medium to large scale technology companies.

For our logo, we'd of course love to feature a sword and shield! Our team has discussed some ideas but we'd love to see what you come up with first.

We ask that the logo be provided in both a dark background and light background style. Thanks so much!



Objective

This one is based on the requested sword and shield, produced with gradients to create depth and make it pop. I chose to use the initials of the name and set them as a detail on the front of the shield.

Overall I wanted this logo to have a presence, and to give a feeling of security and protection.

Day 17 – Fast

The Brief

We're very excited to be working with you on the Fast branding!

Fast is an online form generator where users can generate and interact with any kind of form like W9, contracts, etc. It's perfect for freelancers and home business.

We'd like the word Fast to be the logo, with perhaps an icon that represents paper or a form. We also require it to be either blue or orange.

Thanks so much!



Objective

I wanted this one to feel like it was flying off a fax tray – fast.

I wanted to represent the movement associated with paperwork; details, deadlines, transfer from one place to the next, etc. I added a few simple lines to represent form fields, and then warped the entire form to complete the process.

Day 18 – Sakura

The Brief

I own a sushi bar in downtown Los Angeles and looking for a fresh logo!

The name of my shop is called Sakura. This means flowering cherry (blossom) tree, so I'd actually be cool with using a cherry blossom, but please don't feel that you need to use this, just an idea!

I am definitely open to any other kind of sushi iconography. I do require that the name Sakura is included in the logo. Thanks!



Objective

I was inclined to stick to the sushi icon with this one. However, for visual interest I put it on a plate and garnished it with a cherry blossom. I chose red for the sushi to make it pop.

Day 19 – Hampton Cove Animal Hospital

The Brief

We're thrilled to see what amazing work you can do for the Hampton Cove Animal Hospital.

The Hampton Cove area is known for its mountains, so we'd love to incorporate some mountain(s) in the logo somehow, maybe in the background. The main focus of course should be pets/veterinary/animal hospital.

If you look around the internet you can find a lot of great examples of animal hospital logos and we'd love something similar to them with the uniqueness of using mountains to represent the area we're located in! Thanks!



Objective

Pets are unique and fun, and sometimes crazy, and I wanted the logo to show this.

The main focal point is the imperfect heart in the center, which represents love and care for our pets with toe prints on either side to depict our most common companions, dogs and cats. I kept the edges bold for professionalism, but softened to represent the fun, unpredictable characteristics of our pets – the things that really tug at our hearts.

I chose the blue for professionalism, loyalty, and trust, and paired it with shades of grey and white for contrast and visibility.

Day 20 – Freelance

The Brief

Freelance is company for people just like you actually! We're an online system that helps freelancers (designers, artists, and all other creative types) manage their invoices, time, projects, client communication, etc. in one suite.

What we imagine for this logo is just the text Freelance. We can't think of any icon or symbol that would encompass all creative types. We wouldn't want the logo to be a pen tool icon or some other graphic design specific icon. We need the logo to be versatile in that any freelance person can connect with it.

If you can think of an icon that will work, go for it! If not, we'd really love to see just a really clean type-based logo with our name. Thank you!



Objective

As a freelancer myself, the first things that came to mind were: passion, focus, determination, and drive.

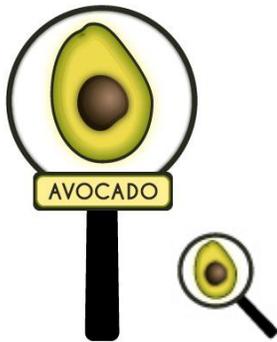
I kept the text in lower case to represent the little guy, or the underdog that so many freelancers are. I wrapped it in a kind of target to represent focus, and colored it in an orange to red gradient to represent passion, and drive.

Day 24 – Avocado

The Brief

Avocado is an upcoming app for smart grocery shopping! Our bundle includes a mount for your phone to attach to the handle of your grocery cart/buggy and will scan each item as you put it in your cart. This keeps track of all kinds of awesome data including total price, calories and other nutritional information, recipe ideas based on what's in your cart, and more!

We need the logo to include both an icon and text, please! We also ask that you provide what the app icon would look like with the logo. Thanks!



Objective

I wanted to put the avocado under a magnifying glass to represent the scan of details that the app provides, and I chose to set the magnifying glass upright to represent the mount for your phone.

For the icon, I chose to lean the magnifying glass to its side to focus only on the scan.

Day 26 – My Wine

The Brief

My Wine is a new online service that delivers premium wine to your doorstep. You choose from a variety of tastes and preferences to pair up with your dinner plans.

We're not sure exactly what direction to go in for this, but we do know we require a merlot red color. Somewhere around the #81151c color range. We are also considering something that represents delivery but it's not required. Thank you!



Objective

I chose to keep it simple; the grapes representing wine, and simple lowercase text to identify the brand. It's there, it's right in front of you; no muss, no fuss.

Day 27 – Un-named

The Brief

Stoked to have you on board for this logo design. Our whole team is so excited to see what you can do to represent our product.

We work directly with the National Football League and get real-time health data from the athletes during games and practices. Each player wears a FitBit and everything from their heart rate to their speed gets sent to our app.

Users of our app are mostly nutritionists and scientists, but we've also seen fans use the app just for the cool data.

We actually don't have a name for the app so we were hoping to see what you could come up with!

Objective

Because we're dealing with the health of National Football League players, I chose the name ProFit for this app.



The logo consists of the word "PRO" in a bold, dark blue, sans-serif font. The letter "O" is replaced by a stylized football icon, which is dark blue with white horizontal stripes. To the right of the football icon is the word "FIT" in a bold, green, sans-serif font.

I replaced the O with a football, added an outline for emphasis and skewed it to the right to represent movement. I used a dark blue for loyalty (to the players and their health) and the green for balance and harmony.

Day 29 – Fashionista

The Brief

We're so happy to work with you on our logo. Fashionista is a women's fashion app that pairs your current wardrobe with amazing deals at local stores around you. For example, a user could enter in two pairs of jeans and one yellow shirt, and our app will return with other clothes that pair well with the those jeans and shirt as well as complimented outfits.

We love the simple look for logo designs. One color background with a white logo would work well for us, especially for the app icon. We do need the logo to work as just an icon so that we can use it for our app.



Objective

I wanted to stick to the requested simple look, but make it pop with a bold red for those with a passion for fashion.

A selected text with tall, clean lines with a touch of flair to represent that feeling of empowerment we look and feel our best.

Day 29 – Film

The Brief

Very pleased with your portfolio and logo work. FILM is a non-profit supporting film students with scholarships, free trips, etc. to reach their career goals.

We've helped many well-known directors while they were students including some who had blockbuster success. The name FILM is the first name of the four founders: Frank, Isabella, Logan, and Maria. We four have been involved in the film industry for decades and now need our non-profit to have a great logo.

We'd like you to create a logo that is black and white, whether it be a black background with white logo, or white background and black logo. We are happy with an icon and text or typography that includes subtle hints of film/cinema.

Thank you and we look forward to seeing your creation!



Objective

I wanted the cutouts on the film reel to represent each of the four founders of the organization, and kept it simple in black and white, as requested.

Day 30 – Redesign

The Brief

Travis here and for this final challenge, let's change things up just one more time! We see logos everywhere we look whether we're driving around, browsing the internet, etc. In fact, I bet if you look around right now, you could find at least 3 logos. I count at least 20 from where I sit.

For this final challenge, I'd like you to redesign a logo of your choice. This could be your uncle's burger shop, an app you use that nobody knows about, or even something as known as the Nike logo (I don't recommend that though haha).



Objective

So I found myself waiting at the playground with my kiddos one day, and I couldn't take my eyes off the sign on the front of the building. It was just basic text, but alignment and spacing seemed off, and it really didn't create any sort of excitement about the offerings inside. When this final logo challenge arose, I thought, why not give it a spin...

I chose to keep with the simplicity of the text, but wanted to highlight some of the features of the center. The main feature that jumped out at me was that the pools were heated, and so I chose a warm orange for Hants, and Center. I increased the size of Aquatic for emphasis and filled it in with a blue-green gradient. Finally I wrapped Aquatic in a rounded rectangle in the same gradient to represent the pool.