Jason Melia
B00141527
Process book
UNIFY

Miroboard Link

https://miro.com/app/board/uXjVMiL0oYw=/?share_link_id=4028816002
80

Develop phase -

As part of the development phase in the UNIFY project, I was tasked with creating multiple iterations to accurately represent the values of diversity, inclusion, and equality that the brand stands for. This involved extensive research into the academic literature on these topics.

Throughout this process, I carefully analyzed various visual elements such as color schemes, typography, and imagery, sketching to determine the most effective way to convey the brand's values. I also had to ensure the final product was consistent with the brand's overall aesthetic and messaging.

By creating multiple iterations of the brand logo, I was able to test out different concepts and gather feedback to refine the design. This iterative process allowed me to arrive at a final product that effectively communicated the values of diversity, inclusion, and equality that the UNIFY brand represents, while also resonating well with the target audience.

Start of process -
In the course of this endeavor, it was imperative to establish a cohesive linkage between the discover and define stages with the eventual goal of arriving at the development stage.

To initiate the process, a vast collection of images was procured to aptly epitomize the brand's core values, such as community, positional statement, and commitment, thereby serving as an indispensable resource for the subsequent sketch work.
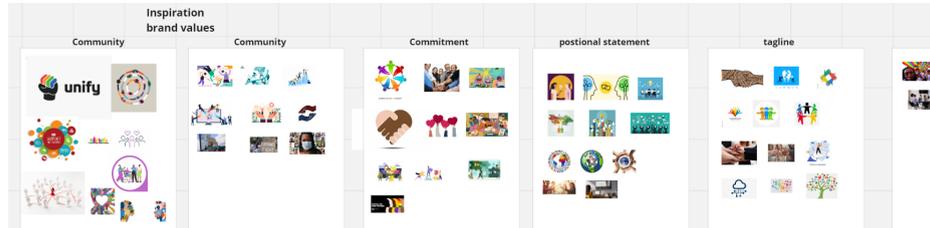
Typography -

The significance of typography in the development phase cannot be overstated. In my research, I have examined several examples of typography, including different fonts and visual hierarchies, to better understand their impact on the overall design and readability of written content. The selection of appropriate typography is an essential aspect of any pursuit, as it can profoundly affect the presentation and reception of the written material.

I ended up coming across two main typography fonts which are **HIND** and **LIBERTA**.

Upon conducting thorough research, I arrived at the conclusion that Hind font is a suitable choice for the UNIFY brand. The inclusive design of this font, with flat-ended strokes terminating horizontally or vertically, helps to create well-defined counterforms between the characters. Additionally, Hind's letterforms feature open apertures, which make the typeface family highly legible when utilized for text composition.

The font Liberta is an exceptional typeface that has been classified as an "every-device font" owing to its high degree of versatility and small file size. These attributes make it a fitting choice for various digital displays and mobile applications. Its compatibility with different devices further enhances its appeal as a font of choice for contemporary digital communication.

Colour palette -

During the initial stages of my project, I undertook a thorough analysis of the brand's message and intended audience. After careful consideration, I arrived at a definitive conclusion that adopting a D.E.I (Diversity, Equity, and Inclusion) type color scheme

would be the most effective way to symbolize the unifying elements of the message for the brand logo. This strategic decision was made to create an academic and intellectual aura around the project, which would enhance its appeal and credibility among the target audience. The D.E.I. color scheme was specifically chosen as it represents the brand's commitment to promoting diversity, equity, and inclusion, which are key values that the brand stands for. This color scheme will not only help to reinforce the brand's message but will also serve as a visual reminder of its commitment to creating a more diverse, equitable, and inclusive world.

Monograms -

During my research, I came across some monogram imagery that caught my attention. Intrigued by its potential, I decided to incorporate it into my design process for UNIFY's logo. To visualize the different iterations, I began by quickly sketching out some ideas. This allowed me to explore various design options and ultimately arrive at a final product that is both unique and visually compelling.
I then finalised it into a variant of a monogram sketch design and rendered then into digital aspects systems.

Final design -
To create a design that perfectly embodies the values and ethos of the brand, a meticulous creative process was followed. The ultimate design that was arrived at is a stunning representation of the brand's commitment to fostering a sense of community and pursuing excellence.

The process began with the creation of a series of monograms, each of which was carefully designed to reflect the brand's vision and values. These monograms were then transformed into a pair of hands with a fluid motion circle, which serves as the centerpiece of the final design.

The resulting design is a true testament to the artistry and creativity that went into its making. It perfectly captures the brand's ideals and aspirations and serves as a powerful symbol of everything that the brand stands for. Overall, the design is a stunning example of the power of creativity and the importance of staying true to one's values and vision.

Deliver stage -

During the delivery stage of logo design, the final version of the logo is prepared for implementation on various visual systems such as social media, clothing wear, and billboards. This stage is crucial as it provides a realistic representation of the logo's visual appearance when viewed in the real world and its potential for interaction. This includes considerations such as color schemes, typography, and the logo's overall aesthetic appeal. These factors must be taken into account to ensure that the logo is optimized for its intended purpose and can effectively convey the desired message to its audience. As such, the delivery stage is a critical component of the logo design process, and must be approached with careful attention to detail and a keen eye for design.