**Kiril Vyukhin – Unit 45: Graphic Image Making**

In this topic, we looked at logotypes, iconography along with typography all combined to make branding for companies. To explore this subject, I began by recreating logo’s and iconography from already made brands. One of the things I did, which I really enjoyed the outcome of, was the “PURPLE” logo. This was achieved with a lot of Illustrator shape building, white strokes and cutting which was a very long process. I also recreated the Google Chrome logo – I took each of the parts apart to show how the icon was built up. I then was tasked with recreated old logos from the 60’s in a book. I recreated them within Adobe Illustrator as well as giving them colour. Following this, I created the letter ‘b’ logo – this was different to my previous tasks as I used gradients and shadows in this logo to create the effect of it being 3D, the outcome of this was great as I think was able to make the logo actually look 3D. After this, I was tasked with recreating iconography with impossible shapes. I began by drawing these shapes on paper, making sure to get the sizing right – then followed by recreating them in Adobe Illustrator. This was a hard task as it was difficult to recreate these impossible shapes since they’re called impossible, so they were hard to replicate.

I was then tasked with created a ‘CAB’ logo following a tutorial. Here, I was able to create a logo with depth along with shadowing and areas which were lighter to create a sense of light being on the object. Subsequently, I was tasked with creating a company business card. I began by creating a logo for a made-up company named “Roberts Propane”. This was then followed by me creating the business card within Illustrator with the information and a propane tank contained within the card to fit the company’s workplace.

I was then assigned with create a logo for the company “Pentangle” which is a company that deals in geometric puzzles, toys and computer games. The name Pentangle suggests a style of decorative typography that is clean, sharp and based on geometric principles. With this, I proceeded to create mood boards to try to find similar companies and styles to possibly replicate and develop onto my own logo. Exploring further into the logotypes, I looked at 4 companies and their logos. Analysing their use of colour, shapes, style and placement. With this knowledge, I then proceeded to start drafting up ideas for the logo for “Pentangle” by sketching ideas from my head as well as borrowing ideas from my mood boards. After a few sketches, I started to develop two specific ideas. One was the letter “P” on it’s on lying on its side – the other was the letter “P” again, however used an optical illusion. After developing these two more, I opened Illustrator again to digitise them. After creating the optical illusion “P”, I did not enjoy the outcome as much I did for the other idea. I chose this to be the final idea for the logo. After creating outlines, I decided to give it some colour by finding a simple and clean colour scheme. Applying it to the logo, with shadowing, really made the logo look simple and professional. I followed this by adding typography. I chose the font “Proxima Nova” which was a Sans Serif font to fit the sharp, clean idea of the brand. To finish off, I created a “mock-up” of the brand by creating a boxes and packaging image to present the brand – this would be sent to the client to show how their branding would be presented on packaging. Overall, I really like the outcome as the logo is something quite simple and easy with a simple colour scheme for a consumer to look at. I was able to come up with an original idea for the logo as well as digitise it and present it in a professional manner. I believe I have met the brief as I was able to create a logo that would fit the company I had been assigned to. The use of shapes is used in the iconography as the company deals with geometric puzzles and toys which is shown within the iconography in a simple style, I am happy with my final outcome. However, if I were able to improve the final product, I would possibly look deeper into the colour scheme to possibly find an even more child appealing colour sort as I believe the colours I have chosen may not appeal to a younger audience.