



Identity Design

Monogram

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MD21 MDES14025

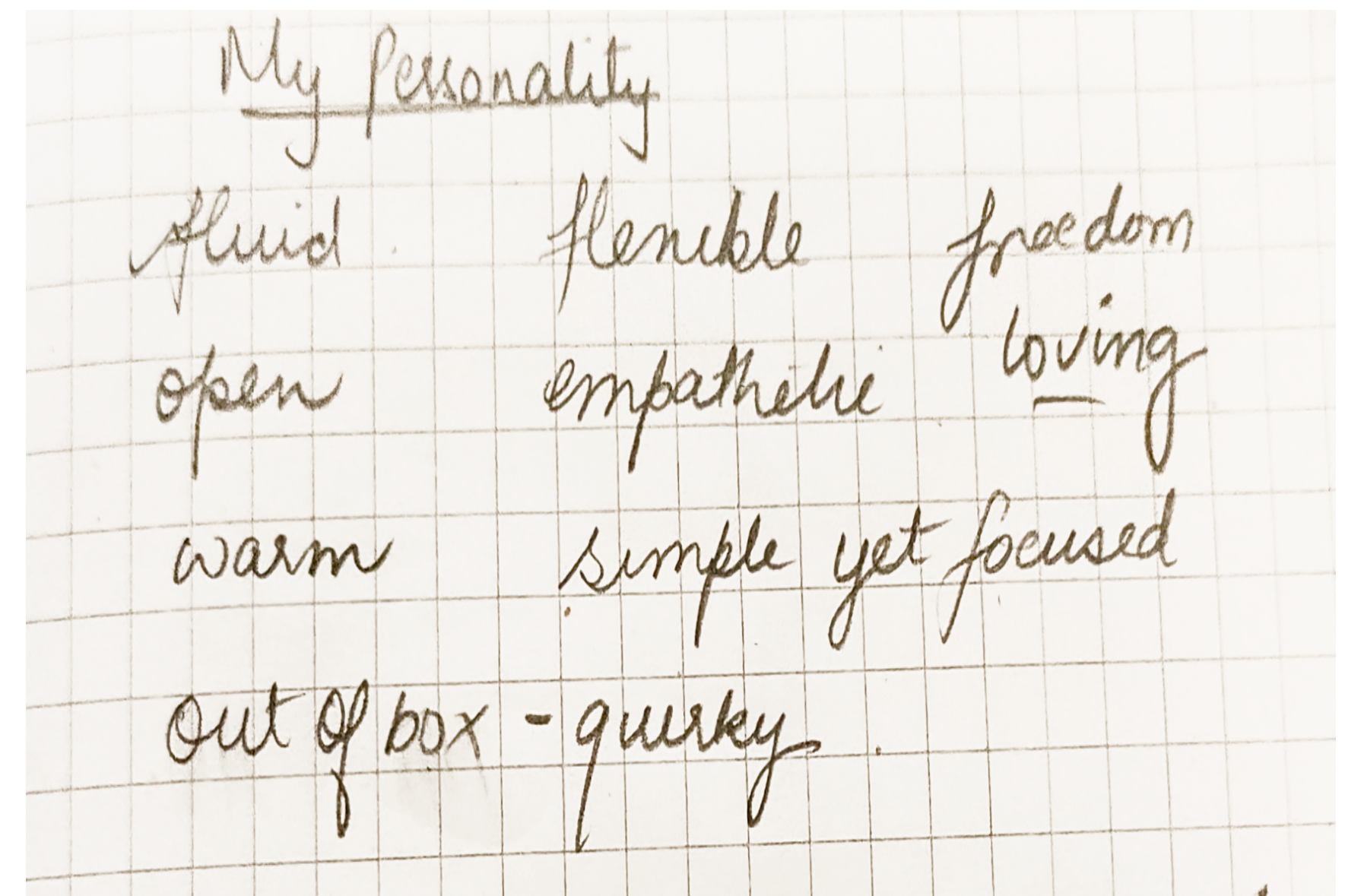


Create a monogram of our name and initials which conveys the qualities of our personality through the design of the logo and its visual language

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Visualise

The process began by listing and visualizing how I wanted my logo to be and listing down the personality traits I wanted it to associate with

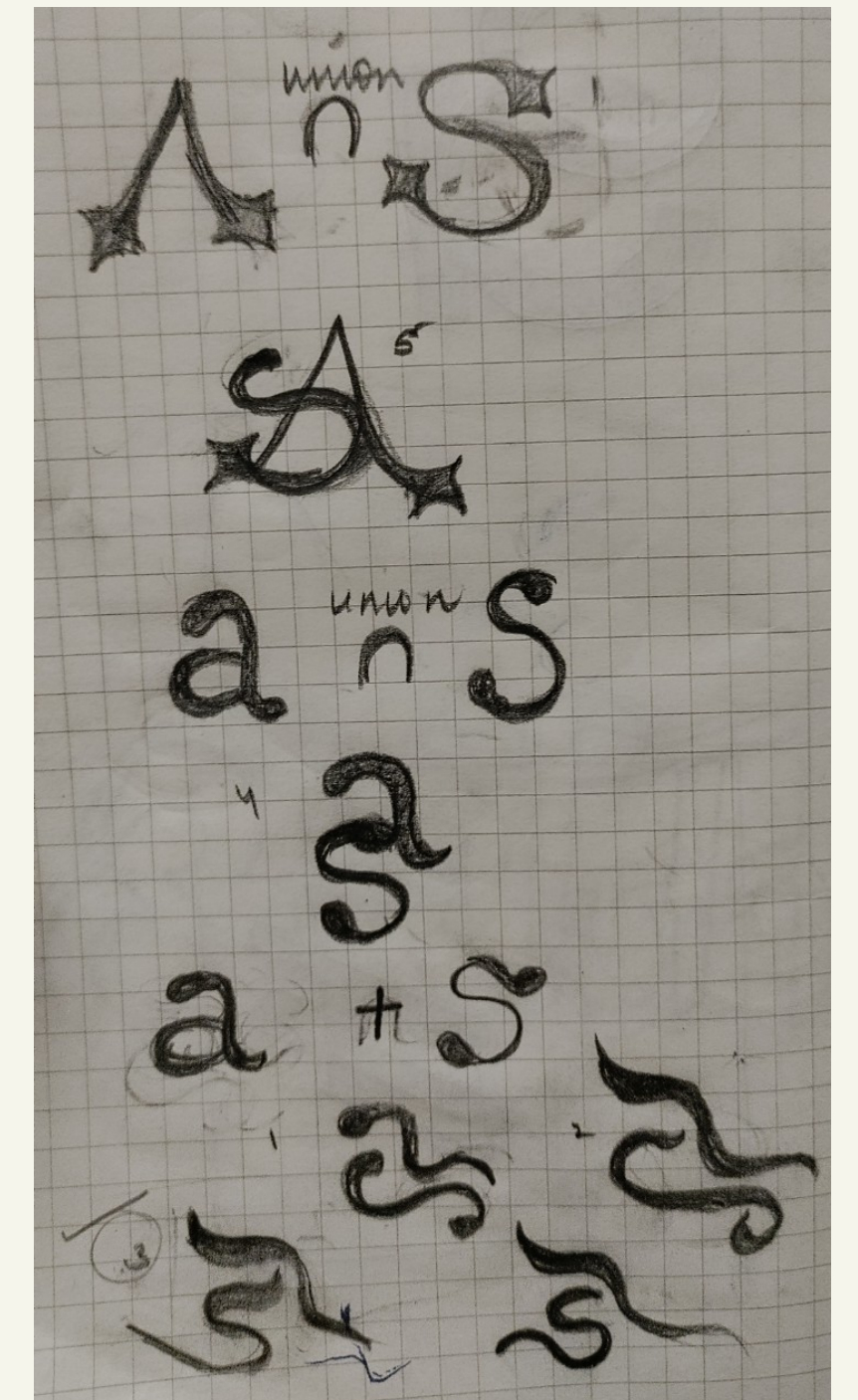
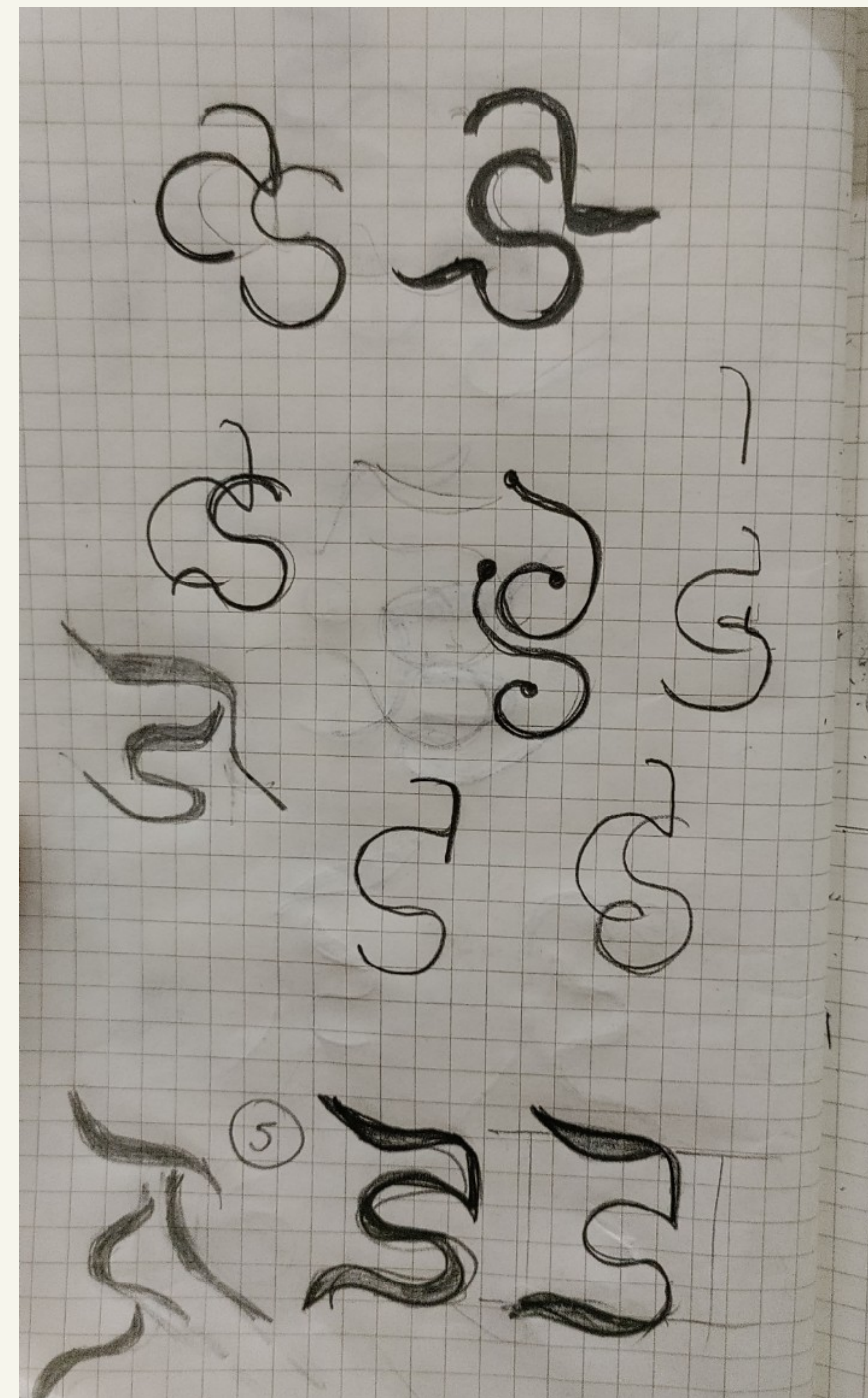


Minimalism | Geometric | Fluid | Balance | Harmonious

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Explorations

I made several sketches on the traits I listed above making attempts to reflect the personality in the text and design





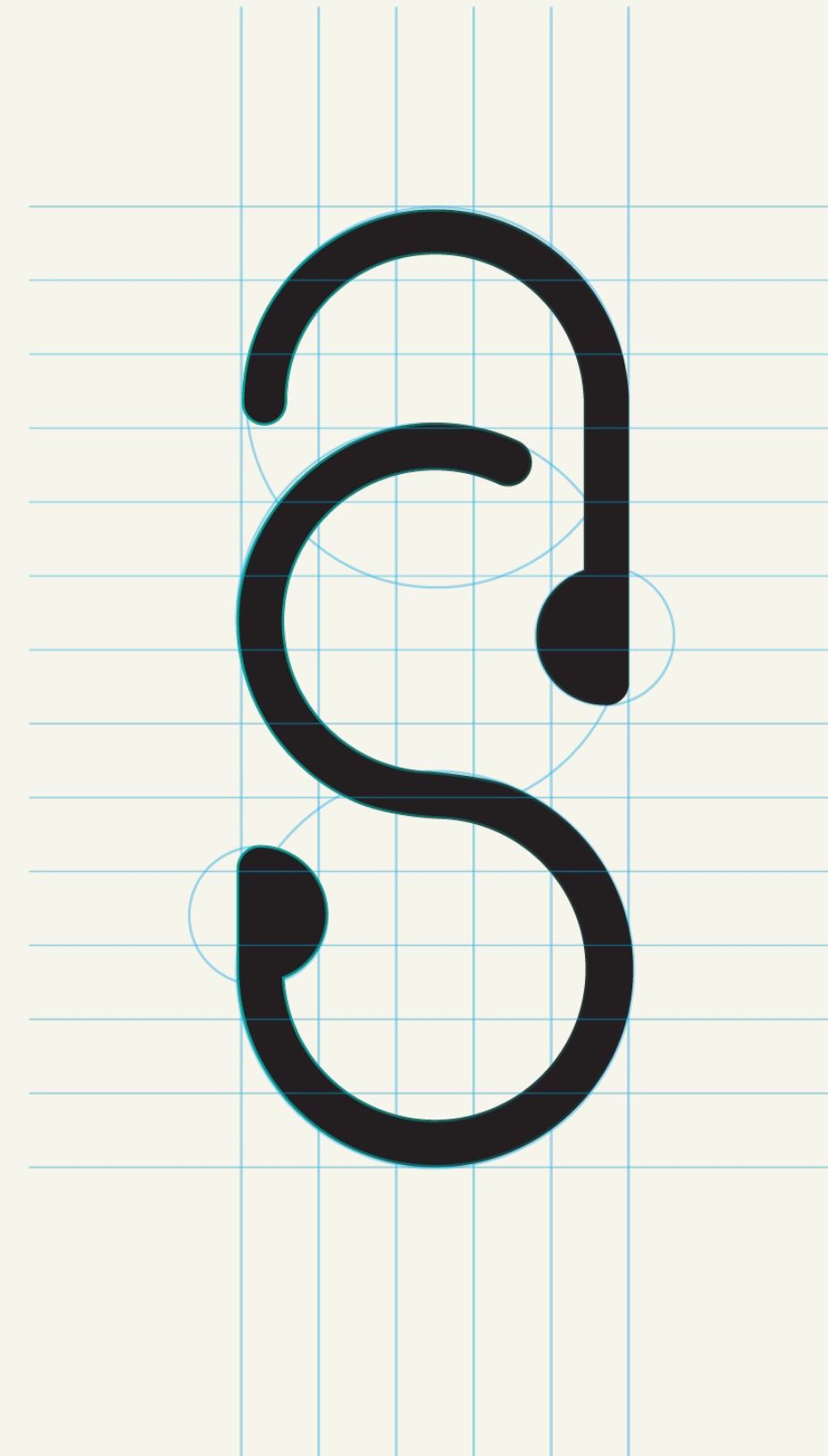
Iterations



Some chosen iterations for the monogram which were visualised digitally

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Final Logo

This was the logo selected finally for the monogram. It gives us attributes of balance and fluidity



Minimalism | Geometric | Fluid | Balance | Harmonious



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ANANYA SHAH