

MOHAMED CAMARA 0373397
SMALL BUSINESS LOGOTYPE

PROCESS

1. MIND MAPPING

Begin by brainstorming words, ideas, and concepts associated with your personal logotype.

Mind mapping helps in identifying the essence of your brand by connecting various thoughts.

Explore different angles, such as emotions, target audience perceptions, and industry trends, to form a solid foundation for the logotype.

Identify key attributes that should be reflected in the logotype, such as innovation, tradition, elegance, or boldness.

2. SKETCHING

Start with rough hand-drawn sketches to explore different shapes, typography, and compositions.

Experiment with various styles, such as serif vs. sans-serif fonts, abstract marks, and symbols that represent the brand's identity.

Sketching helps in rapid iteration and allows for visualizing multiple concepts before refining them digitally.

3. GRID SYSTEM

Utilize a grid system to ensure precision, balance, and alignment in the logotype.

The grid system helps create a structured and proportionate design, improving readability and scalability.

Consider the golden ratio or other proportional guidelines to maintain harmony in design elements.

4. DIGITALIZING

Digitize the strongest sketches using vector software "Illustrator" to achieve cleaner lines and scalability.

Pick a Font, Adjust Kerning, Leading, and Spacing to perfect the overall composition and readability.

Test different weights and variations to fine-tune the logo until it achieves the desired look and feel.

5. Color Psychology

Choose colors that align with the brand's identity and evoke the desired emotional and rationale response from the audience.

Understand color psychology: Red conveys passion and energy, Blue represents trust and professionalism, Green symbolizes nature and sustainability, and Yellow expresses optimism and warmth. Consider cultural differences in color perception to ensure the chosen palette resonates with the target market.

MIND MAPPING

- ① Voltage
- ② Why redesign?
- ③ Brand analysis?
- ④ Attract clients

No sense of coding besides []
 or modern identity
 Lack memorability

Voltage

Look bland

Why?
 I don't think there's taking advantage of their brand name

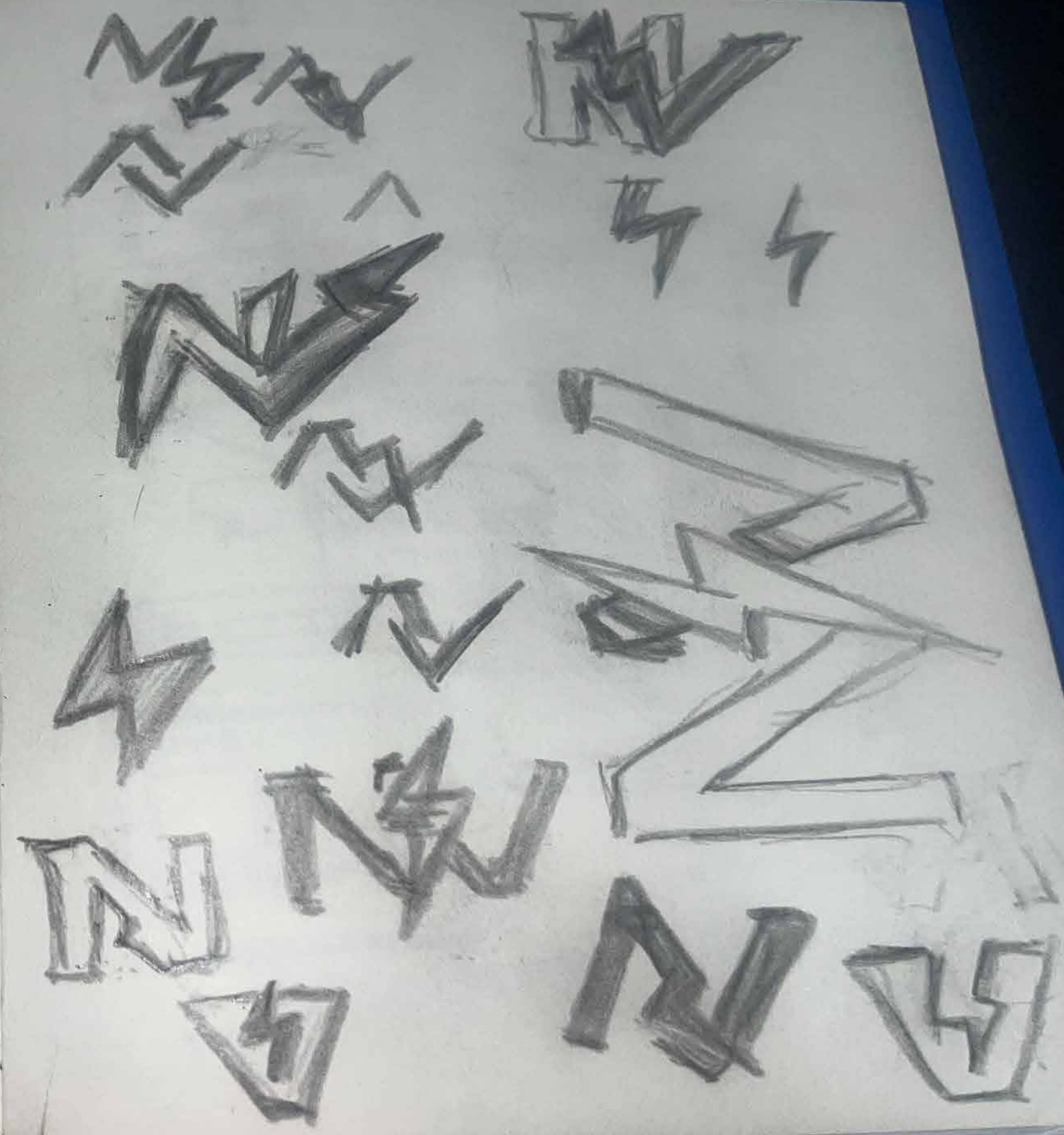
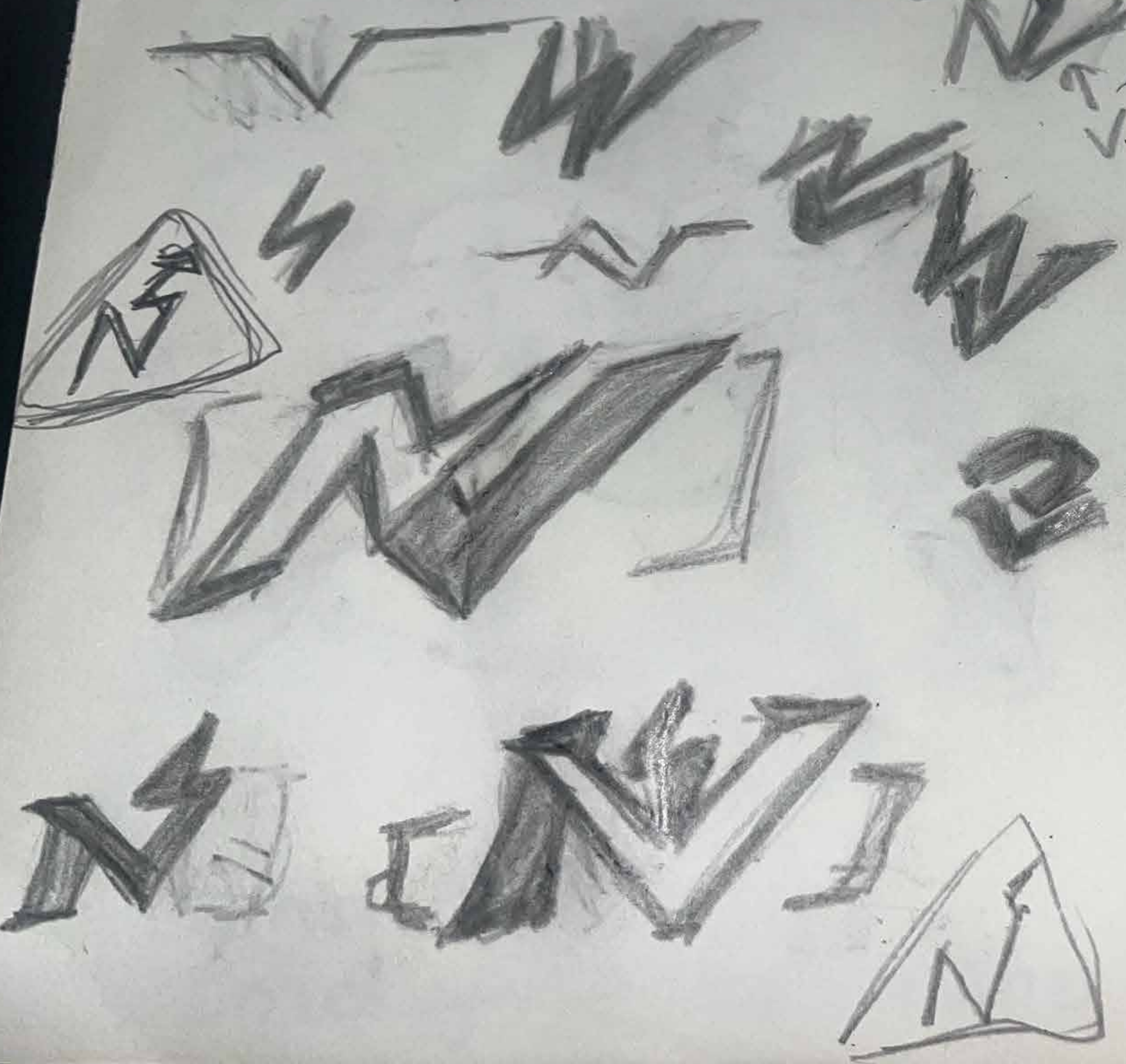
Voltage ⚡

I want to implement [] because it fits the theme of coding

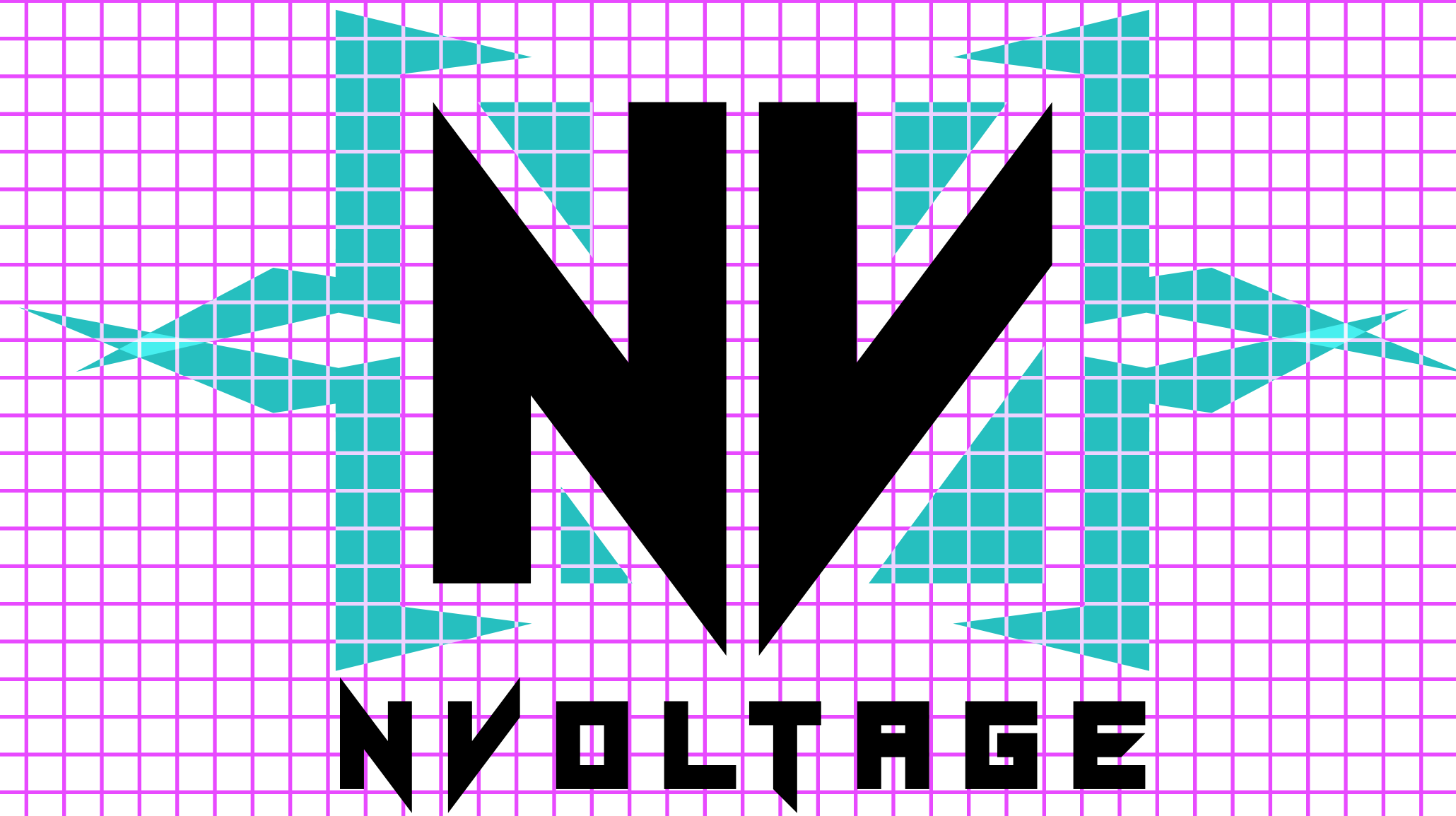
Freelance web development business

SKETCHING

N Voltage



GRID SYSTEM

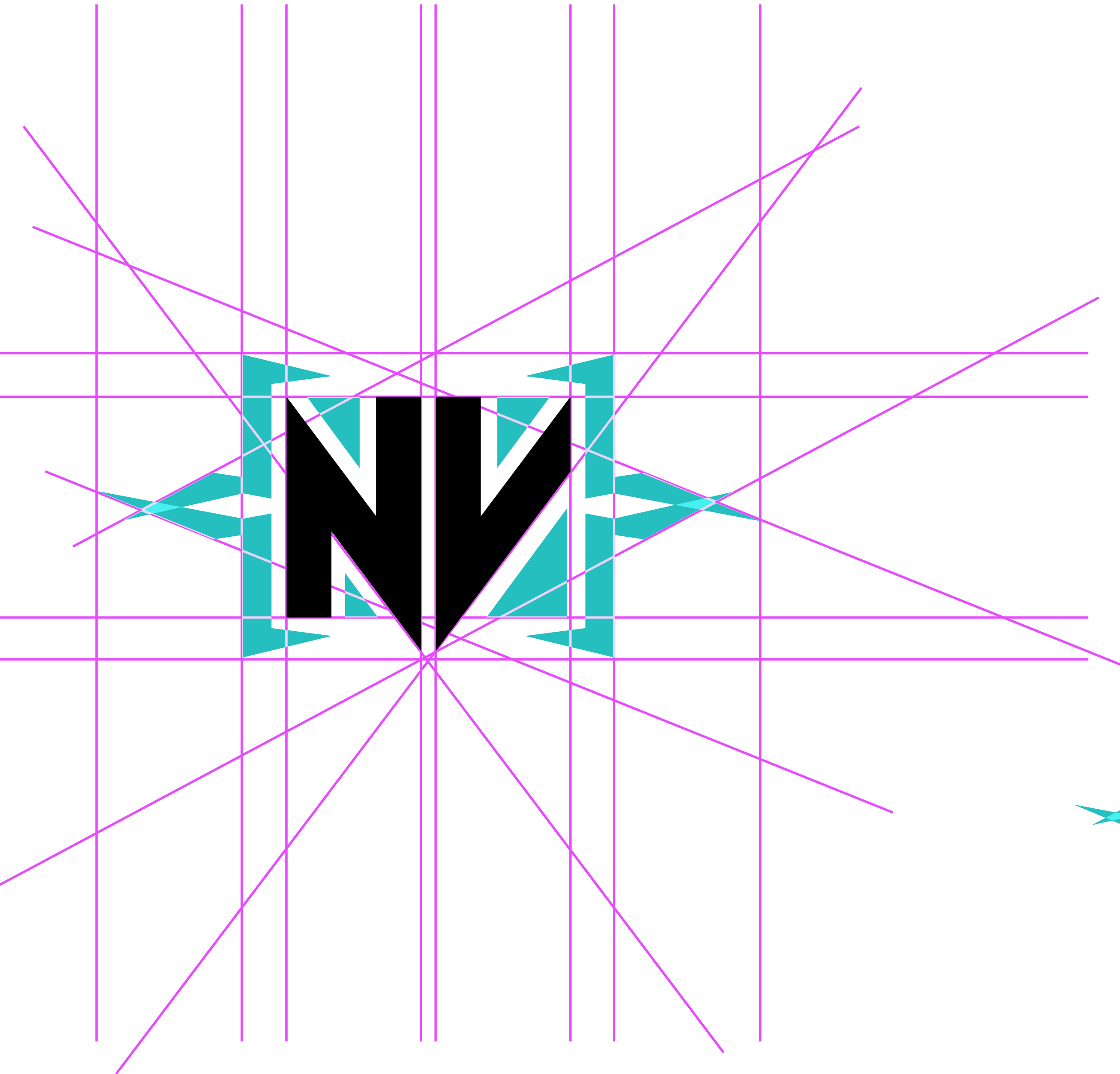


NV VOLTAGE

GRID LINES

FAVICON - BRANDING DEVICE

FAVICON - BRANDING DEVICE



FAVICONS SHOULD BE SQUARE (1:1 ASPECT RATIO)



16x16 pixels: The most common size for favicons.



32x32 pixels: Good for promoting a website.

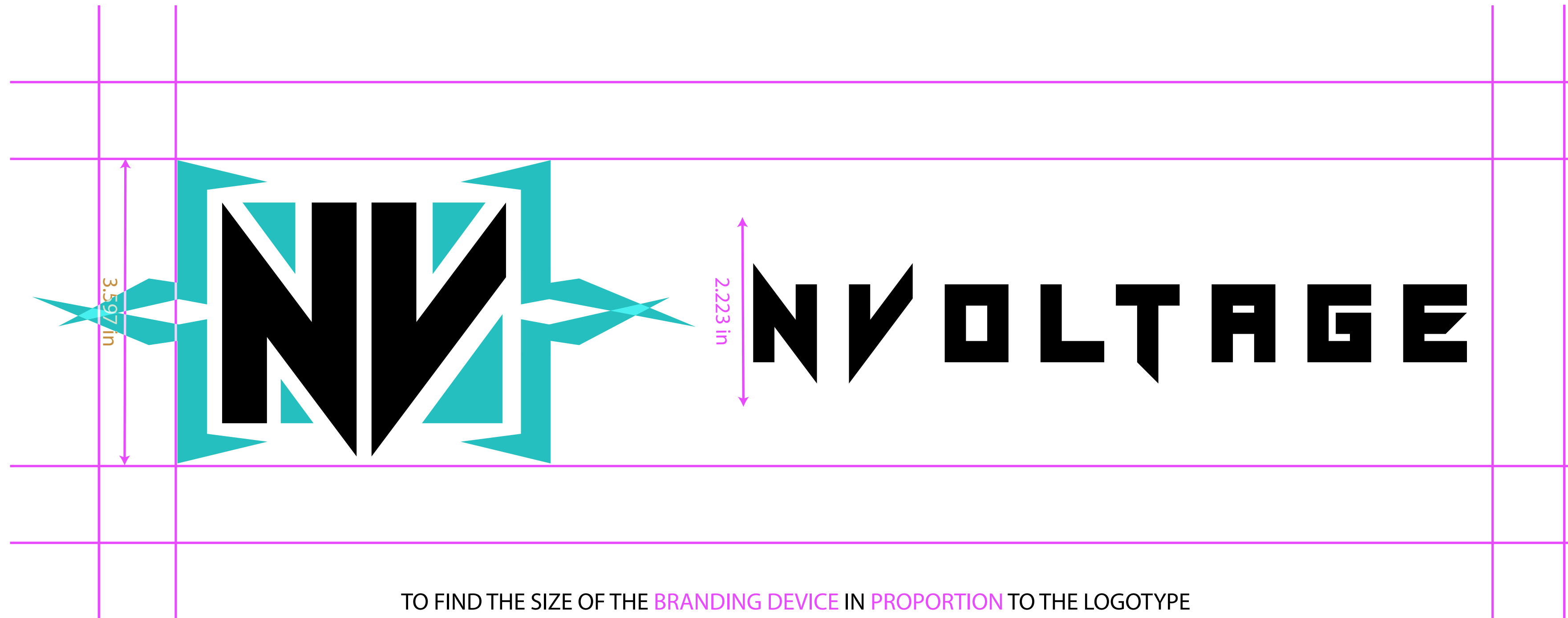


96x96 pixels: The size for desktop shortcut icons.



180x180 pixels: The size for Apple touch icons.

LOGOTYPE SIZE

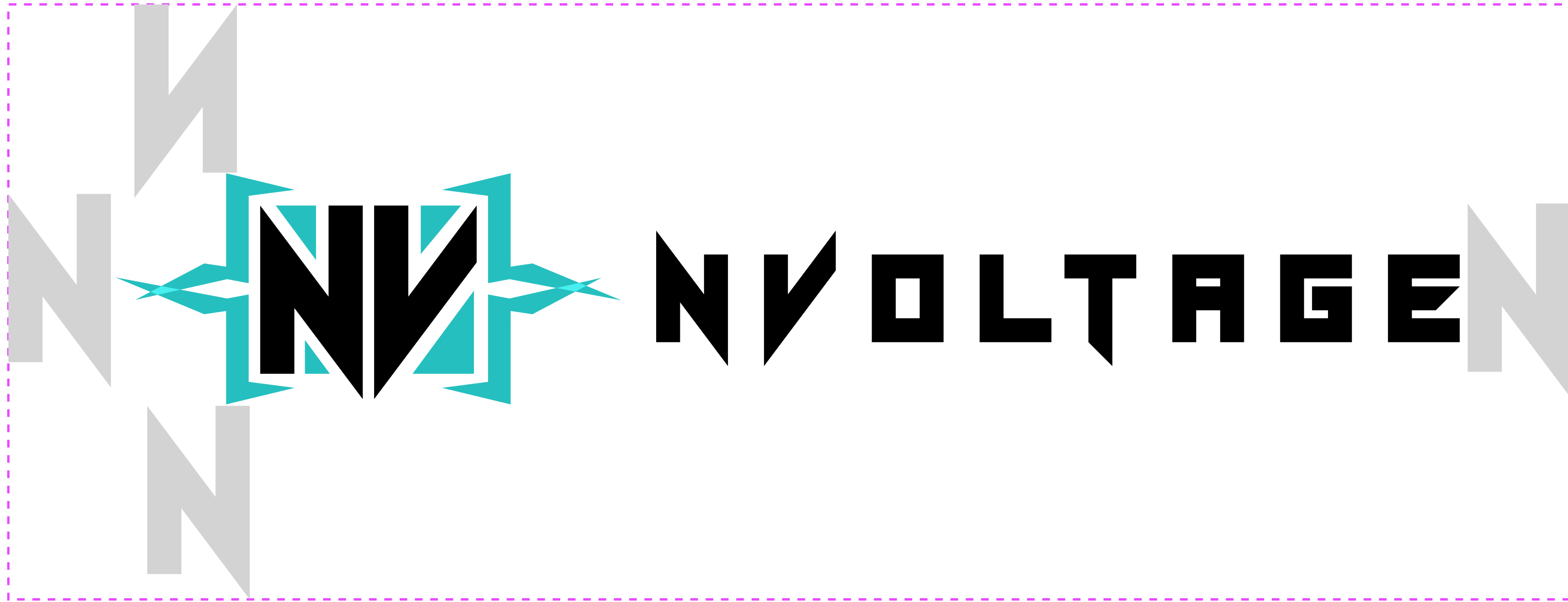


TO FIND THE SIZE OF THE **BRANDING DEVICE** IN **PROPORTION** TO THE LOGOTYPE
MEASURE THE HEIGHT OF THE TYPE: **2.223 X GOLDEN RATIO NUMBER: 1.618**

$$2.223 \times 1.618 = 3.597 \text{ INCHES}$$

LOGOTYPE - HORIZONTAL VERSION

LOGOTYPE SAFE AREA



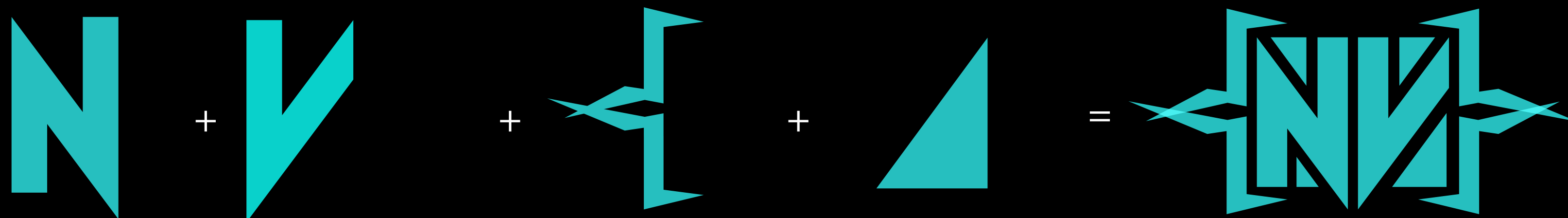
LOGOTYPE - SAFE AREA

LOGOTYPE CONCEPT I

LOGO EXPLANATION



I designed NVoltage to give the brand a stronger, more memorable visual identity that reflects both its technical precision and creative energy. As a web development brand, it needed a logo that communicates innovation, flow, and power, qualities that align with the name itself. The new design modernizes the brand's image, creating a sense of movement and connection that represents the balance between code and creativity. My goal was to capture the "spark" behind the brand, the energy that turns ideas into fully realized digital experiences.



TYPEFACE

NEON ENERGY X
TRIAL VARIABLE



H1 - HEADER 1 - SOFT BLACK
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

H2 - HEADER 2 - 40PT BLACK
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

P1 TITLE: 12PT - BOLD
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

P2 BODYTEXT: 10PT - MEDIUM
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

P3 ADDRESS: 8PT - REGULAR
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

COLOR PSYCHOLOGY

PRIMARY PALETTE

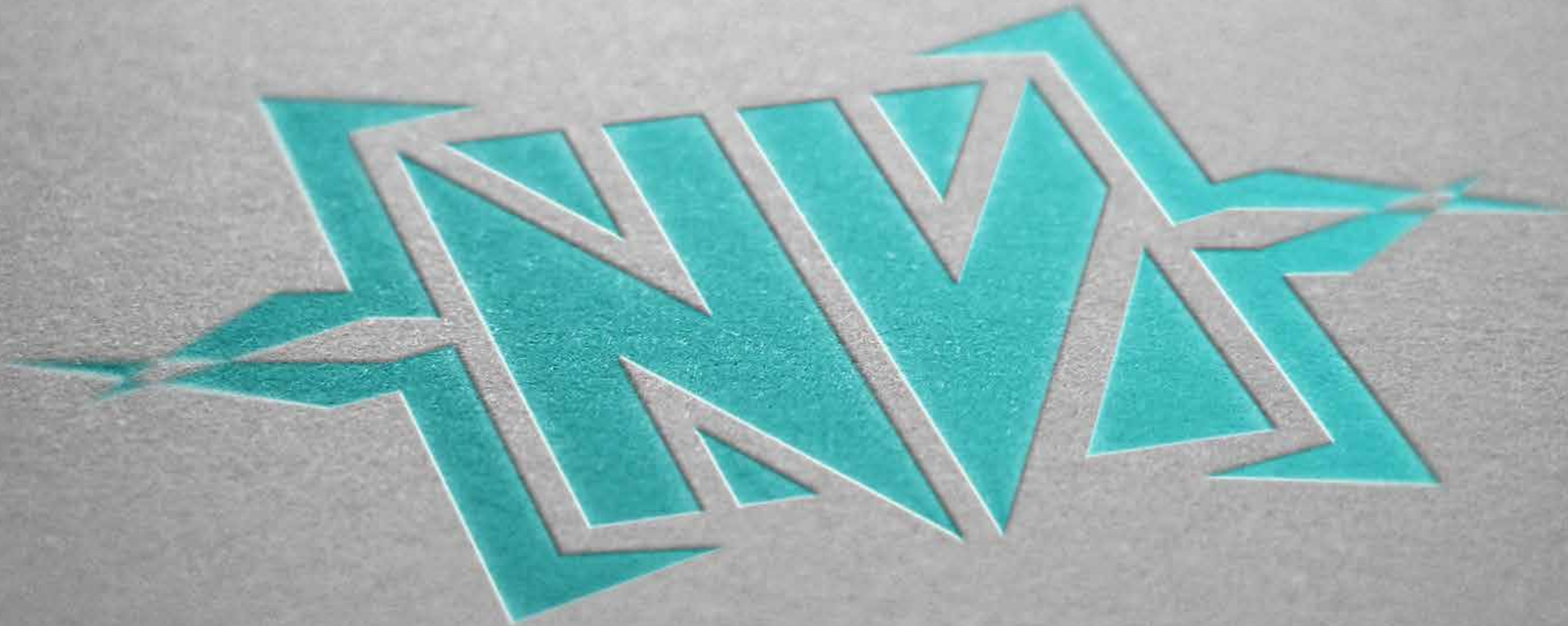
	WEB SAFE - RGB COLORS		PRINT - CMYK COLORS
DEEP BLACK - MAIN	R: 00 • G: 00 • B: 00	NAVY BLUE - MAIN	C: 100 • M: 100 • Y: 100 • K: 100
TOPAZ - COMPLEMENT	R: 38 • G: 191 • B: 191	JELLY FISH - COMPLEMENT	C: 80 • M: 0 • Y: 0 • K: 25
WHITE - SECONDARY	R: 255 • G: 255 • B: 255	WHITE - COMPLEMENT	C: 80 • M: 0 • Y: 0 • K: 25

Above is the primary palette that can be used through out the brand collaterals and UI elements.

Black is a color of power, elegance, and sophistication, often used in branding to convey authority and timelessness. It creates a sense of mystery and exclusivity, making a brand appear strong, confident, and refined. In logo design, black is commonly used for luxury, fashion, and high-end products because of its association with prestige and minimalism. Its versatility allows it to stand out on its own or serve as a strong foundation when paired with other colors.

Topaz, symbolizes energy, innovation, and clarity. It evokes the brilliance and intensity of lightning, dynamic, fast, and full of life, making it a perfect fit for brands that want to capture the essence of modern technology and forward-thinking design. The color's electric undertone suggests creativity and progress, reflecting a sense of momentum and futuristic vision. In logo design, topaz conveys both power and precision, striking a balance between boldness and sophistication. It gives a brand a vibrant, cutting-edge feel while still maintaining a sense of elegance and control.

MOCKUPS





NOVOLTAGE





LETTERHEAD - FRONT



A 2039 JOHN F. KENNEDY BLVD. JERSEY CITY,
NJ 07305
P 001 310 341 9587
E YOURNAME@NJCU.EDU
W WWW.YOURNAME.COM

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A stylized, handwritten signature in black ink, consisting of a large, sweeping 'S' shape followed by a horizontal line.

Sincerely
Your Name
Your Title

LETTERHEAD - BACK







NV



NV



NV VOLTAGE





NVOLTAGE

**WHERE INNOVATION
SPARKS CODE**



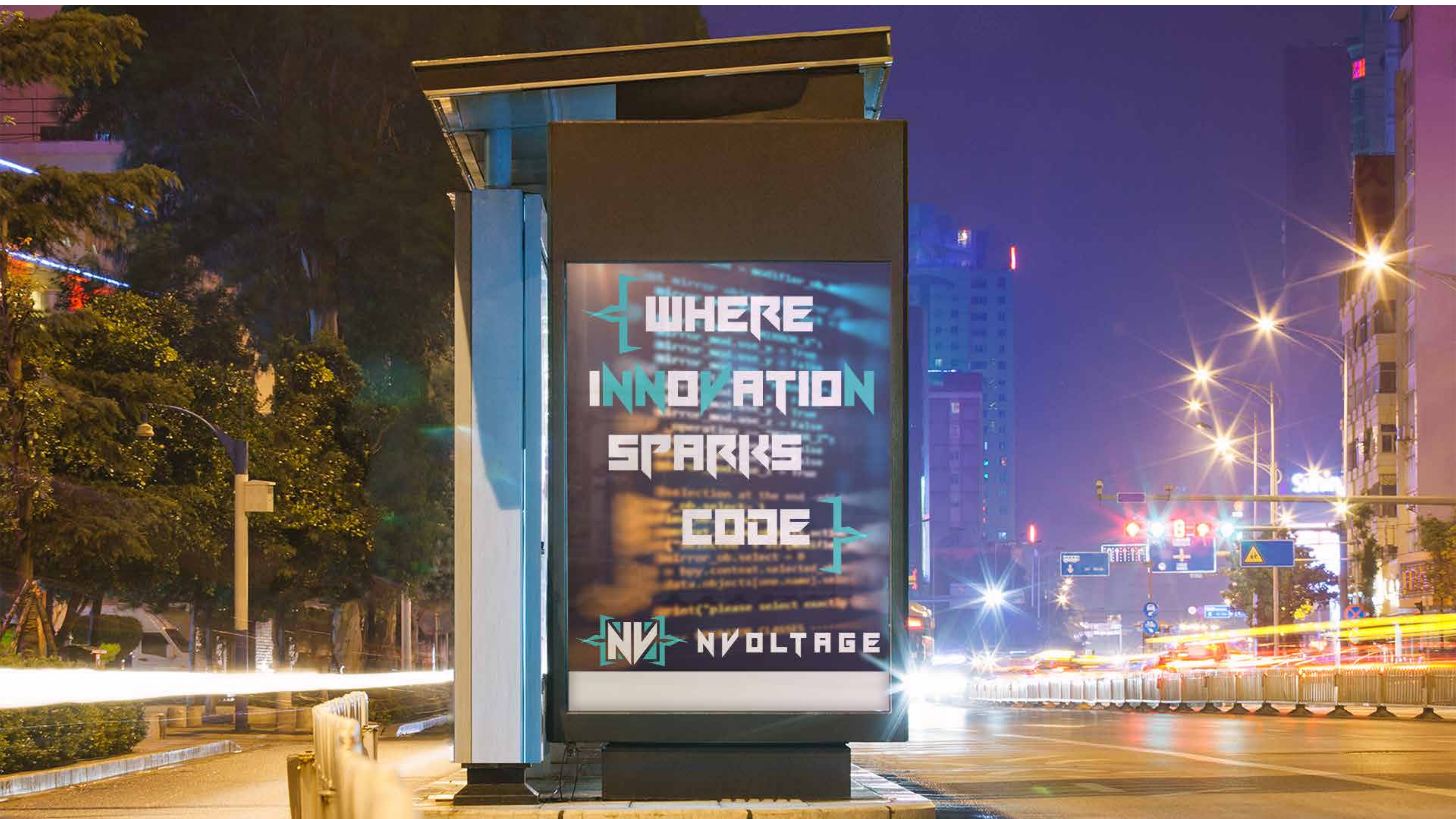
NVOLTAGE

**WHERE INNOVATION
SPARKS CODE**



WHERE
INNOVATION
SPARKS
CODE

NV NVOLTAGE

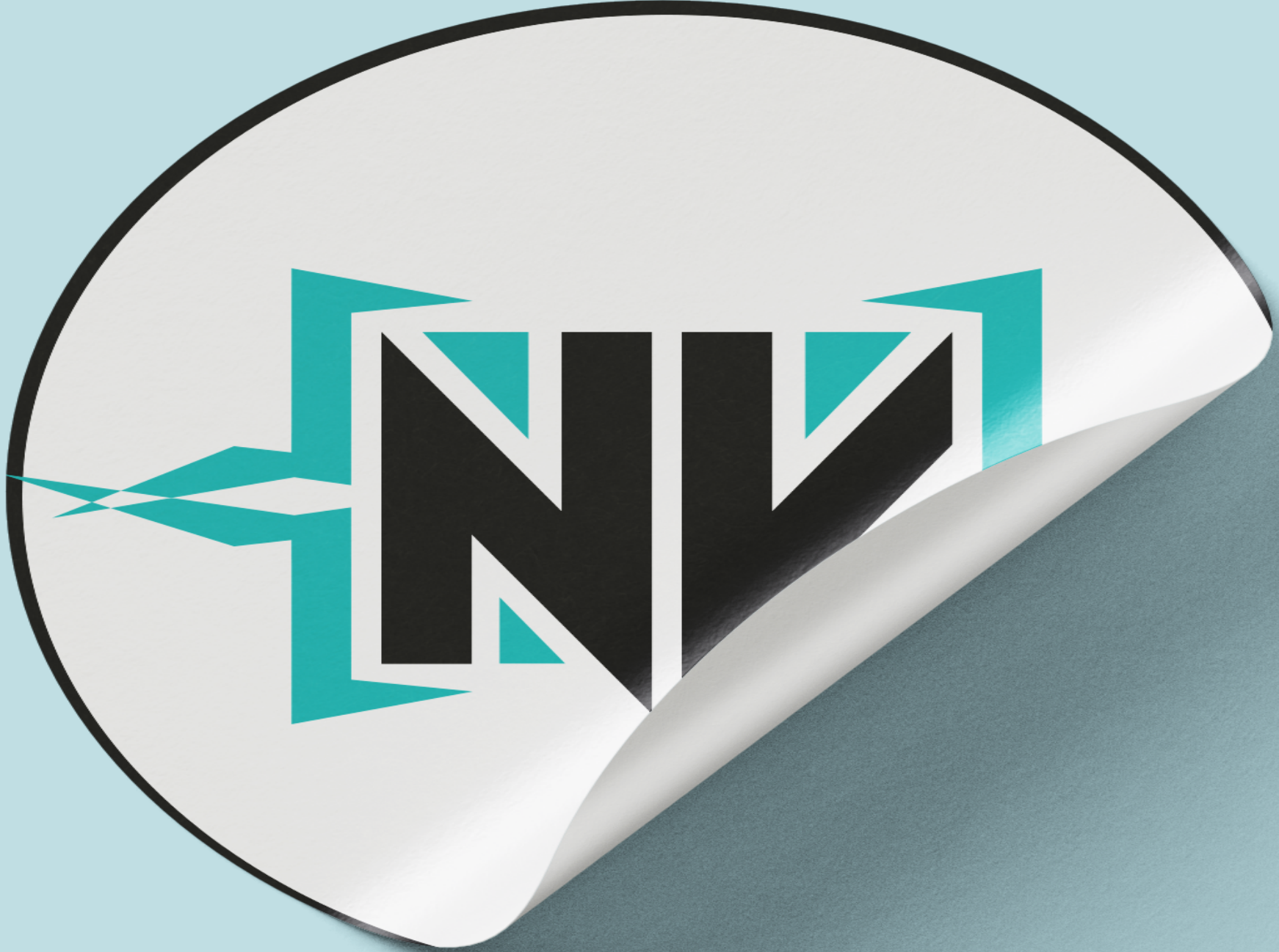




NV
NVOLTAGE

330ml







NV
NVOLTAGE



SOCIAL MEDIA



LINKEDIN - PROFILE LOGO



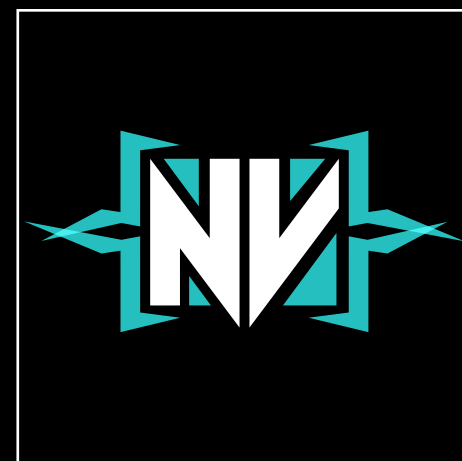
LINKEDIN - PROFILE COVER



FACEBOOK - COVER PHOTO



EMAIL SIGNATURE



FACEBOOK - PROFILE PHOTO



SMALL BUSINESS OLD LOGO



SMALL BUSINESS REVAMPED LOGO

THANK YOU