



### About client

The company specializes in educational fields, established by the cooperation between one artist and one expert who experiences in primary and secondary education. The idea is to create a creative environment for children from three to fifteen year old. In the collaboration of two areas, the management system and curriculums are based on the high education standard, otherwise, the connection in design/art field gives customers more opportunities to engage with some workshops, studios to develop programs and make children approach the actual world.

### THE FIRST IMAGINATION AND OUTLINE

Initially, I let my imagination free with the shapes of each letter which can evoke and link to different images or objects. They can also expand my ideas wider and provide me more components for sketching the first outlines of the logo. Moreover, the sketches should be free to release the ideas, thus I just sketch what pop-up in my head and keep sketching until shapes and ideas blur gradually.

The first approach of the project is briefing, throughout the brief what I need to be consulted by client and try to understand the brand such as:

- Business model
- Concept
- Mood and tone
- Brand personalities

Business model and Concept help me to understand and empathize the client's needs and goals. Likewise, Mood and tone, Brand personalities help me to form my first imagination and feeling about the brand. Before starting to sketch or design, I need to feel the brand, to be inspired by the values and personalities of the concept. Thus based on the creative brief of WONKA STUDIO, I extract some keywords for my design process

- |             |               |
|-------------|---------------|
| - Creative  | - Fundamental |
| - Dynamic   | - Modern      |
| - Aesthetic | - Free        |
| - Fun       | - Unlimited   |
| - Craft     | - Play        |
| - Childhood | - People      |
| - Bright    | - Art         |
|             | - Technology  |



### DEVELOPING

Considering the sketches, I choose four options which I like the most as well as closest to the concept



### ILLUSTRATING

As usual, I need to propose at least three directions to client. Thus, these options need to be illustrated and developed the ideas for the presentation. Each option of the logo should strongly represent for a specific meaning, ideas and reflect the personalities of the brand.

I use San Serif typeface for my logo options to create the modern look and be consistent with the shapes of illustration in overall



### DIRECTION 1



The paper ship is one of the most popular handmade toys of many children across different countries. Therefore, It represents for childhood of children and even of parents. Additionally, I choose the paper ship among many other handmade toys because of its shape which evoke the letter W and can be a specified logo icon. However, the more popular paper ship is, the easier the logo might coincide with other logos. Besides, origami is so famous with folding paper art which might affect and narrow the imagination of people to a traditional art only.



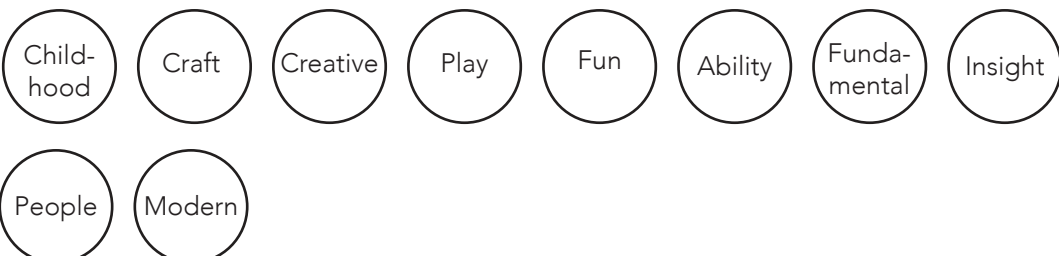
### DIRECTION 2



For this direction, I use hand drawing to create the logos such as a main logo and a series of sub-logos which are more fun and stronger in branding. Moreover, it emphasizes the personalities of children which are creative, free, joyful, scribble and non-rules. The face and eyes are specific symbols of human, which express the priority of the human factor of the brand. I quite like this direction, however according to the brief, it requires a logotype. Besides, this direction seems so artistic and might not familiar to the target audiences who are parents in general.



### DIRECTION 3 - Final direction



I choose the geometric shapes which is one of the fundamentals of design, technology and so on, to create the typeface. Besides, the majority of children's first toys are designed by the shapes of geometry such as wooden blocks, sorting cubes to develop children intelligence. It is closed to people and nature as well. Additionally, the collaboration of geometries to create the alphabet letters which is more fun than a real typeface. I choose this direction for the final state of logotype development. Because it visualizes well the personalities of the concept and be easy in approaching target audience.

