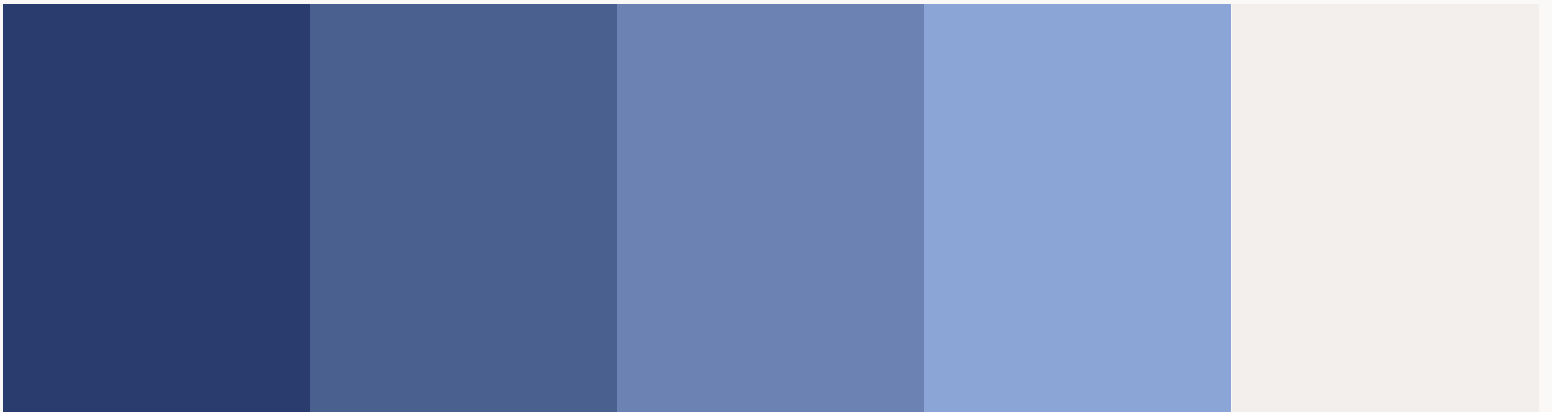
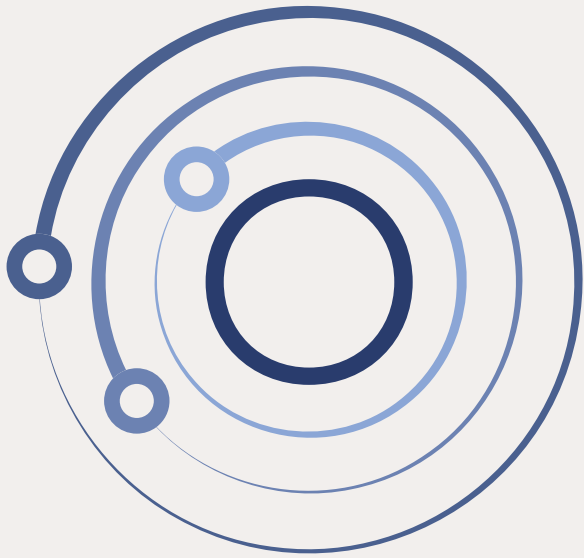


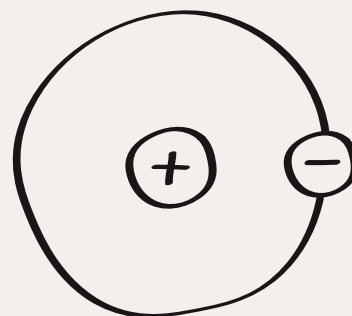
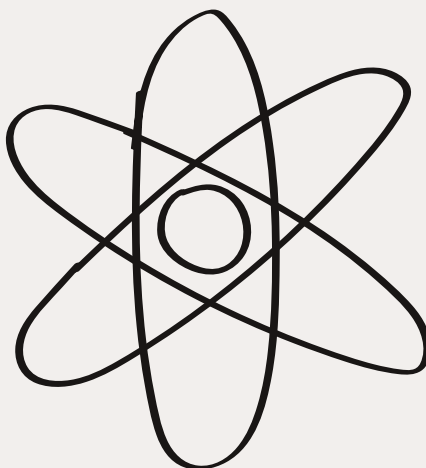
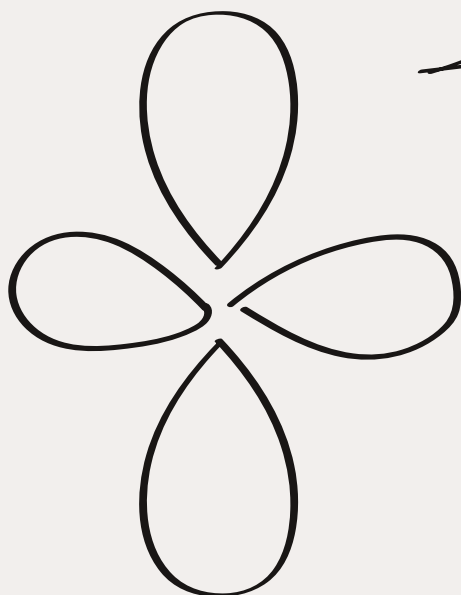
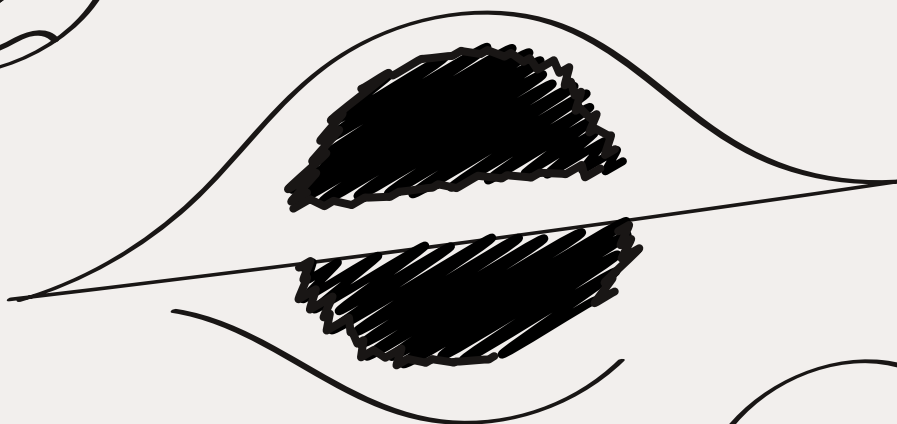
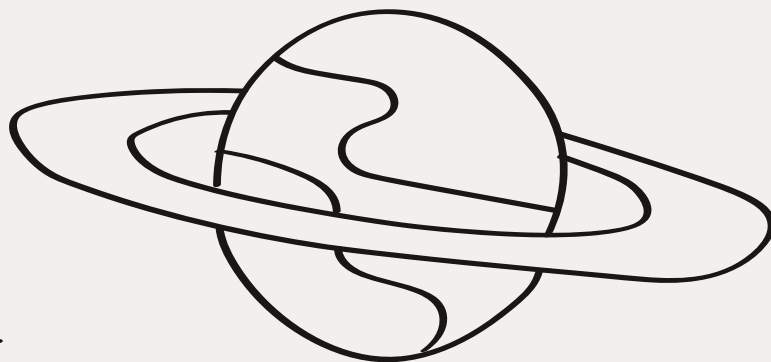
SEMANTICS DESIGN



INITIAL SKETCHES


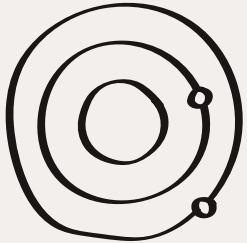
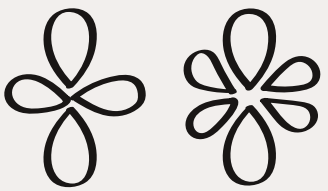


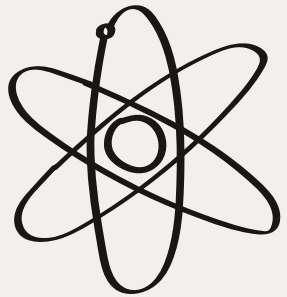


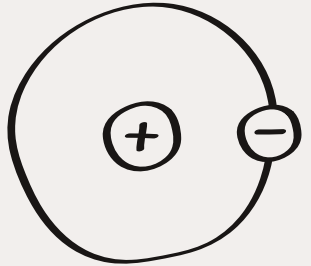

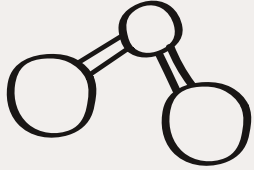
electron orbitals
space

ORBIT

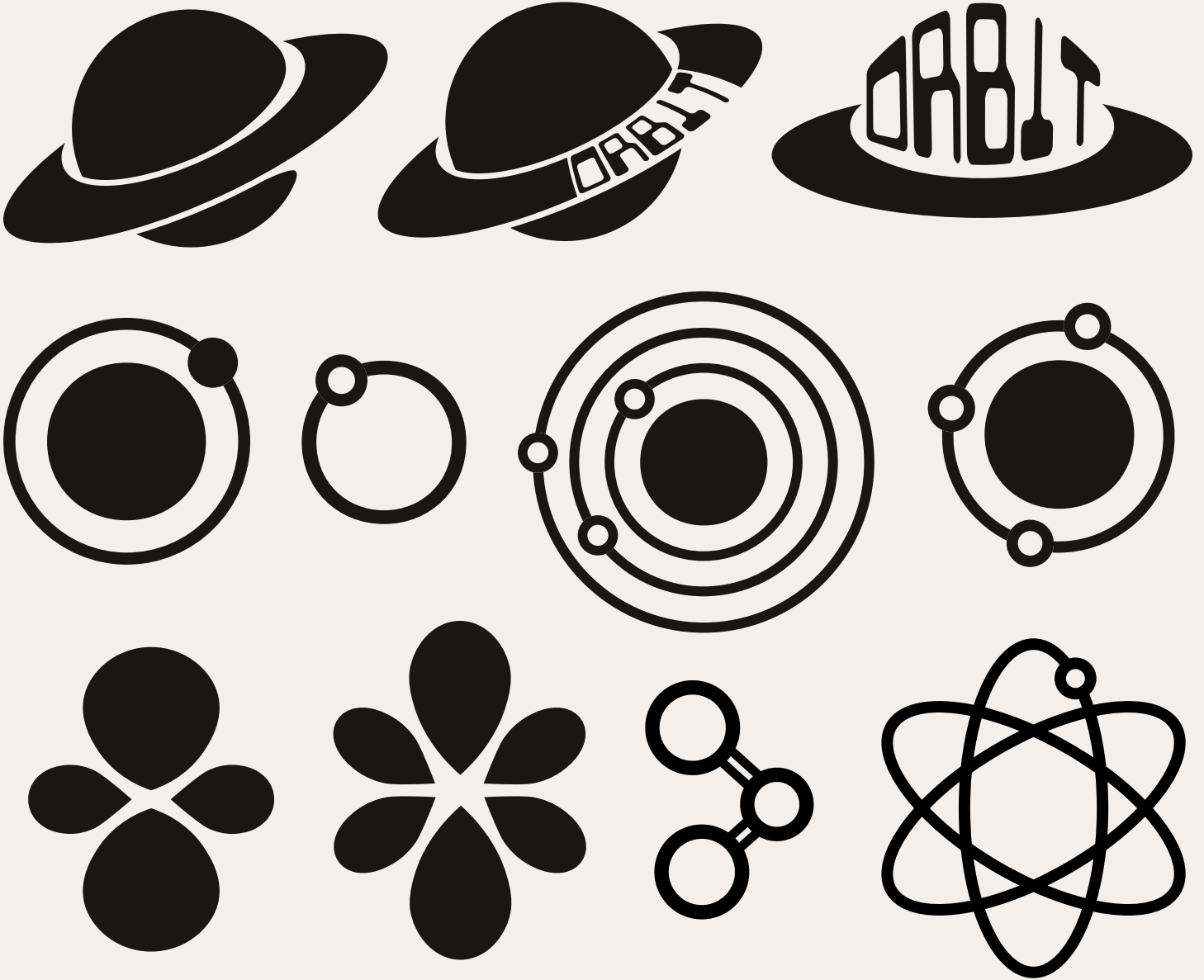


static dynamic simple complex

gentle aggressive organic geometric

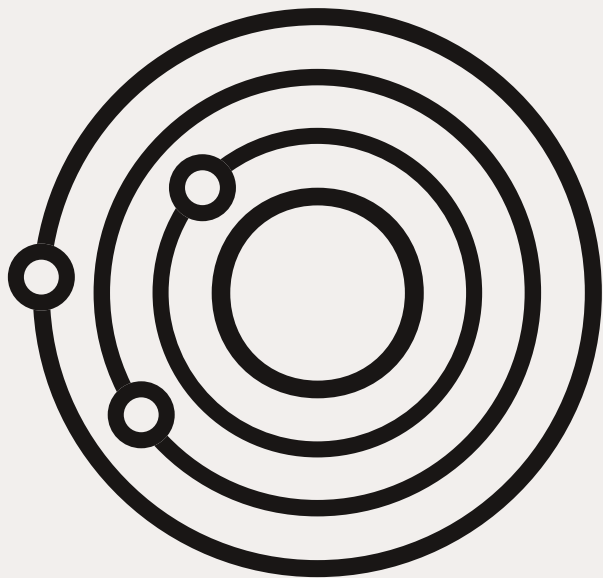
word	cosmic	atomic
		
		
		
<p>ORBIT</p>		

DESIGN CONCEPTS



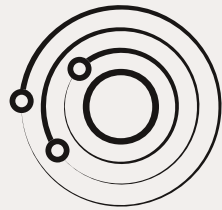
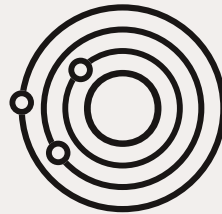
Initial design concepts offered a range of directions to continue in. My options felt very scattered and to narrow my vision and explore a concept, I decided to set my **target audience** as a potential client in the aerospace technology industry looking to create a visual identity for their company. As a result, many chemistry based designs were sidelined. This hypothetical client allowed me to take a minimalistic approach with my design and helped narrow down design choices. My decisions in terms of type, color, or iconography, are all impacted by this potential client. Unfortunately I did not have an industry professional to assist me, but I think the back and forth with a non-designer would make for interesting changes in the overall design.

BASE DESIGN



DESIGN CONCEPTS

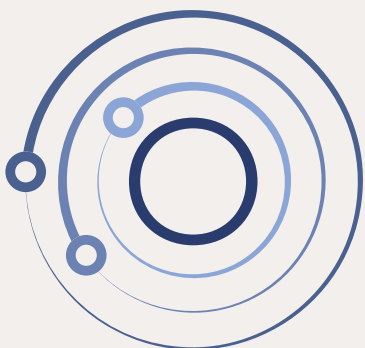
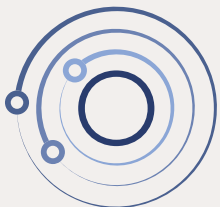
ICON



WORDMARK



COLOR VARIATIONS



BASE DESIGN



DESIGN CONCEPTS

ICON



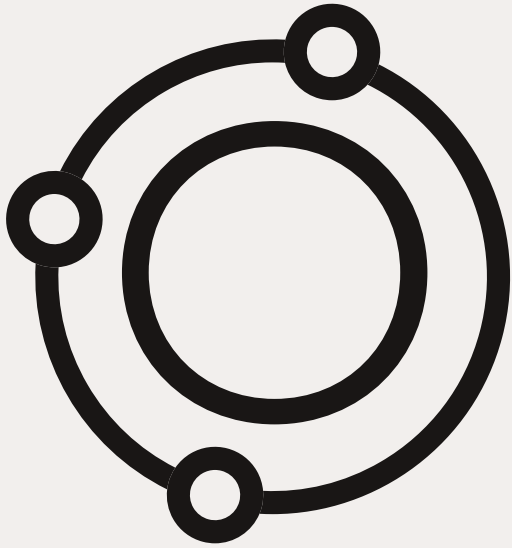
WORDMARK



COLOR VARIATIONS

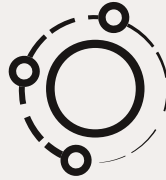
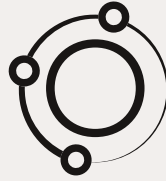
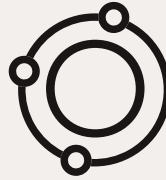


BASE DESIGN



DESIGN CONCEPTS

ICON



WORDMARK



COLOR VARIATIONS



ANIMATION



1



2



3



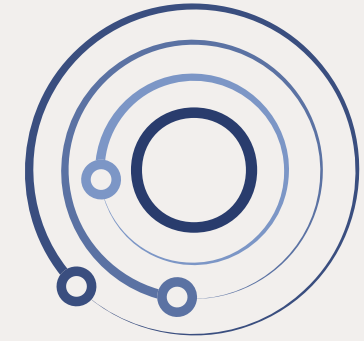
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5



6



7



8



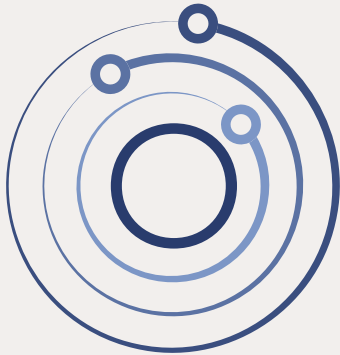
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10



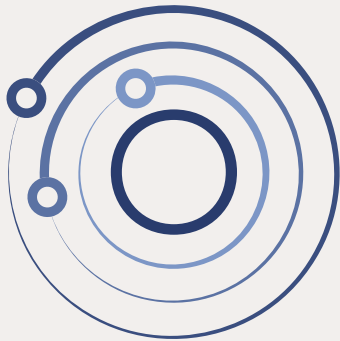
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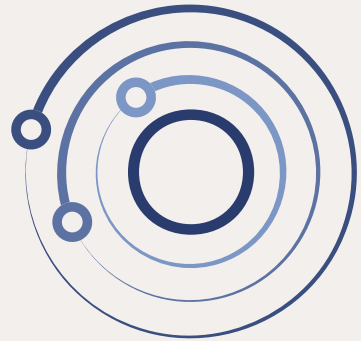
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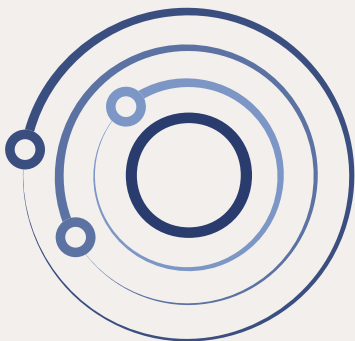
13



14



15



16

