Zydeco Logo Guide
imagine | invent

Zydeco

imagine | invent

Color Scheme

Set as Base	Remove Color		Base Color		

HSV	187	60	100	HSV	187	80	70	HSV	187	70	100	HSV	26	90	70	HSV	26	70	100
RGB	102	238	255	RGB	36	162	178	RGB	76	235	255	RGB	178	87	18	RGB	255	154	76
CMYK	60	7	0	0	CMYK	80	9	0	30	CMYK	70	8	0	0	CMYK	0	51	90	30	CMYK	0	40	70	0
LAB	87	-32	-20	LAB	61	-27	-18	LAB	86	-34	-22	LAB	48	33	52	LAB	73	32	55
HEX	66EEFF			HEX	24A2B2			HEX	4CEBFF			HEX	B25712			HEX	FF9A4C

Zydeco
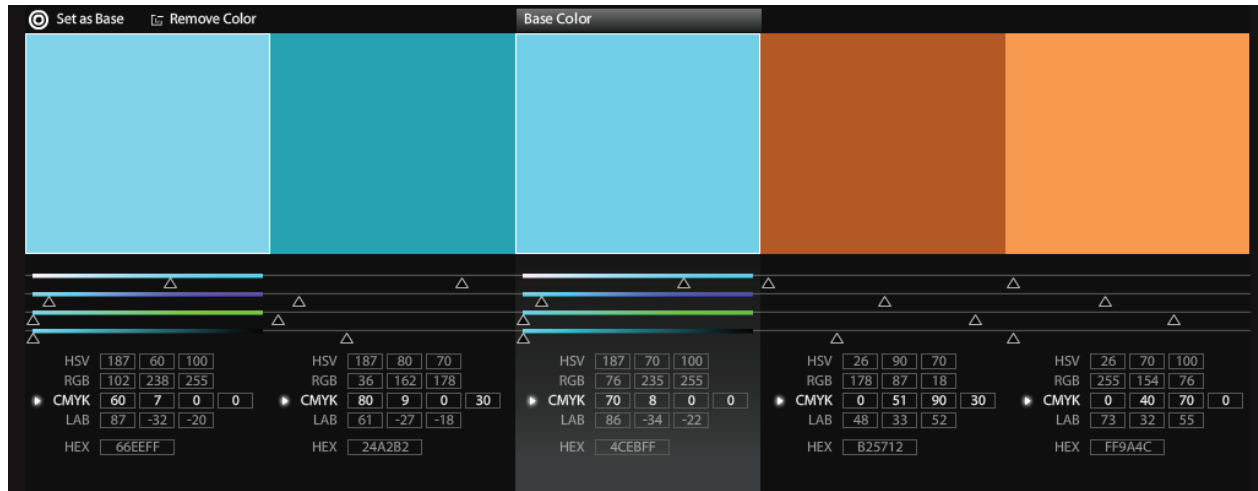
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Typeface Guide

Comic Sans MS | Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Comic Sans MS | Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Scalability Guide

Zydeco

Zydeco

Width 5", Height 5"
With free space

Zydeco

Width 3", Height 3"
With free space

Zydeco

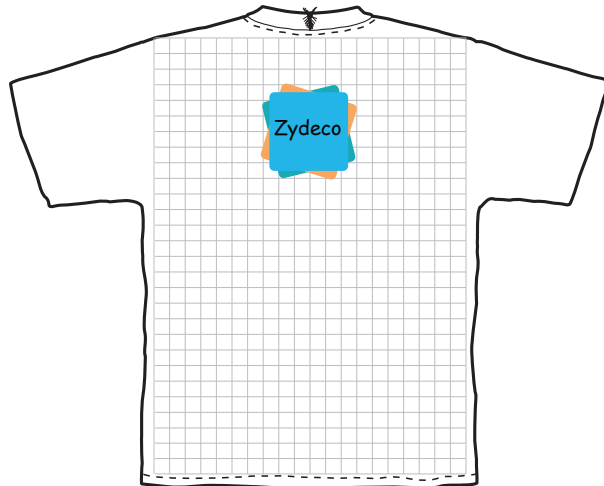Width 1", Height 1" With free space

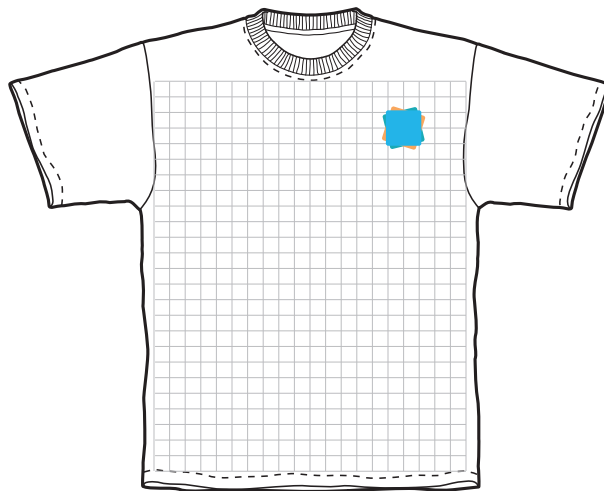Width 0.5", Height 0.5" With free space
Logo only

Free Space Guide

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8X

X

X

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Color Conversion Guide

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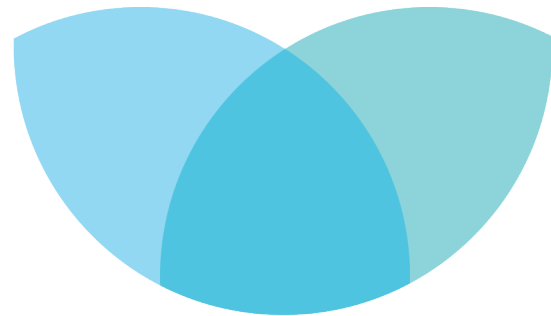Zydeco
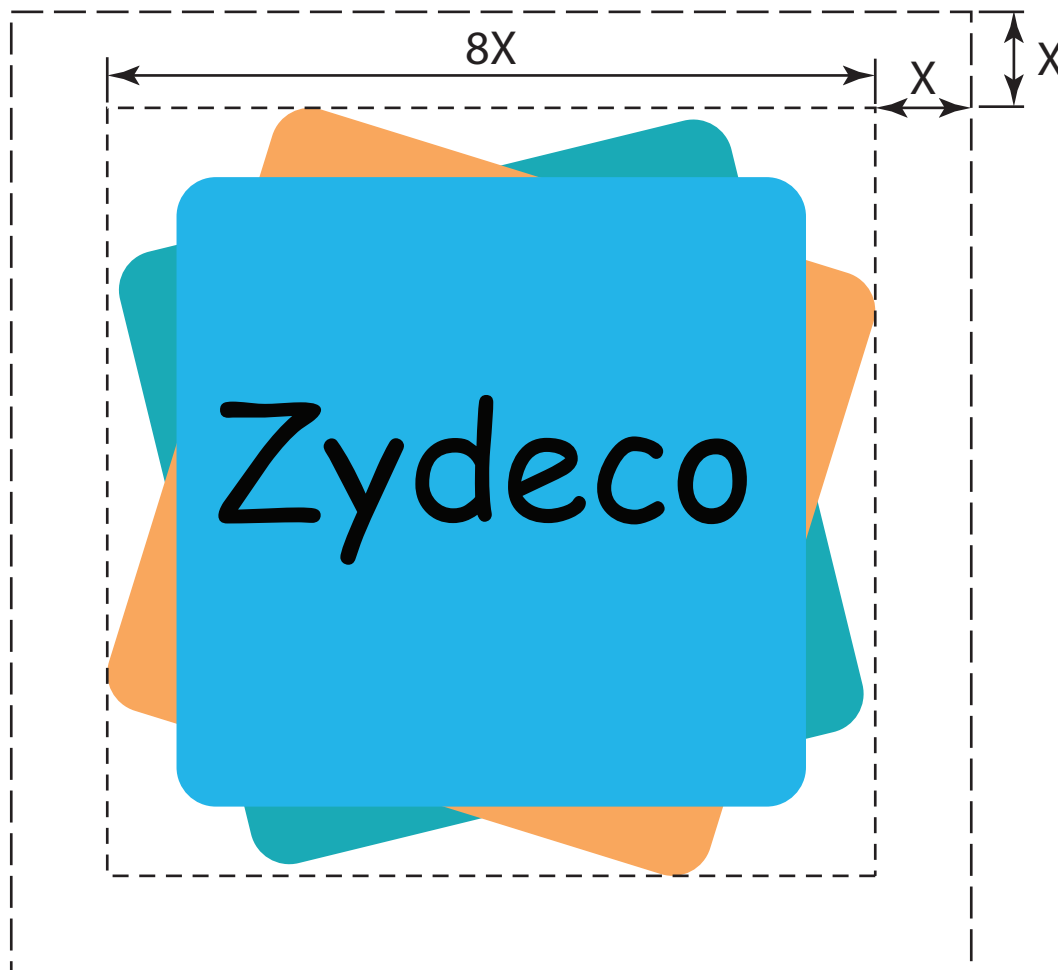
T-Shirt Design Guide

Logo Back 4"

Logo Front 1"

Design Process

Zydeco

The product is oriented towards students' learning and generally students have to read heavy books so I tried to bring some change by putting a colorful logo. Initial brainstorming had two other designs too in mind (both the designs are attached here) but I decided to go with something simpler, which do not have any hidden meaning, so I chose this designs. I tried to put colors purple, green gold in this design initially but I was little too funky in my case so I picked up a Kuler theme and started designing. Finally I came up with a 4"X4" design and then all over the place (except places where it says imagine | invent) I've maintained the safe area. I've actually worked in my last job on logo designing so I know how important it is to maintain safe area around the logo. My design is simple and accommodates the brand name itself to save the extra space.

Other designs I was considering initially are:

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