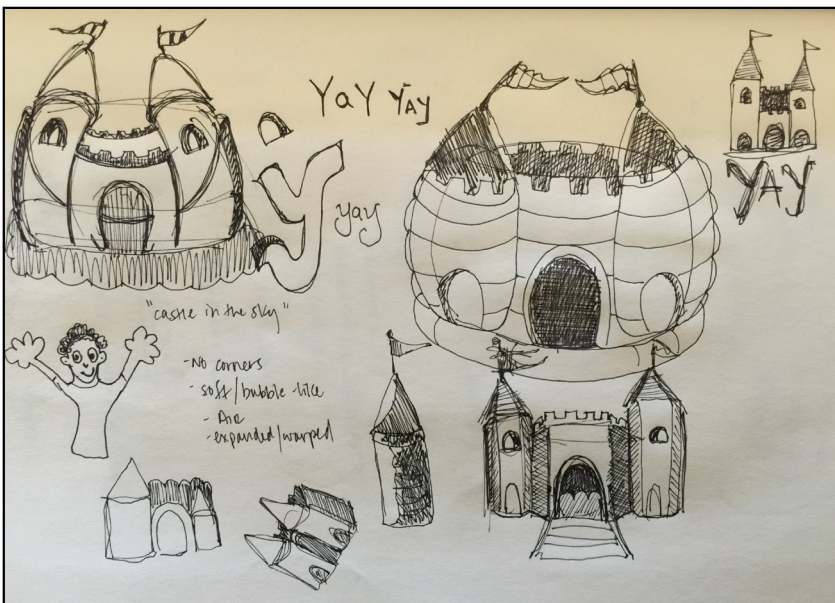


YaY Logo Process

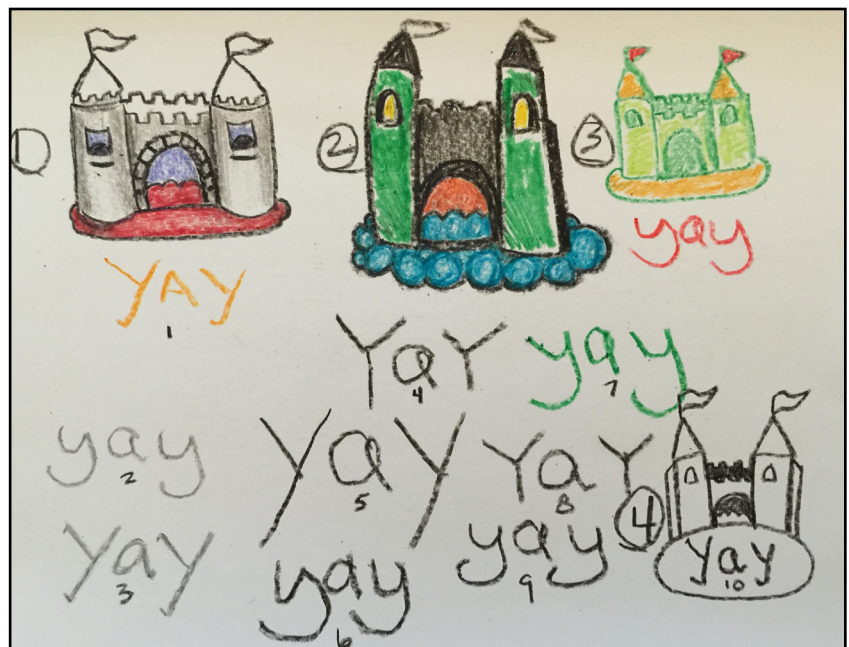
The client approached me and asked me to design a very simple 'childlike' logo for a business specializing in renting jumping castles. The logo was to consist of a castle with the words 'yay' underneath, possibly composed of just line-work (no color). The overall goal here was to make the logo playful, and easy to read. This logo will be used on multiple collateral materials, so it needs to be somewhat bold and memorable.

The first step was to produce a drawing of a castle that appeared fun in nature, and somewhat distorted or filled with air.

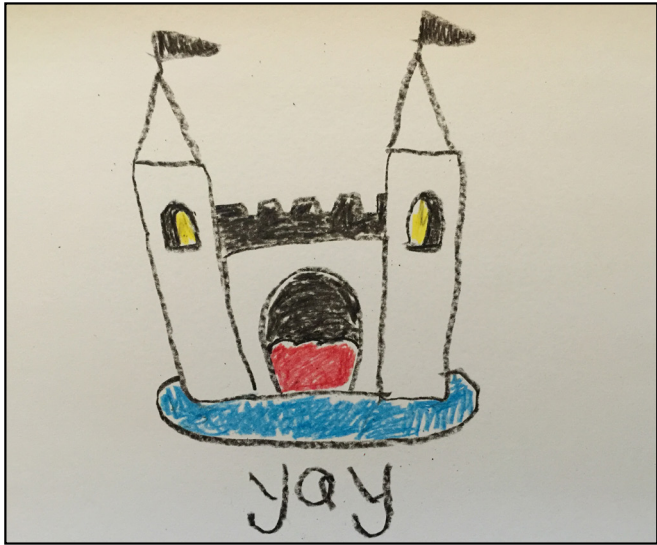


I enjoyed the playfulness of the distorted drawing, yet felt the castle needed to appear somewhat flat. I placed the castle on a bouncy-like surface and quickly realized that it resembled a cloud. The 'castle in the cloud' look was appealing to me as it still suggested a very playful nature while still being easily recognizable. The idea that jumping feels like flying/floating meant the cloud could work and have meaning.

The second step was to start drawing castles with a medium I feel all children can relate to, and that was with crayons. As a designer I tend to try and draw things the way I was taught in school, so in hopes to turn that part of my brain off I decided to draw with my left hand, while also holding the crayon in a different manner (much like a young child would). I then added text and experimented with different ways of writing the word 'yay', both in caps, and lowercase.



The third step was to find a version that appealed to me and was easy to read, and find ways of making the castle resemble a face, and possibly smile, without appearing too exaggerated. While I enjoyed the way this version looked I felt it needed to be toned down, and that the cloud needed to appear more cloud-like. I also felt the type would look better if the 'y's' were both capitalized and the 'a' left lowercase.



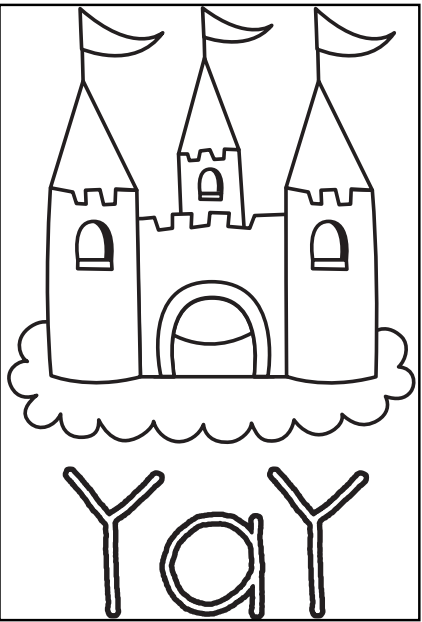
I then added a third tower/flag and began to see the logo that I thought would best be replicated in Adobe Illustrator. I found a font that was free to use for commercial use. I took a photograph of the drawn castle and uploaded it into Adobe Illustrator to use as a template.



While I enjoyed the look of the drawing converted to vector in Illustrator I felt that it looked too complex (the towers particularly) and decided to make the lines/shapes easier to read and more like cut paper versus a crayon drawing.



This was the initial line drawing that I felt best reflected the clients needs/message. By adding a stroke around the typography it stood out more. The left and right towers have a slight roundness to them, while the door to the castle has an arc that appears to be smiling.



This is the finished version with bold and 'playful' colors that the client approved. Initially the client did not want to go with color, yet we felt that the logo needed to include colors that would appeal to both children and adults.

