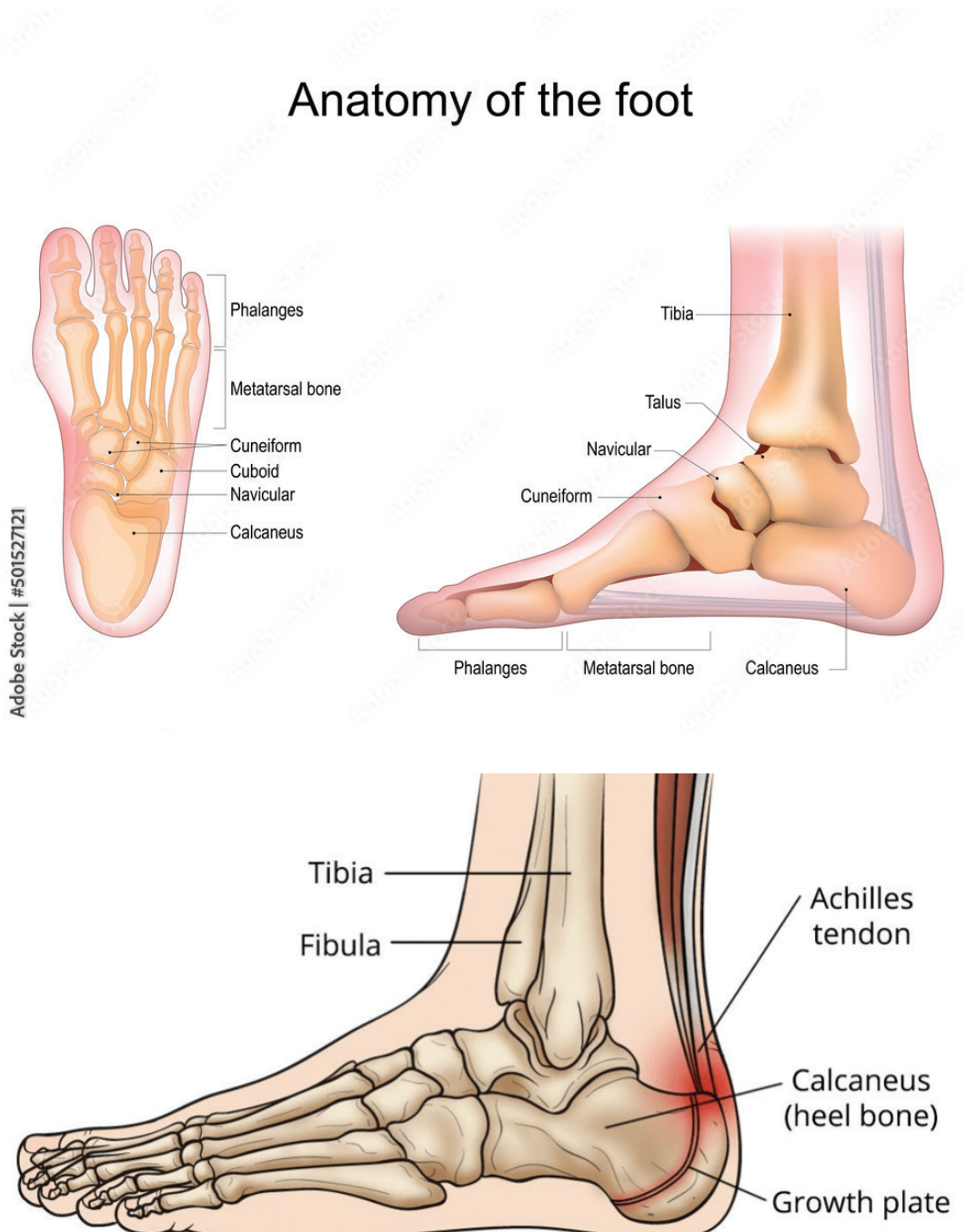# Project: RadPodSquad Logo Cleanup

Round 2

by Alex Voutsinas
Round 2: 2/12/2023

Creative Brief and References

Radpodsquad.com is an educational resource Dr. Marlena Jbara developed as a radiologist teaching podiatrist. She originally approached me with a creative endeavor to create social media videos to build a community online for podiatrists to learn from.

The first project in this working partnership was to clean up the RadPodSquad Logo and provide some ideas that still kept the essence of the original logo.

Notes from Round 1

Likes v2C from Round 1 pdf (cleaned up logo, adjusted space between shapes, used Arial Black font) and wants to make sure it is all lined up exactly. Also wants to look into exploring:

• different background shapes (currently it is a square so we can explore how the foot and text fit in circles)

• adding borders like your original design

• if you like the options I did with shading (usually noted with B in the version name) I can further explore more shading options

• inverting the white and black, providing other colors to the design

• changing the style of the foot (varied line weight, adding texture)

• providing other fonts similar to Arial Black

• Providing options to use just RPS in Arial Black as a secondary or quick use of the logo

Lined up version

The square is lined up to the foot part of the logo with equal space shown in blue. The heel of the foot is slightly closer to the edge than the rest of the foot. The text is lined up with the edge of the foot on the top and right edge shown in orange and yellow.

This is the standard that is followed through out the rest of the square options. If any logo is not lined up perfectly in this version, the final delivered version will be checked multiple times for alignment. Please let me know if you'd like to explore other alignment options!

v1

v2C from Round 1 was chosen to be further explored. This treatment of the logo gave more space between the elements of the foot and changed the font to Arial Black. In Round 2 this will now be known as v1.
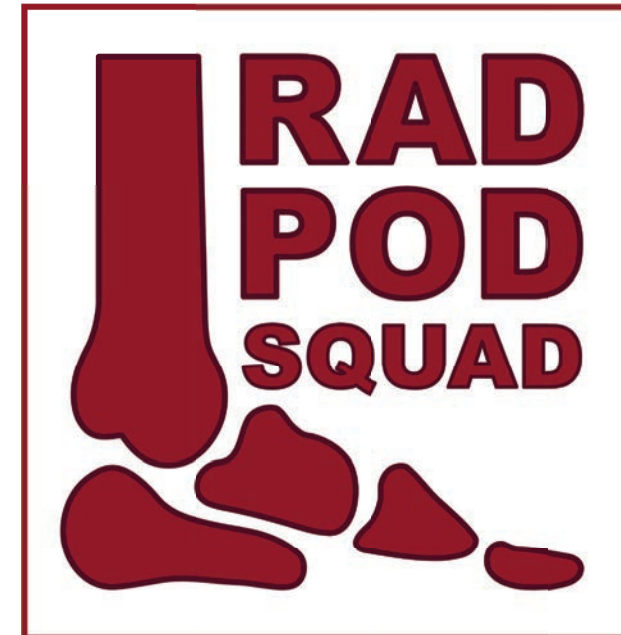
v1 Round up

Square options

v1

v1A

v1B

v1C

v1D

v1E

v1F

v1G

v1H

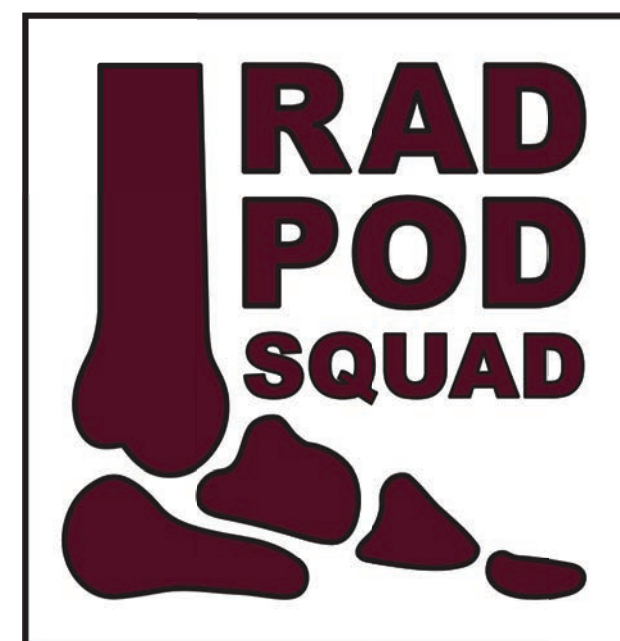**v1I**

v1J

v1K

v1L

v1M

v1N

v1o

v1 Round up

Circle options

v1

v1A

v1C

v1D

v1E

v1F

v1G

v1H

v1I

v1J

v1K

v1L

v1M

v1N

v1o

v1 Round up

Curved Square options

v1   v1A   v1B   v1C   v1D

v1E   v1F   v1G   v1H   v1I

v1J   v1K   v1L   v1M   v1N   v1o

v2 Round up

v2 v2A v2B v2C

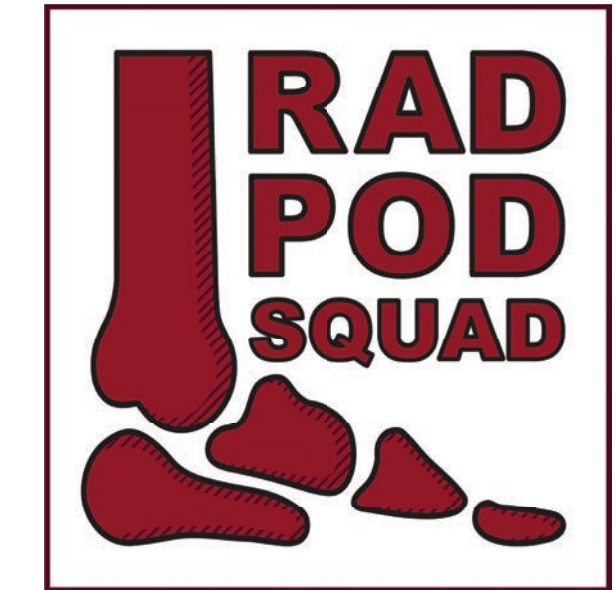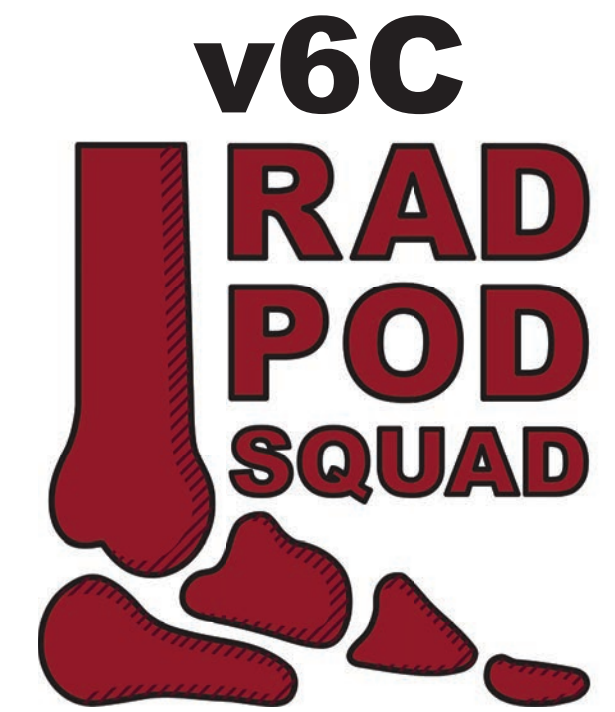# v3 Round up

v3

v3A

v4 Round up

v4

v4A

v5 Round up

v5A

v5

v5B

v5C

v5D

RAD POD SQUAD

v6 Round up

v6A

v6C

v6

v6B

RAD POD SQUAD

v7 Round up

v7A

v7C

v7

v7B

v8

RAD
POD
SQUAD

v8 uses the black lines as the fill for the foot. This is also the round up page for v8.

RAD
POD
SQUAD

RAD
POD
SQUAD

RAD
POD
SQUAD

RAD
POD
SQUAD

v9

v9 was an exploration of varied width outlines. I do not think this would be succesful to continue exploring, especially when viewing a smaller version of the logo. Color options provided. This is also the round up page for v9.

v10

v10 was an exploration with texture, using a bone texture file. Not only will this version lose detail when sized down, but the texture used will become blurry when sized up. If further exploration is requested, I can provide options that will help with sizing up and maintain most of the texture. This is also the round up page for v10

FONT EXPLORATIONS

The following pages have more font options for the logo that are similar to Arial Black. Different treatments of the logo are also explored here such as using the initials "RPS" in a horizontal and vertical layout and using just the text in a box with some color options. The previous designs only used Arial Black but if one of the other font explorations is preffered with a color option seen previously, this can be provided and explored in the future.

font options Round up

Main Logos

option 1

option 2

option 3

option 4

option 5

option 6

font options Round up

RPS Horizontal and Vertical

option 1

RPS

option 2

RPS

option 3

RPS

option 4

RPS

option 5

RPS

option 6

RPS

option 1

R
P
S

option 2

R
P
S

option 3

R
P
S

option 4

R
P
S

option 5

R
P
S

option 6

R
P
S

font options Round up

Text of logo

| option 1 | option 2 | option 3 | option 4 | option 5 | option 6 |

Let me know what you think!

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