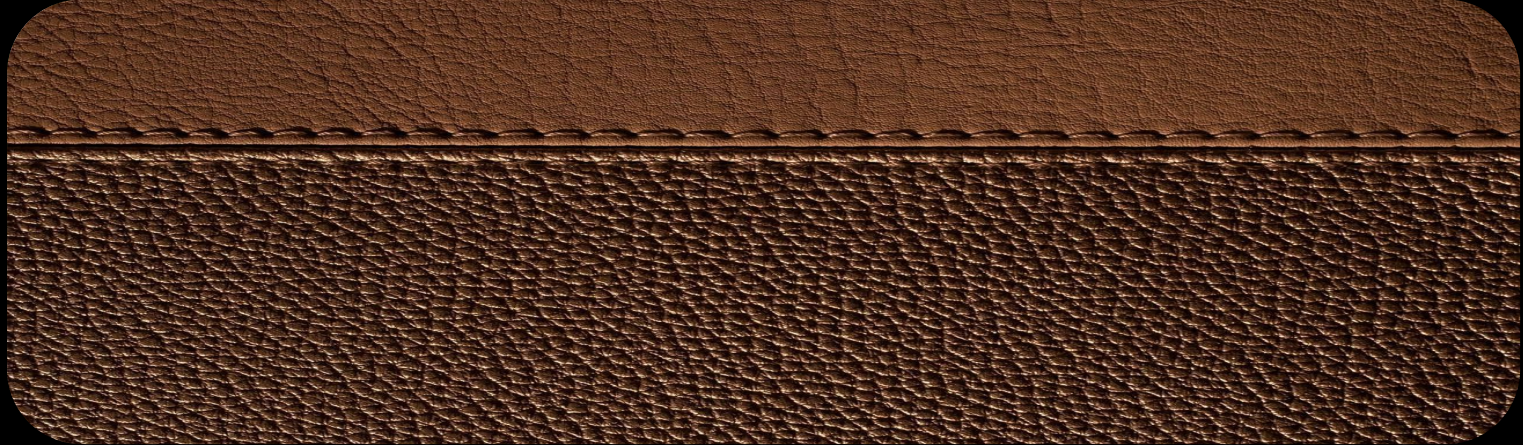


LOGO DESIGN PROCESS

LOOPEO / TRUOLINK





Today's agenda

T.O.C.



1.
Brand & Logo
Context



2.
Logo Brief



3.
AI Prompt
Designs



4.
Final Designs



5.
Takeaways



1.
Thank You



BRAND & LOGO CONTEXT

Brand Overview



The mission of the brand is to reduce material waste by creating durable accessories from reclaimed leather and textiles. The brand promotes circular design, transparency in sourcing, and high-quality craftsmanship.

Key values include:

- Sustainability through reuse
- Quality craftsmanship
- Transparency
- Timeless design

These pillars guide all design decisions, including the visual identity and logo.

Brand Mission



The brand is a sustainable accessories company specializing in belts and interchangeable watch straps made from reclaimed materials. The goal is to extend the life cycle of existing materials while creating premium everyday accessories.

The brand targets environmentally conscious consumers between the ages of 20–40 who value both sustainability and modern minimalist design.

Logo Objective



The objective of this project was to create a simple, scalable logo that represents the brand's circular design philosophy and minimalist aesthetic.

Key goals included:

- Create a recognizable icon
- Ensure scalability at small sizes
- Maintain a minimalist visual language
- Reflect circularity, reuse, and connection

The logo should function both as a symbol and as a brand mark for packaging, digital media, and product labeling.



LOGO CREATIVE BRIEF

Brand Name:

Looped / Truelink

The brand represents circular fashion by transforming reclaimed materials into premium belts and interchangeable watch straps. The logo should communicate connection, reuse, and continuity.

The brand targets style-conscious consumers aged 20–40 who prioritize sustainability and high-quality design.

The visual style should be minimalist, modern, and versatile. The logo should work in black and white or a minimal two-color system. The design should focus on simple geometric shapes, loops, or interlocking forms that symbolize circular design and material reuse.

The final logo should remain legible at small sizes and function effectively across digital platforms, packaging, and product branding.



AI PROMPT PROCESS

Prompt used:

"Create a minimalist logo for a sustainable accessories brand named Looped that makes belts and interchangeable watch straps from reclaimed materials. Focus on a circular design symbolizing reuse and connection. Use simple geometric shapes in black and white with no complex typography."

ChatGPT



Create a minimalist logo for a sustainable accessories brand named Looped that makes belts and interchangeable watch straps from reclaimed materials. Focus on a circular design symbolizing reuse and connection. Use simple geometric shapes with curved edges in forest green and white with no complex typography.

Meta AI



+ symbol representing circular fashion, loops, or interconnected forms. Keep the design minimal and scalable

Looka



looped

Stack



PROMPT ITERATIONS

The first generated results contained too much detail and typography.
To simplify the design, the prompt was adjusted to focus only on the symbol.

ChatGPT

Simplify the design. Remove color and typography.
Create a clean black and white symbol representing
circular fashion, loops, or interconnected forms. Keep
the design minimal and scalable.

Meta AI

Simplify the design. Remove color and typography.
Create a clean black and white symbol representing
circular fashion, loops, or interconnected forms. Keep
the design minimal and scalable.

Looka

I kept the same original prompt ideation and rather than
further editing I left it how AI first created it.



SLOGANS

Looped



Where Materials Come Full Circle

Truelink



Linked by Purpose

Relink

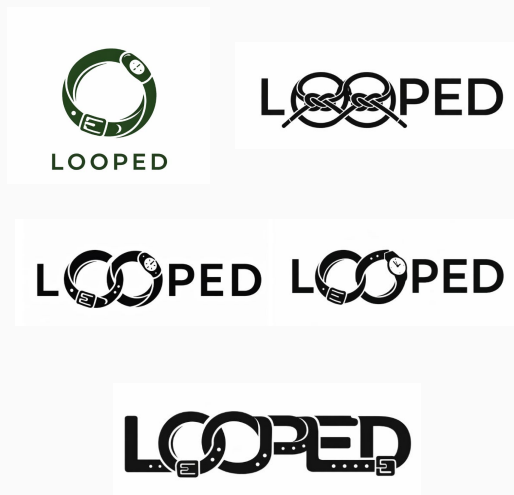


Style, Reconnected

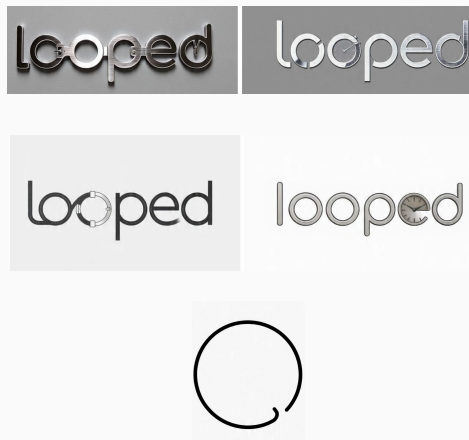


EXPERIMENTAL LOGO DESIGNS: **LOOPED**

ChatGPT



Meta AI



Looka



EXPERIMENTAL LOGO DESIGNS: TRUELINK

ChatGPT

TRUELINK TRUELINK

TRUELINK TRUELINK

TRUELINK

Meta AI



Looka



FINAL LOGOS: **LOOPED**

Final 5



FINAL LOGOS: TRUELINK

Final 5



TRUELINK

A bold, sans-serif logo where the 'L' is stylized with a small square and three dots inside its vertical stroke.



truefink
LINKED BY PURPOSE

A logo featuring the word 'truefink' in a black, lowercase script font, with the tagline 'LINKED BY PURPOSE' in a smaller, uppercase sans-serif font below it.



Truelink

A logo where the word 'Truelink' is written in a sans-serif font, with the 'l' and 'i' stylized to form a continuous circular shape.



TRUELINK
LINKED BY PURPOSE

A logo featuring a stylized 'T' inside a circle, with the word 'TRUELINK' and the tagline 'LINKED BY PURPOSE' below it.



truelink

A logo featuring a stylized 'T' icon above the word 'truelink' in a lowercase sans-serif font.

FINAL 3 LOGOS OVERALL





DESIGN RATIONALE

The final concepts emphasize simplicity, scalability, and symbolism. Circular forms and loops represent the brand's commitment to reuse and circular design.

By keeping the design minimal and avoiding complex typography, the logo remains flexible and adaptable across multiple applications including packaging, digital media, and product labeling.

The iterative AI process helped explore multiple visual directions quickly while refining toward a clean, recognizable symbol.



→

←

Thank you!

