



go **green** {
with **smart it**
}

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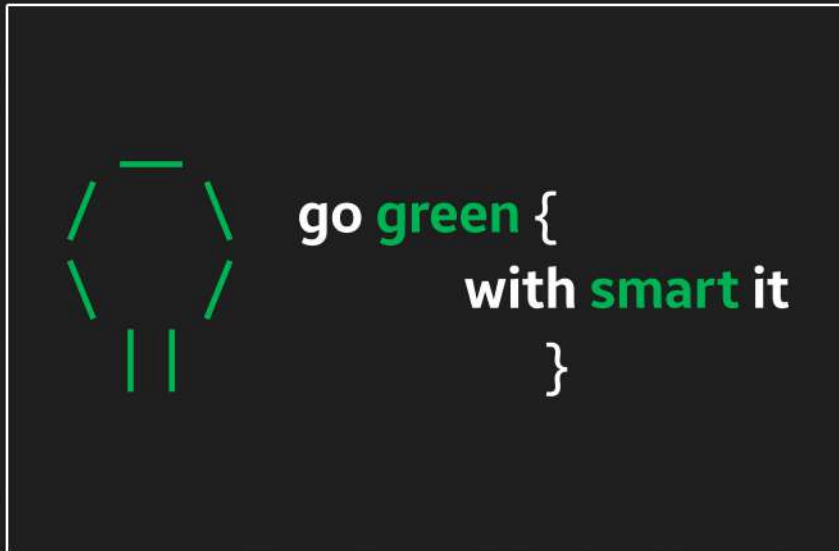


Fig. 01 - Logo V.01 - Text + Tree + White Text

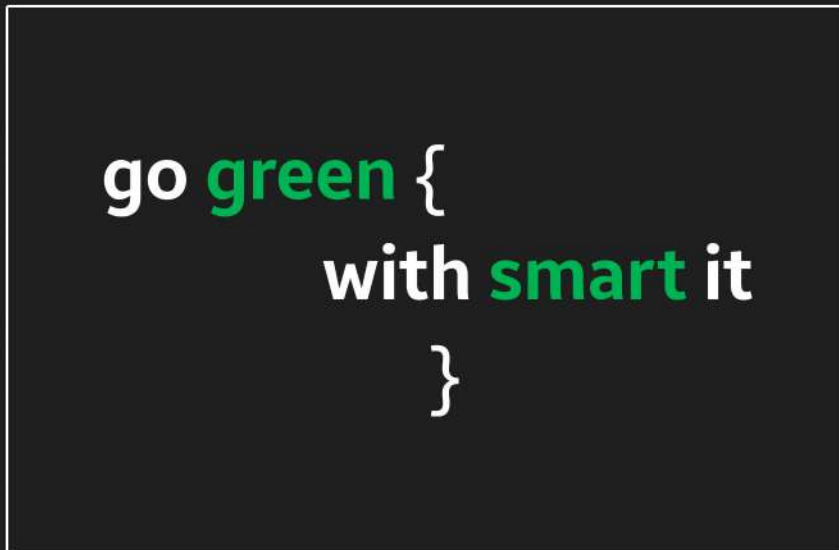


Fig. 02 - Logo V.02 - Text + White Text

I chose to make this logo as simple as possible for easy memorization, without forgetting the aesthetic side of it. I aimed to correlate ecological with technological values, without forgetting the target audience (students) and what they work in their day-to-day.

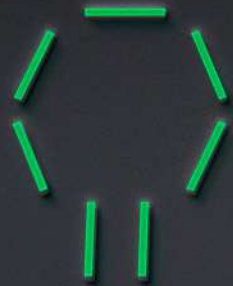
So, in order to fulfill the technological values that were necessary to be represented in the logo, I chose to be inspired by the CSS programming language, recurrent in the learning program of the students of this project. Obviously, I didn't follow the language 100% (in the text), but the rules I chose to follow to make the logo look aesthetically pleasing were:

- Not using capital letters;
- Different colors representing different commands;
- Using the symbols "{" and "}".

To comply with the ecological values, I decided to include a simplistic tree in one of the versions of the logo, made of symbols "|", "/", "\" and "_", to make it look in the same vibe of the written part of the logo. In addition, I used the color green, which is usually used to highlight problems related to the environment.

In this document I leave many examples in which we can observe the versatility of the logo, the different versions of it, and the colors used.





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Develop eco-friendly skills
Answer future problems

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