My Logo
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Before considering about the design of the logo, I thought about the meanings I wanted to give to it. The first thing that came to my mind was that the best we can do when we are under some kind of harassment is to let it know as soon as possible to the people we rely on: our parents, relatives and teachers. That is why I chose the vignettes, which express communication.

The second thing I thought was how to integrate the S.O.S. letters, so I included them within the bullets. I put three of them, and inside each bullet one of the letters.

I thought that my design was too simple, so I decided to include some symbol related with Internet connection, such as WI FI, since the project is related to things regarding online relationships. So, I decided to transform the letter O under the WI FI symbol. After that, it occurred to me to make a lock with the letter, since a lock or a closed door represents protection, so that no one we do not want to intrude into our life or intimacy, which is exactly what we are going to learn in this project: not to let strangers in and to protect ourselves.

After creating the logo in black and white, I verified that it looked good, so I set out to look for colors that represented a specific meaning. In this case I chose the blue (representing wisdom), red (which warns of danger), orange (which gives energy) and green (it means resistance).

I made several combinations with them, until I got a nice composition with an appropriate meaning. So, at last I decided to put red in the filling of the central bullet, as the internet can be dangerous. As for the other two bullets, I chose green color, which means resistance, because, in the face of any problem or harassment on the net, it is important to have strength and resistance, to tell our parents, family and teachers and for the last bullet I chose blue color, which transmits tranquility and energy, because everything that is related to the internet does not need to be necessarily bad, if we know to use it properly.