



Design Theory

I created this LOGO for Stella Pearl. As per your brief I only used one circle and letter 'S' within LOGO. Here I used Negative space technique, the space that surrounds an object in a image. Just as important as that object itself and brings balance to a composition. Here I carve out shape of 'S' in negative space intentionally. It's simple, striking and brilliantly unique. Also I would like you to notice that Negative space 'S' splits a complete circle into two bodies and define hypothetically, our organisation believe that we are not complete without our clients and so we give best connect and service to our client as we are part of client company or organisation. I hope you will love this concept. Thanks.



Corporate
Event Planner

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Hi, this is quite simple, unique as well as close to your brief. Here my composition of three circles formed a shape of pearl and at the highest bright point I placed our initials. I used orange and white in combination, as orange is color of good sprite and enthusiasm and white is for trust and faith. I hope you will like it. Thanks.