

**SUMMIT OUTDOORS LOGO DESIGN**

**PROCESS BOOK**

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# INTRODUCTION



Over summer break, I sought ways to keep creative and improve my design skills. I set out on a personal challenge to develop ideas for logo designs for imagined brand names. One of my concepts that immediately stood out to me was Summit Outdoors, a brand focused on providing high-quality outdoor gear and apparel to adventure enthusiasts. This project taught me how a personal challenge could result in a compelling design communicating a brand's values, even if it is just a hypothetical brand.

# RESEARCH



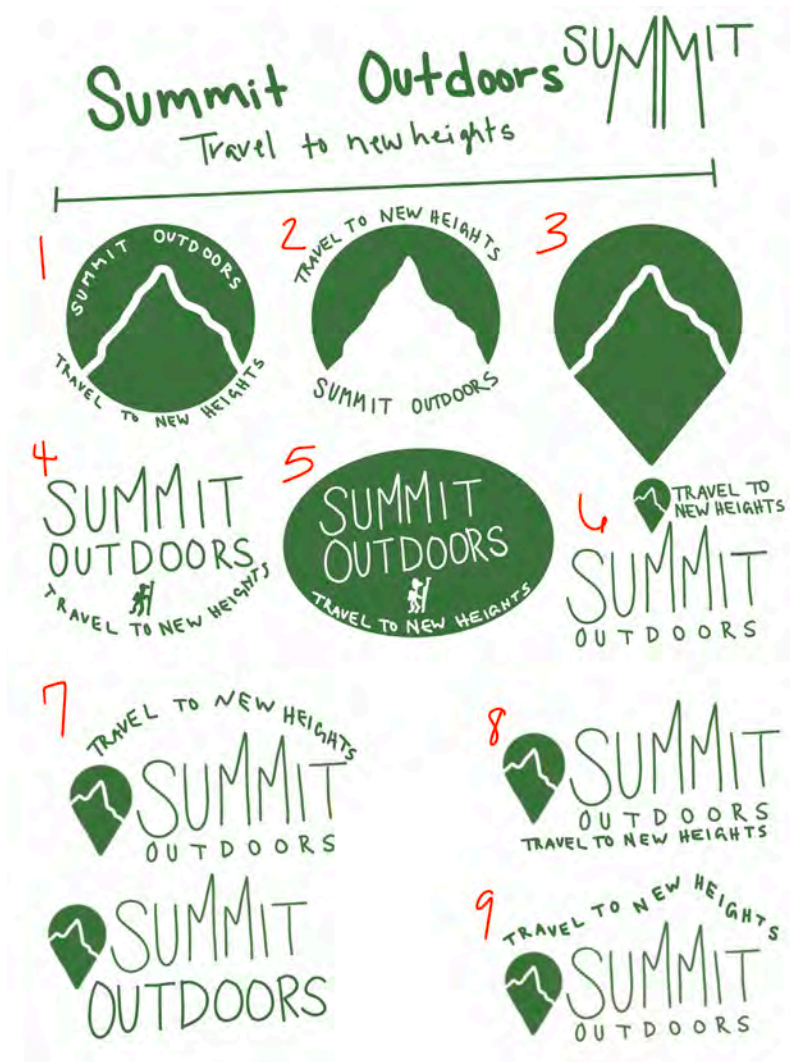
I started my research on popular outdoor and sporting goods logos was an essential step in developing my Summit Outdoors logo design. By looking at other logos in the industry, I better understood the design elements that would best represent Summit Outdoors' brand identity. This research helped me identify common design trends, such as using nature-inspired imagery, bold typography, and simple, iconic shapes. I analyzed the color palettes commonly used in outdoor and sporting goods logos to determine the most appropriate colors for Summit Outdoors.



# IDEATION



After researching and identifying key design elements for the Summit Outdoors logo, I began sketching ideas. The initial sketches explored various concepts, including incorporating mountains and hiking into the logo design. Initially, I had decided on an olive green but later changed it to an icy blue. This color change is very fitting and easier on the eye. From the beginning, I knew I wanted to incorporate a location symbol. Combining the location symbol with a mountain was unique and interesting. These sketches served as a starting point for refining my design and ultimately led to creating of the final logo for Summit Outdoors.



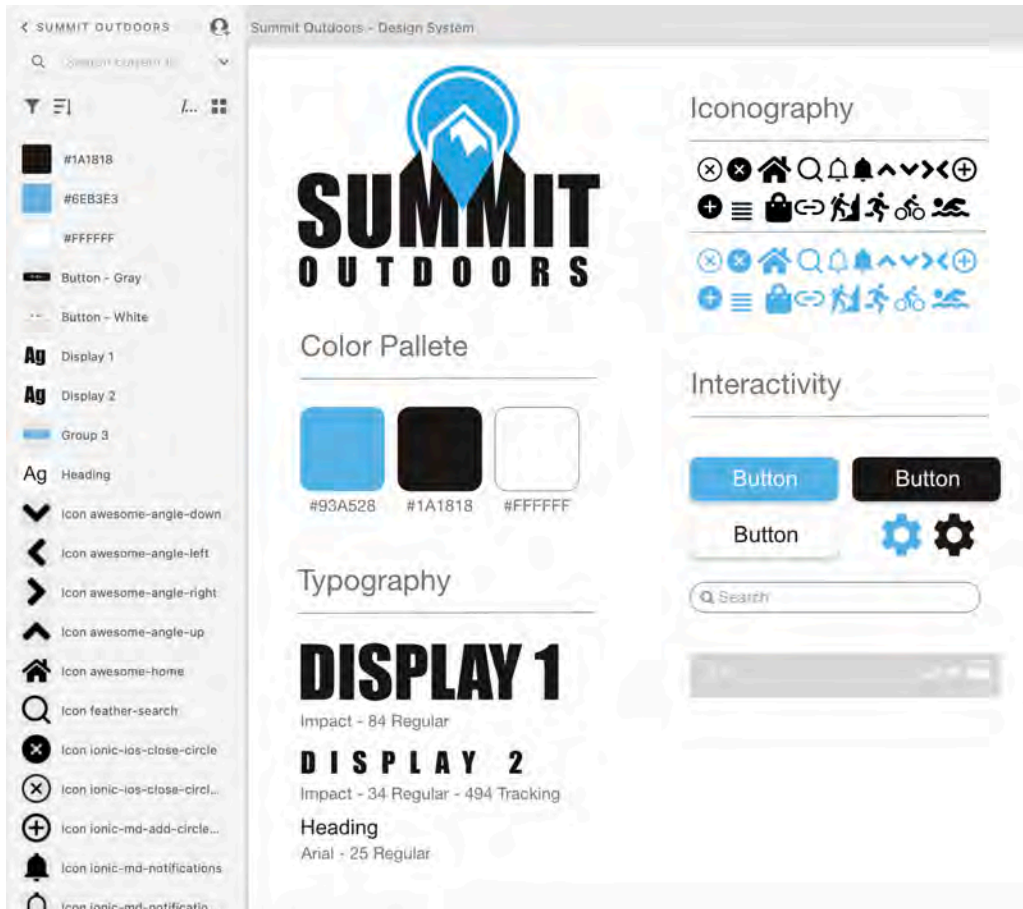
# REVISIONS



One of the main areas of focus was ensuring that the symbol was easily recognizable and memorable. To achieve this, I experimented with different shapes and styles. Through multiple revisions, the symbol was adjusted to ensure that it was easily recognizable and versatile enough to be used across various mediums.



# FINAL



# CONCLUSION



The Summit Outdoors logo design project was a self-driven exercise in creativity that allowed me to explore design principles and develop my style. It is a defining example of how a simple idea can evolve into a strong brand identity. This project has taught me how unique challenges can lead to creation of compelling designs, even for brands that do not yet exist. This highlights the importance of self-directed creative projects in developing design skills, refining a personal style, and exploring new design concepts. The logo's design elements were carefully considered, resulting in a memorable and recognizable symbol that effectively communicates the brand's values to the brand's intended target audience.

