

prismascopes

process book

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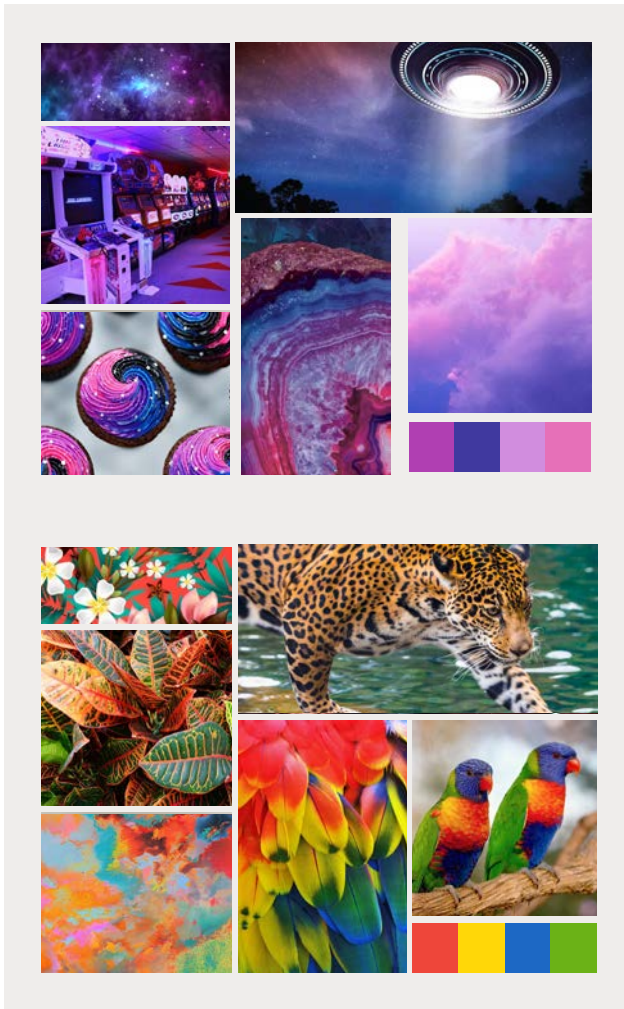
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introduction

Prismascopes began as a fictional telescope company that I was given by random chance and I first created a logo that looked like this.

I disliked how this turned out and I had lost most of the original files anyways, so I decided to remake it entirely.

ideation



I began by creating a mood board for the company. I created three, to begin with before choosing a final aesthetic for the Prismascopes.

The first was meant to be a pastel, space-themed brand that was all about the stars and galaxies. The attitude was a curious and space-loving company.

The second went the way of bird-watching rather than stargazing. It was bright and meant to appeal to an older audience that enjoyed nature and exploration.

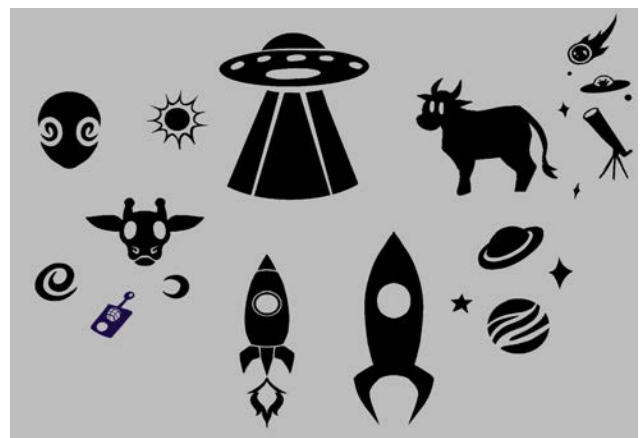
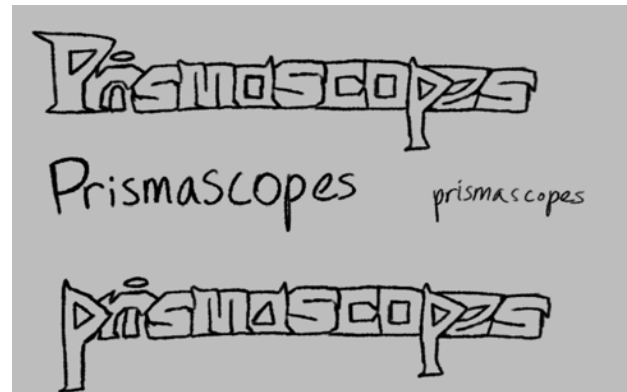
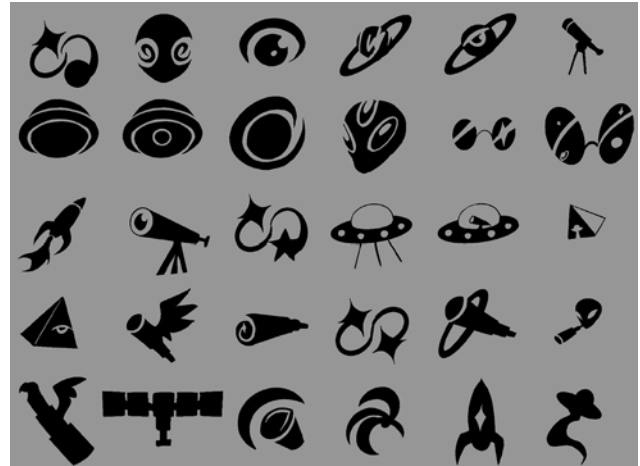
The third was similar to the first, except it was more about the supernatural, aliens, and the scariness of space, mixed with a morbid curiosity.

I ended up going with the first one since it seemed the most appealing for the product, plus would be the most fun to design for.

sketches

I sketched both marks and logotype separately at first before I combined them. A few stood out, particularly the alien head, eyeball, and some of the star combinations I created. I very quickly came up with a style for the logotype that I enjoyed, with thicker and sharper letters.

Also during this stage, I created several different symbols that I would use for seamless patterns that would go with the prismascopes brand.



revisions

Going from my first choices I began trying different variations. I created a stacked version of the logo type that could be used instead of the original as needed. I decided to not use any of the marks I created with the logo, instead making a new one. I used several of the marks in seamless patterns instead.

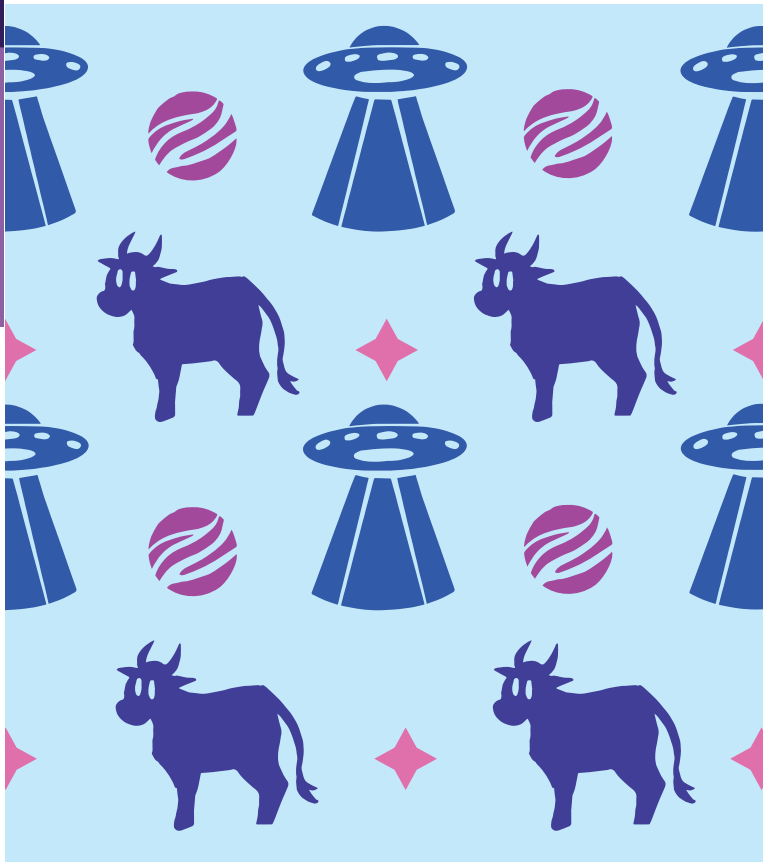


final work

For the final work I created three seamless patterns to go along with the logo. I loved how they turned out and I think they go very well together.



final work



mock-ups



mock-ups



conclusion

I believe this design to be a success by the way that it's aesthetic supports the company of Prismascopes. It also helped me to personally envision a design system that is both cohesive and fun. I hope to use this knowledge in future projects.

I see how experimenting and ideating can create a stronger and more stand-out brand. Compared to my first rendition of Prismascopes that was lost I feel that this one turned out much stronger and I enjoy looking at it a lot more.