

# Creative iterations: Stylescape LOOP

The vision for LOOP was to stand out, be bold and fresh. To make this visual I created a stylescape to express my vision with LOOP's core values.

**V1:**



**How:**

For V1 I used bright, neon colours to make sure LOOP stands out. I also designed a logo with an infinity symbol to represents continuity and creativity. The overall goal was to make LOOP look energetic and bold.

To test this I did a Think aloud:

- Replace the bright yellow with a more muted one for readability.
- Switch the rounded borders of the logo and fonts to a sharper one to look more "bold".

**V2:**



### Why:

I decided to listen to the feedback, since I wanted others to see the core values as well in the brand identity for a better branding. So, the yellow is less bright and the logo and font is changed to sharp borders to make it bold.

### V3:



### Validate:

I got positive feedback on my second iteration without points of improvement, but the group and I decided to go for Yagmur's logo since it's more unique. We also decided to change the fonts that are used in her logo for more consistency.