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  The logo I designed for project 1 was chosen because I felt like it was simple yet illustrated the point of the company, graphic design. The structure of the blocks and circles creates a sophisticated look, yet at the same time creates a sense of playfulness with the dotted edges in some parts of the design. I chose a uniform color, black, because it makes for a mature design with a clean look. The single color also keeps the attention on the shapes and design so the customer's eyes are not wandering all over with confusion. The words are placed in a way that attracts both interest and attention from the customer. The placement of the single, bolded "C" in the top left corner with the words joined and flowing down the left side and across the top create movement through the design so that the customer's attention is not focused on one particular part of the design.

  The logo is universally understandable because there are no words or symbols that could be mixed up in translation from language to language, just shapes. Because of this, the brand is going to be able to be distributed and shown throughout the world and be understood by everyone. Although this design is not the most colorful or intricate, it is pure and clean which is appealing to all types of people and is universal throughout the market of graphic design because it can reach both ends of the design spectrum, very intricate to extremely simple.