

## Logo Recommendation - Jonathan Aiken



### Concept :

Through the process of mindmapping, I linked Robots with the idea of war and battle, leading me to design a range of logos with this theme in mind.

### Rationale :

The idea behind My Little Robot is to create a website where people can pit their robot creations against one another. Thus the idea of war and battle is not only a product of my mindmap but also central to the topic of the website.

A primary use of robots in modern warfare is in the area of missiles and rockets. Long distance, second strike capability, brought about by developments in technology. This was the thinking behind the idea of using a missile in the logo.

Concerning the text information, I considered two criteria which would need to be met if possible

- clarity of information
- aesthetically pleasing

I met the criteria by selecting a large, legible font. I considered the use of colour for the aesthetic side of things. I coloured the text in a way that corresponded with the colour used in the missile, keeping the continuity in the logo. I have used a clear colour scheme - red, yellow, grey, black, on a white background.

### Details :

**Created with** - Adobe Photoshop 7

**Font** - Arial Black, 72pt