

Logo Redesign

Proudly Brewed by Huayun Huang

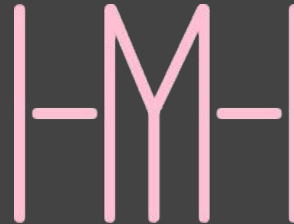
Currently...

The logo that's used on my current website is a light pink logo, which is not very recognizable from a distance, and works only on a dark background.

Because I decide to redesign the appearance of my personal website, I need to redo the logo as well.

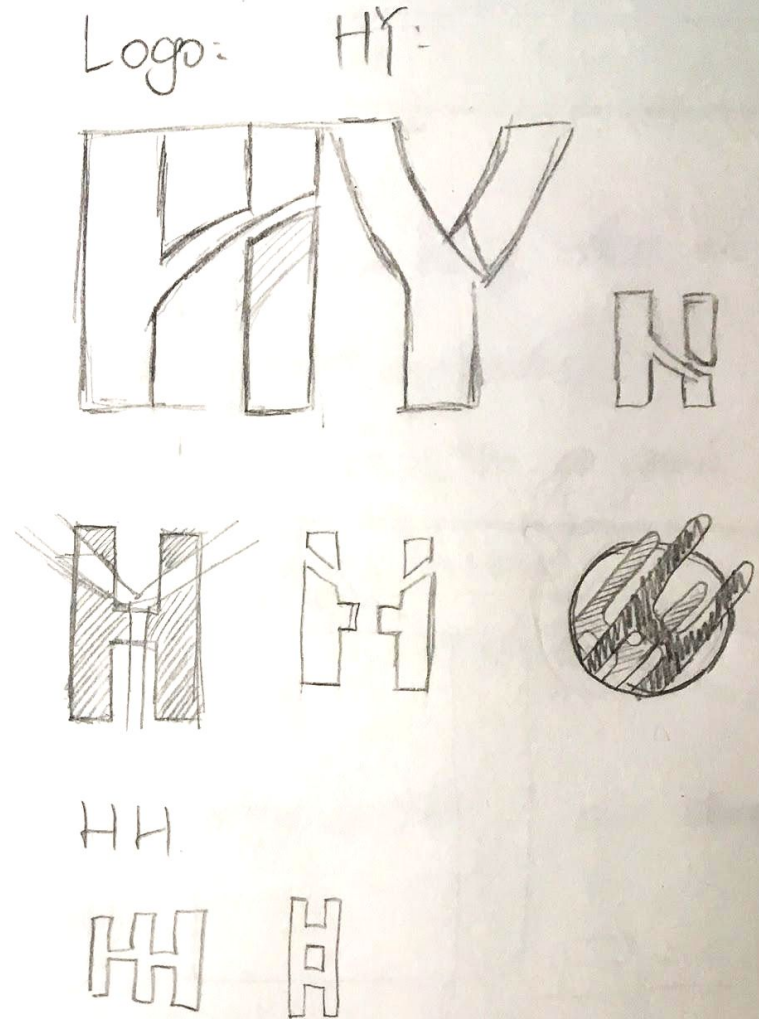
Why logo?

It serves both as a great design practice as well as a personal branding purpose.



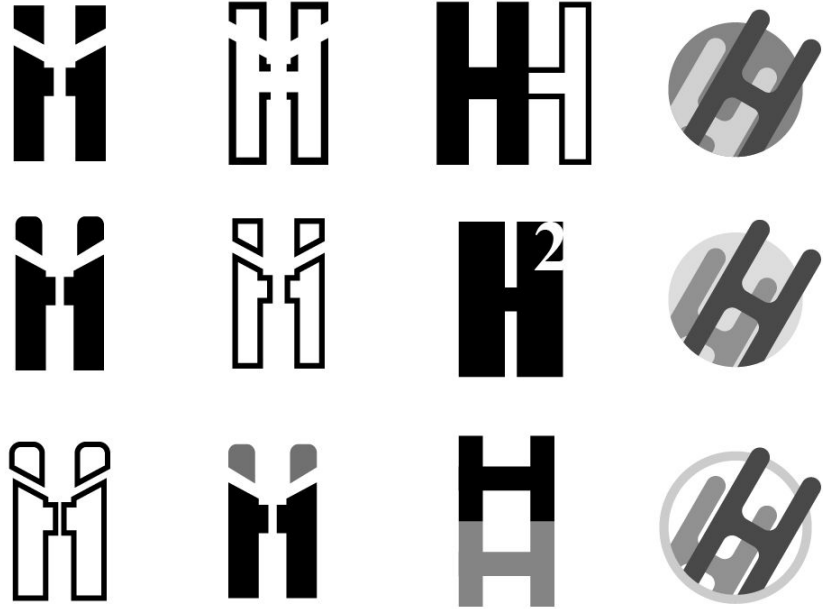
Ideation

Since this is a personal website, I started by exploring around my name, specifically my initials. “Huayun Huang” is a Chinese name, so “HYH”, “HHY” and “HH” are all legit initials. Note both H and Y are symmetric letters.



Mid-Fi Digital Explorations

Built upon my hand drawings, I explored several variations of the “H-Y” combination from my name initials as well as the “H-H” combination.



Mid-Fi Digital Explorations

I happened to get one candidate from the “H-Y” branch, and one candidate from the “H-H” branch, as illustrated on the right. I think they each has its own value, and it is too early to judge or give up on any of them, so I explored both on my next iteration.



“HY”

H shape divided by a Y shape, while the shapes resemble two people shaking hands with each other.



“HH”

Two H's bursting out of a circle, more artistically pleasing, and more recognizable as a logo.

Hi-Fi Digital Exploration

I tried coloring both with my website accent colors, with a little bit of variations for the contrast issue.

Accent colors



accent color 1
for links, buttons



accent color 2
for ::before, ::after,



Final Selection

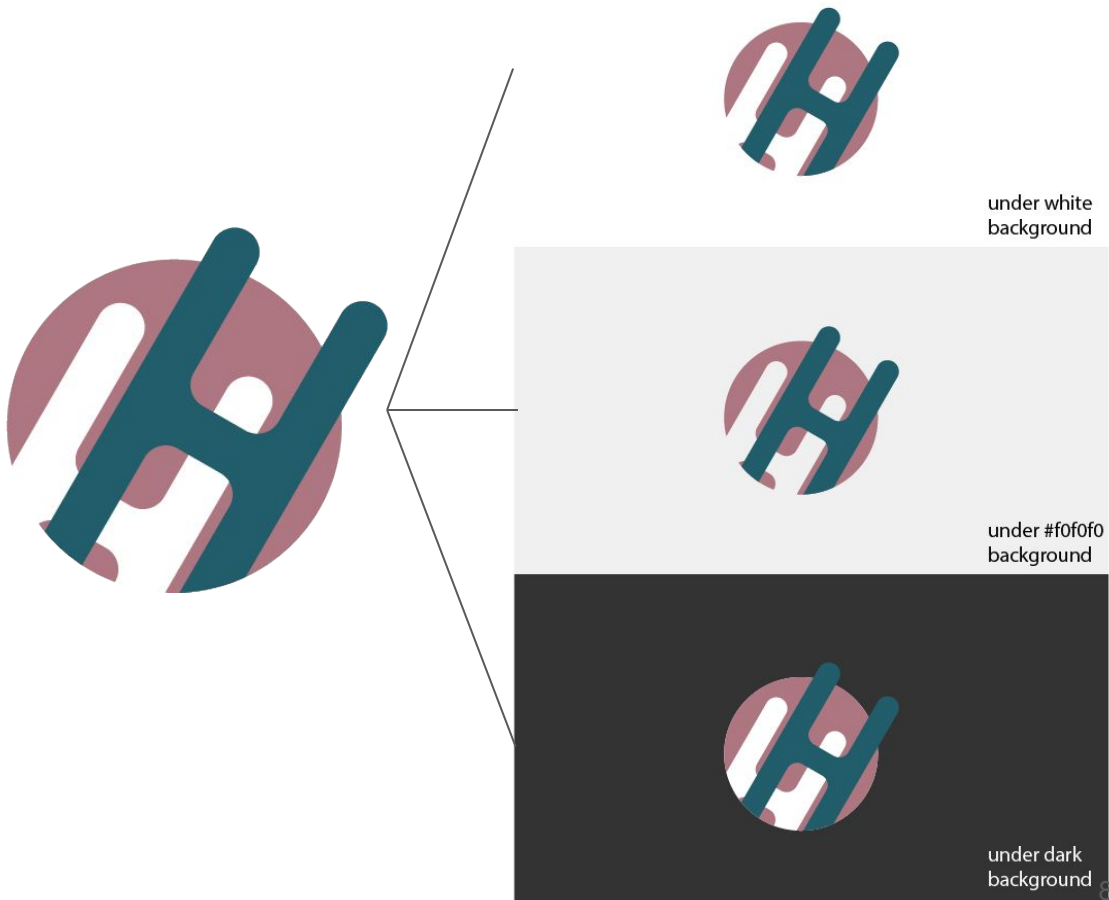
I decided that, after all, this is my personal portfolio website, and I want to show my graphic skills. I prefer to be depicted as a fresh and energetic designer, instead of some business entity trying to trade with others, so I went with the “H-H” one, which I thought would appeal more to my employer personas.



The HH one on the right wins. Despite of the fact that the left one is more “meaningful” and “friendly”, the one on the right is more visually pleasing and impressive as a PERSONAL website logo. If I were designing for a business context, I will pick the left one, for sure.

Finalizing

I checked the performance of this logo under several different background (white, #f0f0f0, dark). I think they all looked satisfactory to me.



under white
background

under #f0f0f0
background

under dark
background

