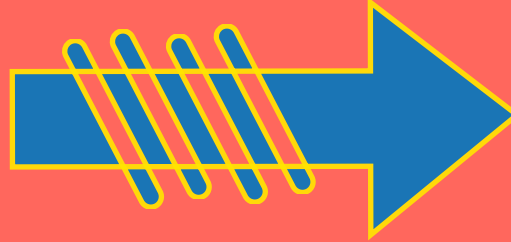# S.O.U.R.C.E.

My original thoughts were bright colors, but they didn't match or were out of place. I also wanted to stick to 2 colors. My "S" was round and curvy, there wasn't a system like now.
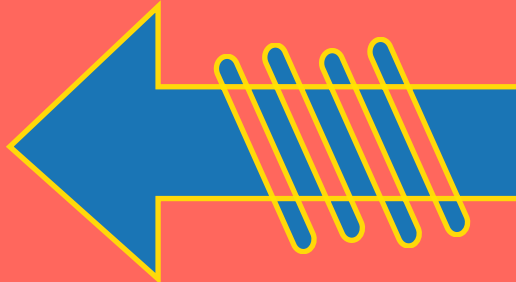
CONCEPT

Professional look for the research side
Fun and unique for the creative side
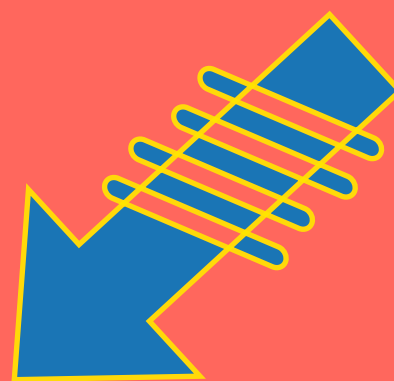Audience: students, faculty, family etc.

"S" DESIGN

- Research side of event:
Geometric "S"
Structured
Round Lines

- Creative side
Add designs to "S" with colors alternating
Crazy
Weird Blobs

SYSTEM

The "S" logo can work as different iterations
Has enough design aspects that can be used throughout each part of the project

COLOR SCHEME

- Calm for Research:
Blue
- Vibrant for Creativity:
Yellow
Orange

TYPE

I wanted something that looked profesional and geometric