

Ouranos

Brand Logo
2022



Ouranos was a tote bag brand that my client had developed. They asked me to help them make a simple, minimalist, but trendy logo for Ouranos. The logo's main idea is sky-galaxy themed based on Ourano's original meaning, "sky".



I worked as a logo designer on this project. I discussed a lot about what kind of logo they wanted to have. To create the logo based on what I presented mood boards and logo sketches first to the clients. After they chose a logo sketch that was suitable to their taste, I immediately finalized the logo design and made some options for the logo layout.


I faced some challenges during this project that required me to enhance my problem-solving, creative thinking, and communication skills. One challenge was building a good concept from references and brand identity that the client had told me before. I was told to be able to capture the brand's essence and present it visually compellingly. The logo has to be simple but distinct and memorable. Besides that, the logo must be trendy and suitable for young people.





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I spent a lot of time making a mood board and design concept. I always communicate with my clients and ensure we have the same vision in creating this logo. I learned that communication is the key to building projects together. Through this process, I had to be able to align the preferences and tastes of multiple stakeholders. Despite that, the process was so fun. Thus, I learned a lot of other points of view for this project.



Besides that, I also got a note to make a logo that can adapt to various mediums and sizes. It was an exciting challenge for me. I got to experiment with multiple different layouts for the logo. It cost me a lot of nights, but the result was so satisfying!

This logo, Ouranos, is one of my best projects because the final outcome of the logo has been able to satisfy my client's needs for the brand. During the design process, I carefully selected the colours, typography, and design elements that would suit the brand and communicate its unique personality. This logo was also very versatile and adaptable in various sizes and mediums; it has proven its scalability and consistency that ensure the brand's visual identity remains strong and recognizable. After all, it was an incredible experience!



*A well-designed logo is like a window
into a brand's soul.*

