

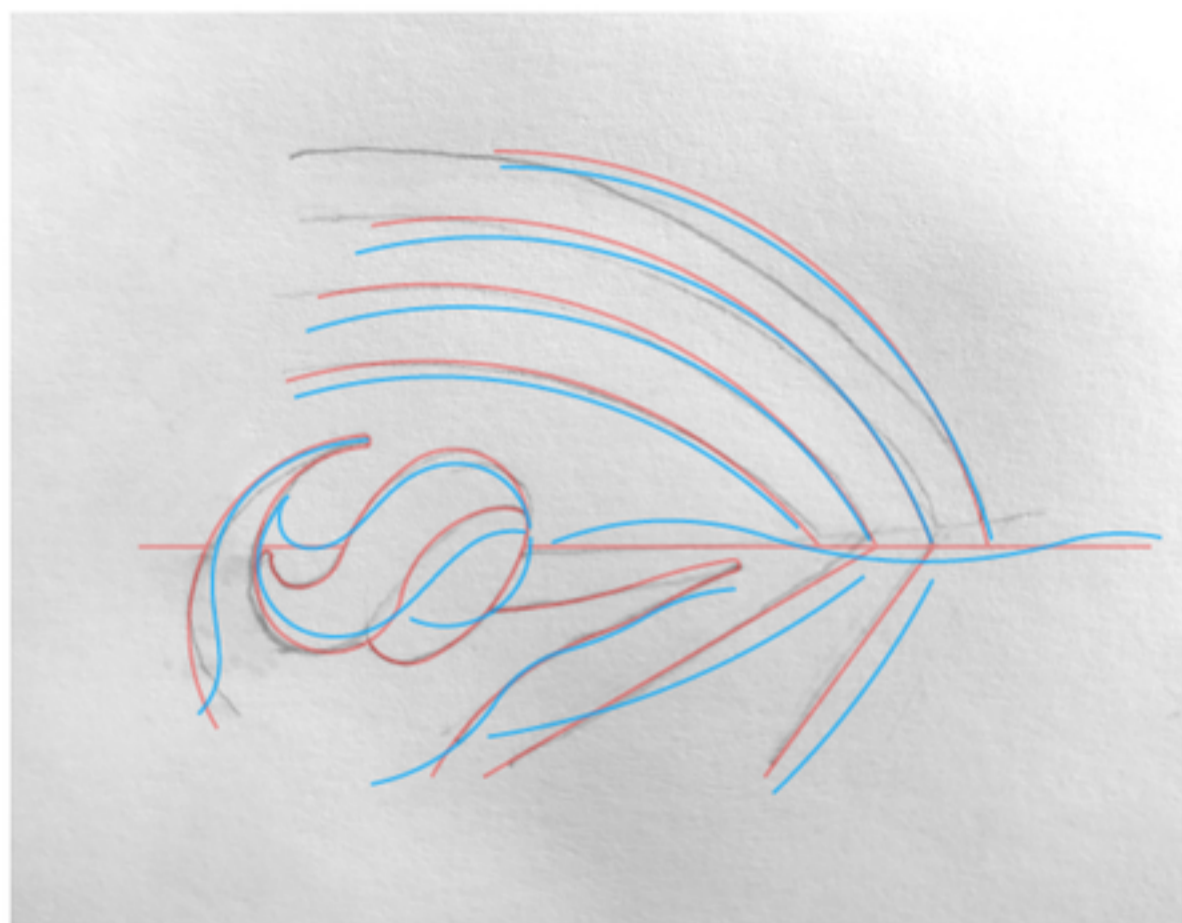
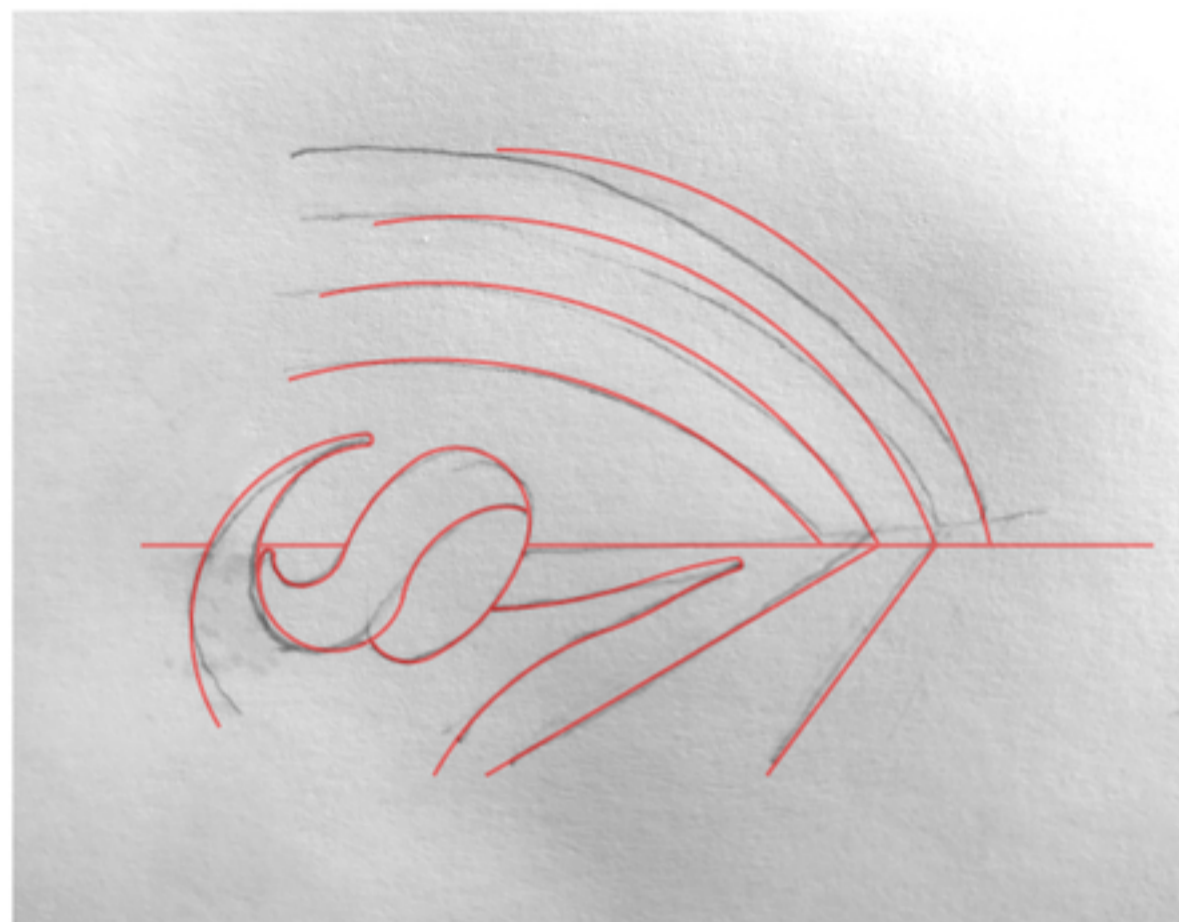
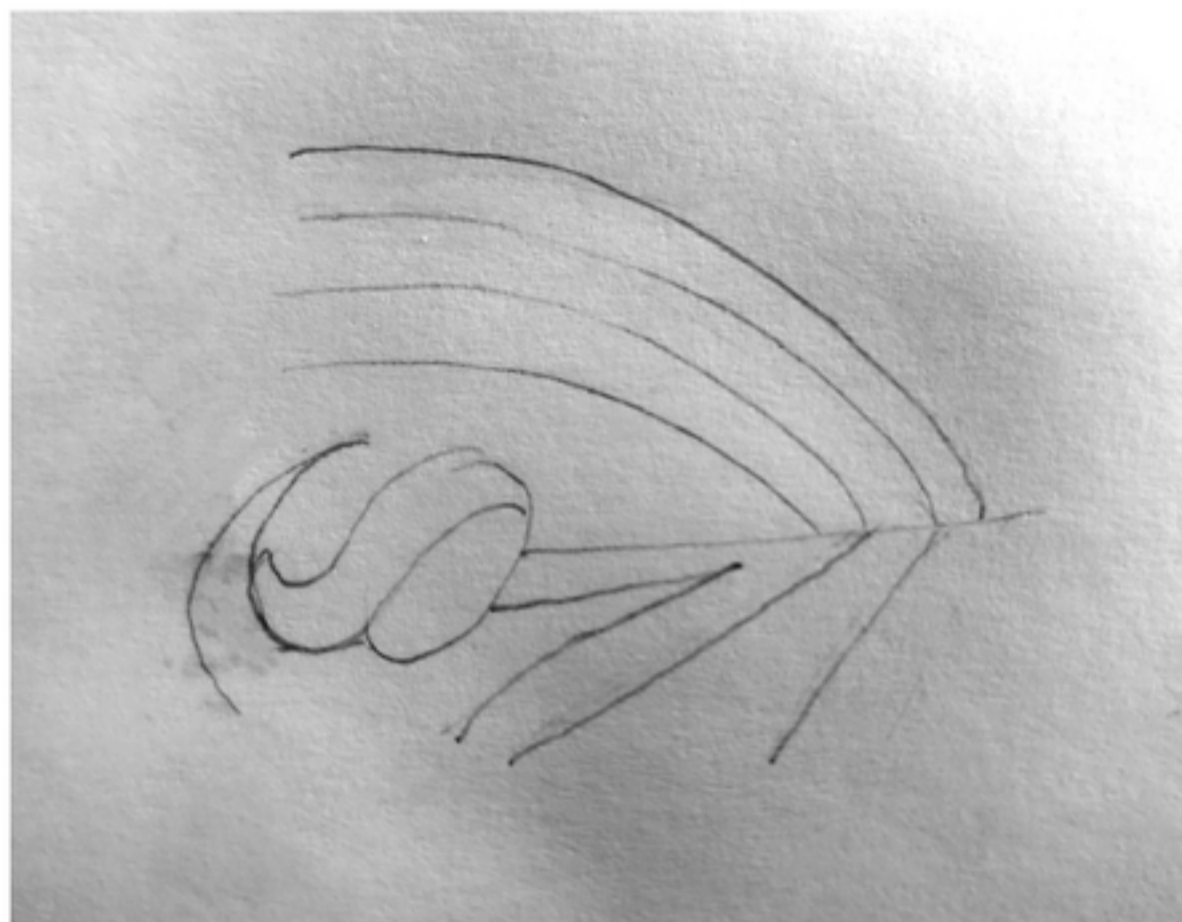
Follow Your Rainbow

Process

Logo creation

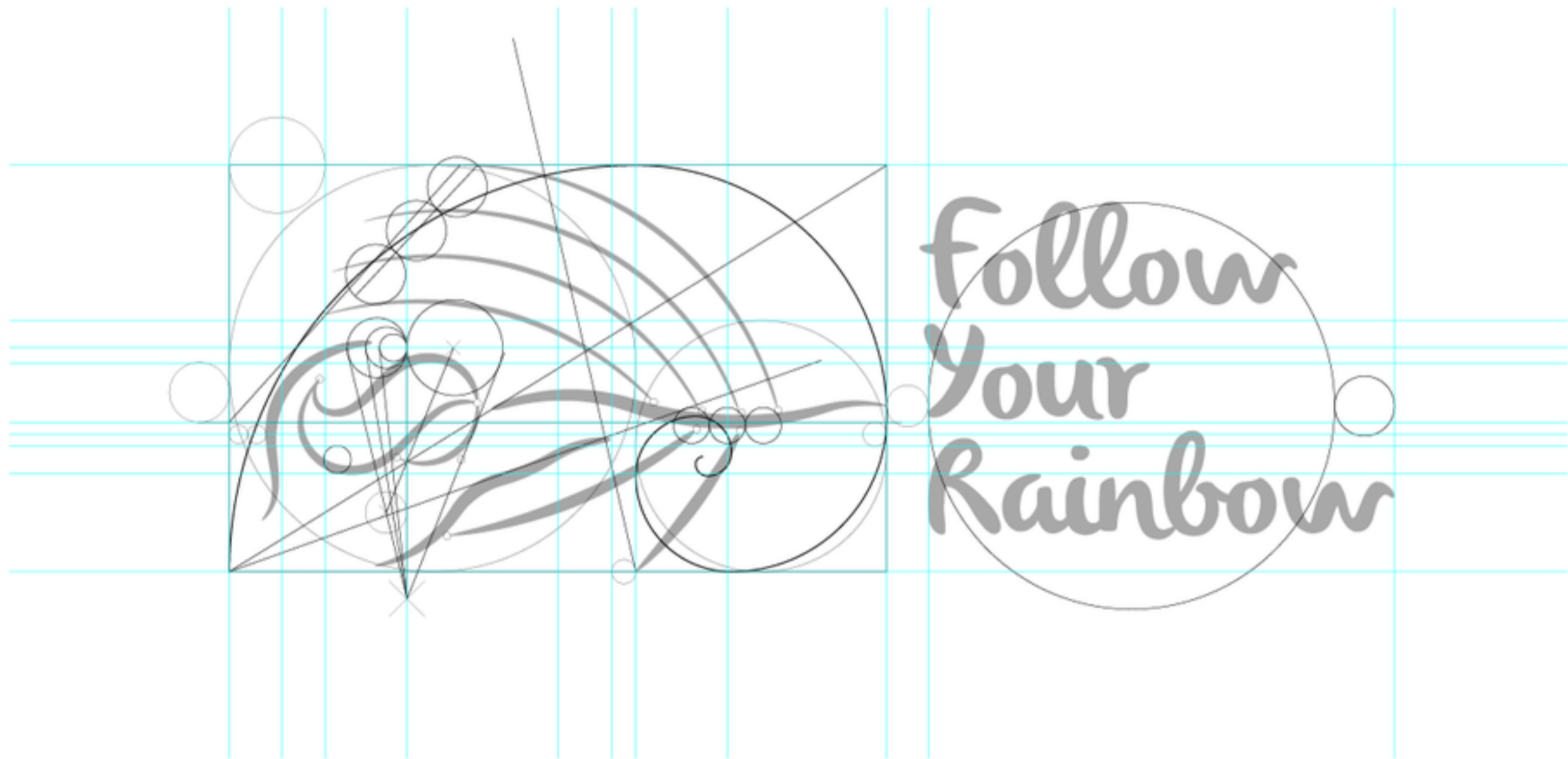
Original sketch

Blue lines is final logo

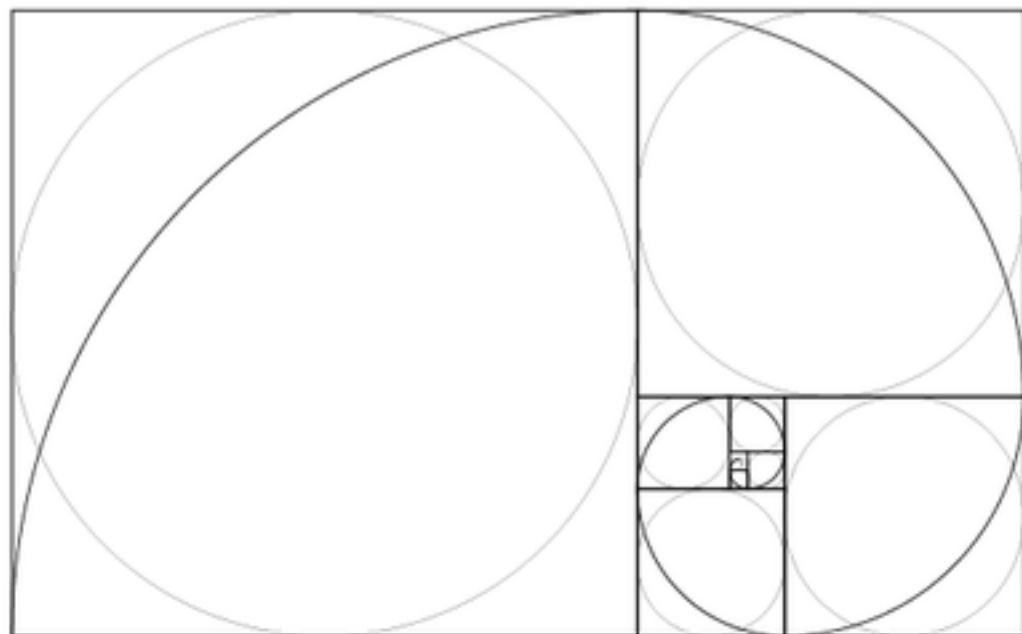


Golden proportions

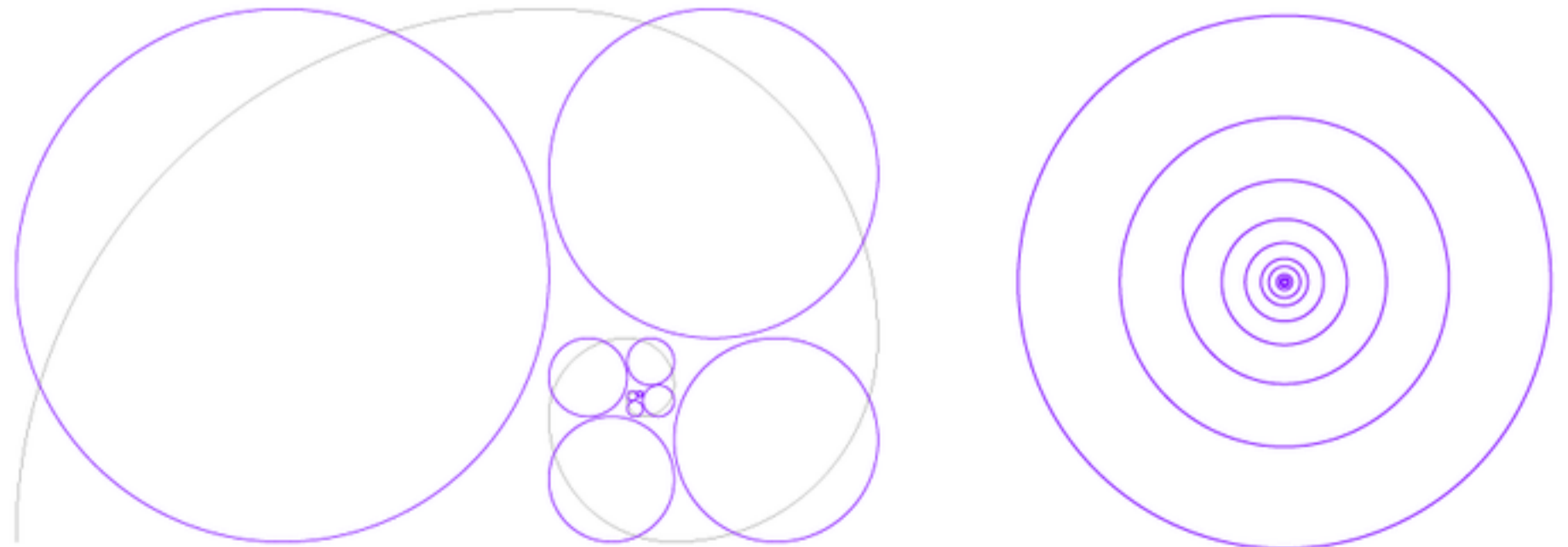
The Fibonacci sequence



Based on the Golden Mean



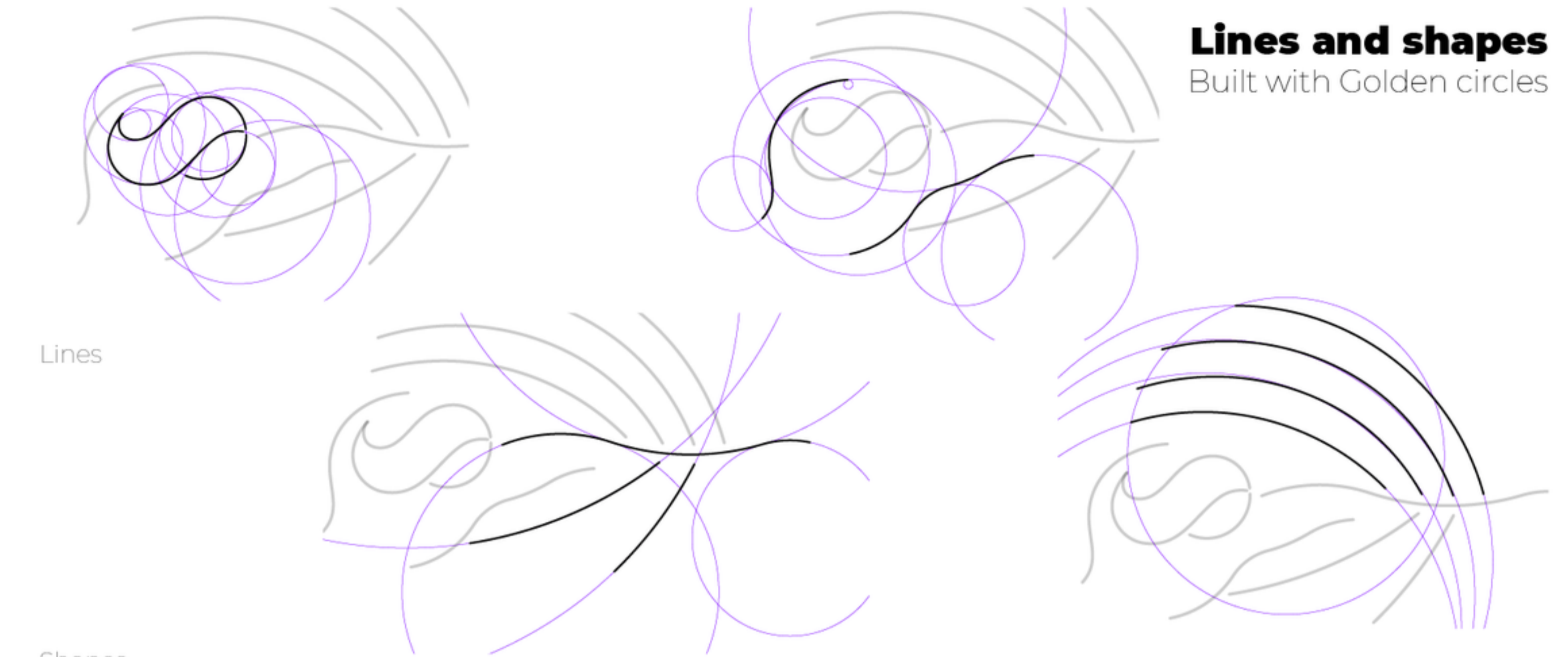
Circles have Golden proportion



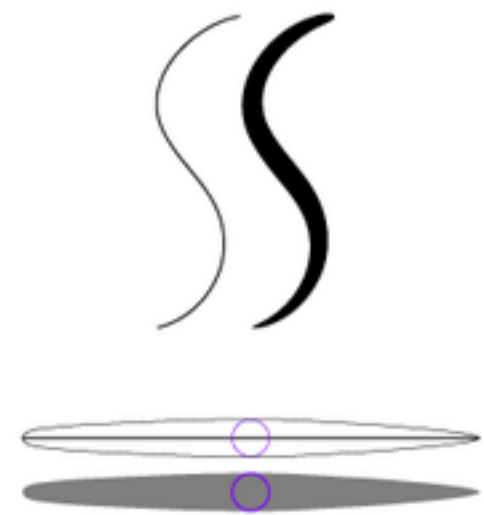
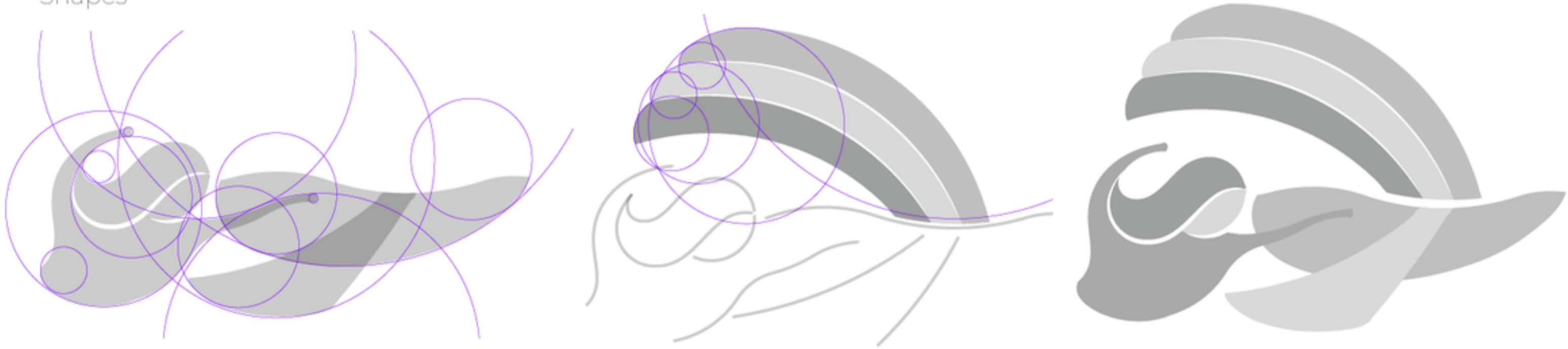
Lines and shapes

Built with Golden circles

Lines



Shapes



Stroke style applied



+



=



Shades & Fades

Depth and Brightness

Shades



+

=



Fades





A journey

Color



First set



Original set





Colored lines



Lines depth

Colored strokes



Shades in lines



Rainbow lines will fade

Final logo



Follow
Your
Rainbow



Color Palette

ABC abc 123

Font Olivier Regular

Thank you

MilePhant

November, 2021