

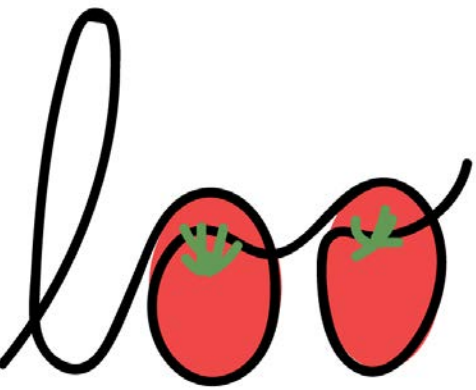
ashley loo: personal brand

DSGN 320 professional development

final logo

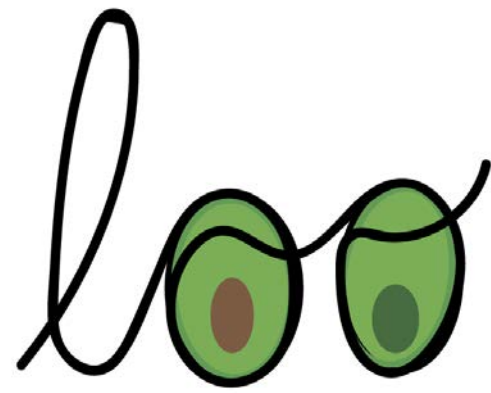
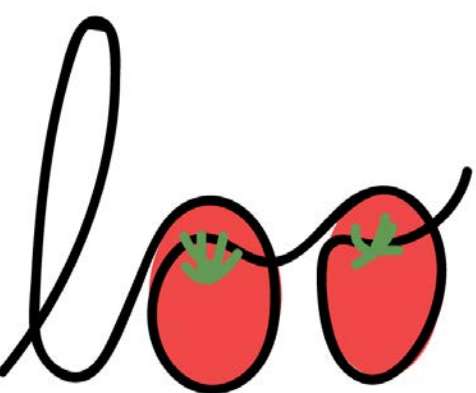
final logo

A handwritten signature or logo consisting of a single continuous line. It starts with a tall, narrow loop on the left, followed by a series of smaller, interconnected loops and curves that trail off to the right.



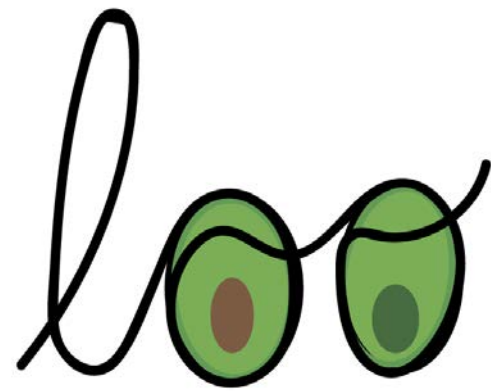
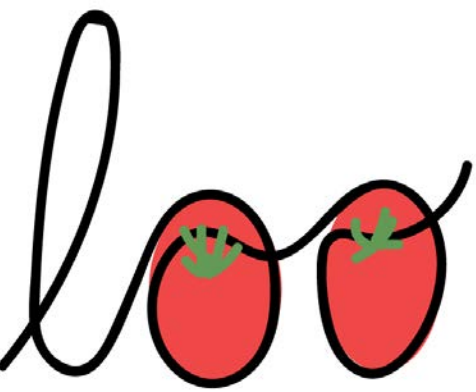
final logo



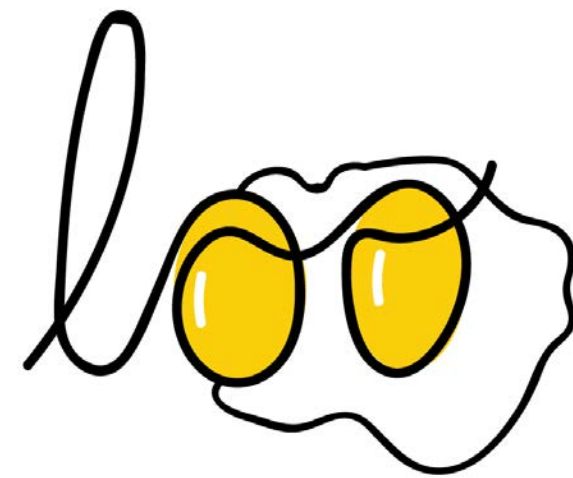


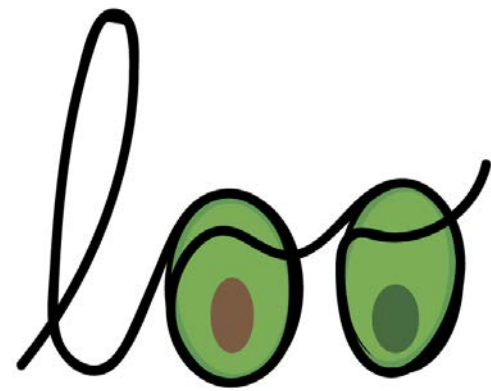
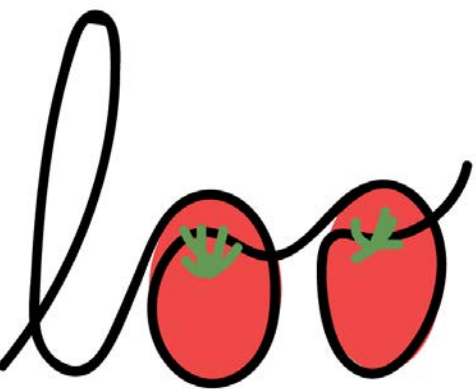
final logo



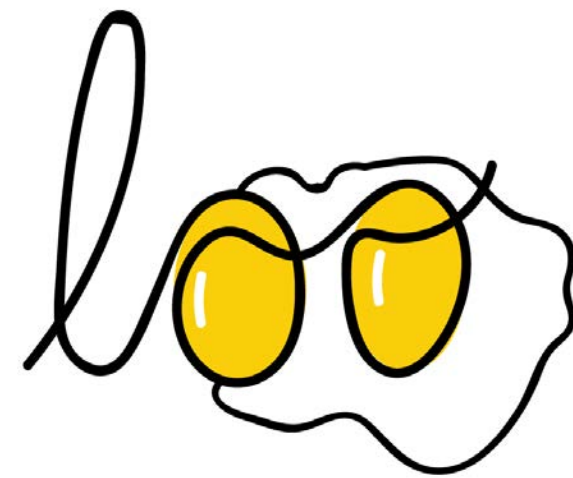


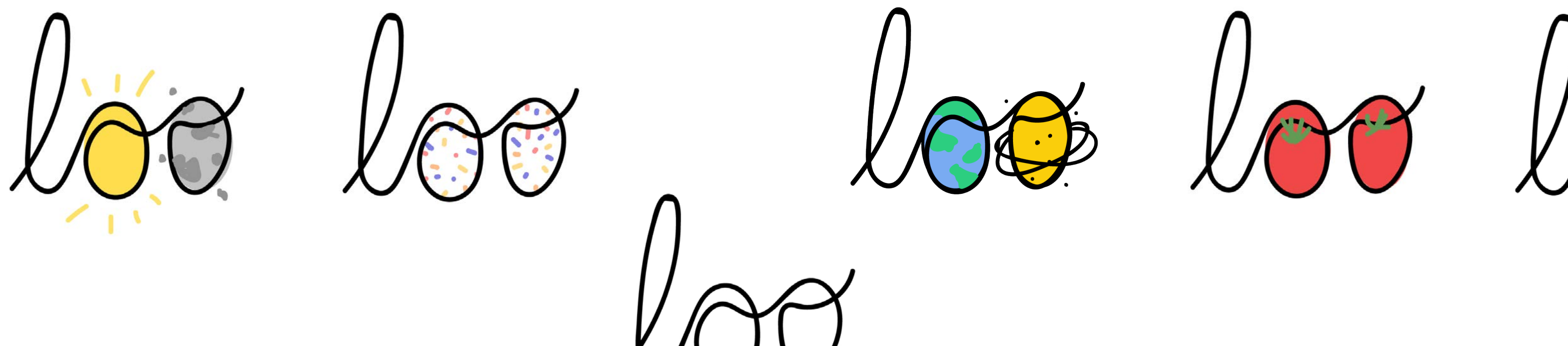
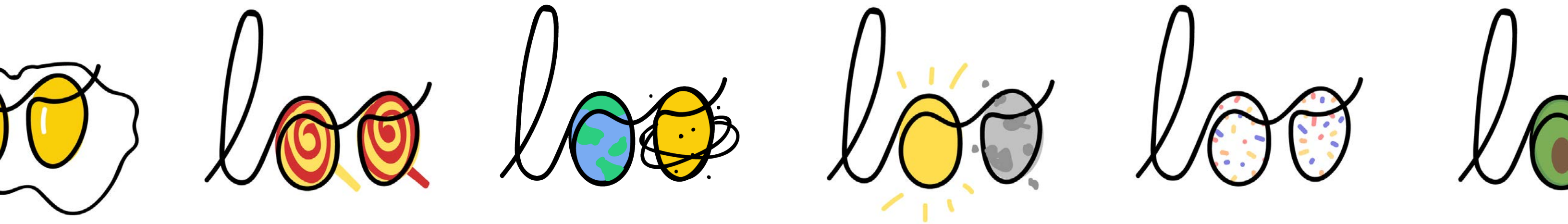
final logo





final logo





ashley loo

amicable spirit*

- + genuine
- + dedicated
- + humorous
- + composed
- + lighthearted

*spirit of friendliness, warmth

final logo rationale

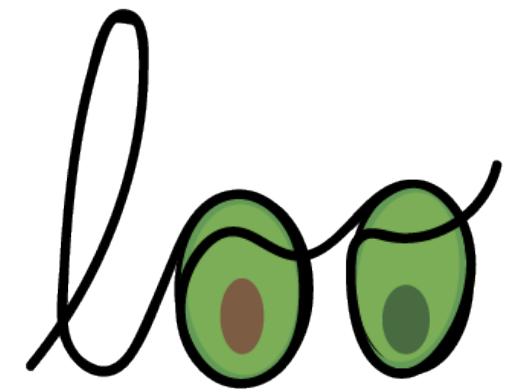
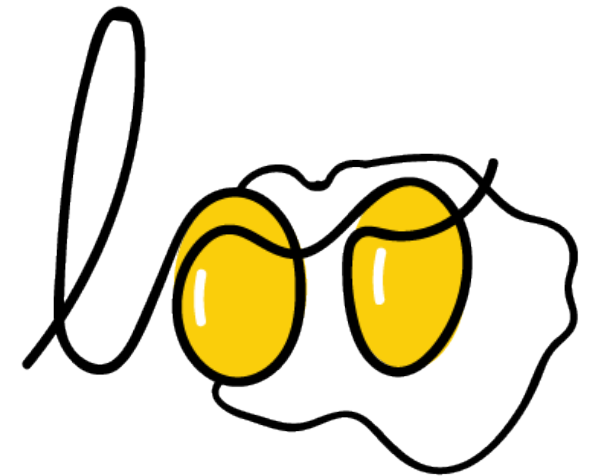
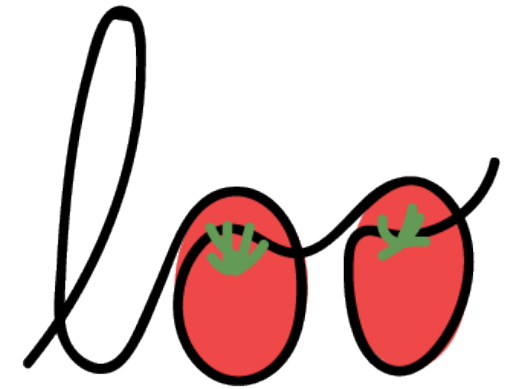
+ loo

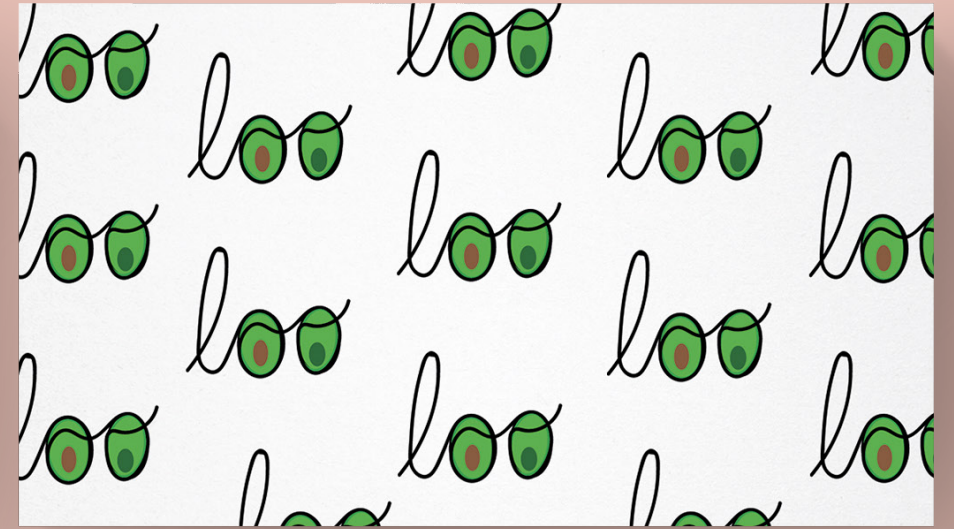
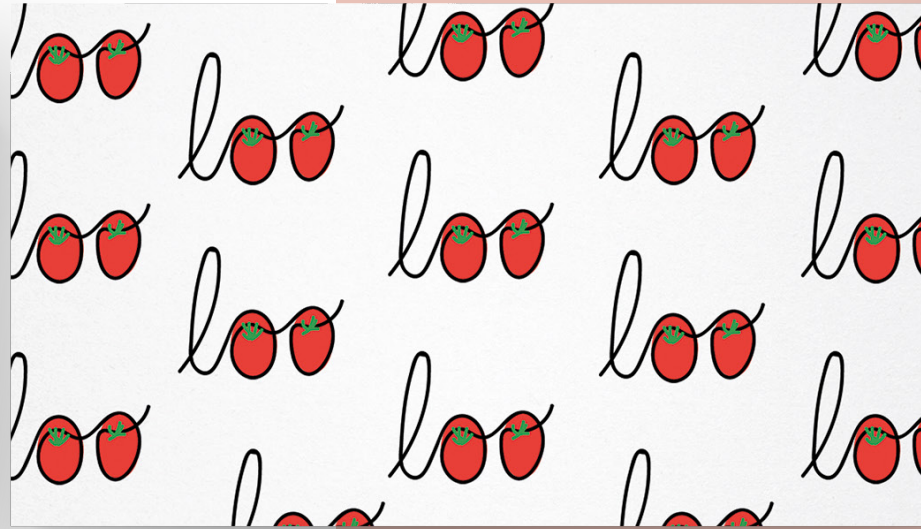
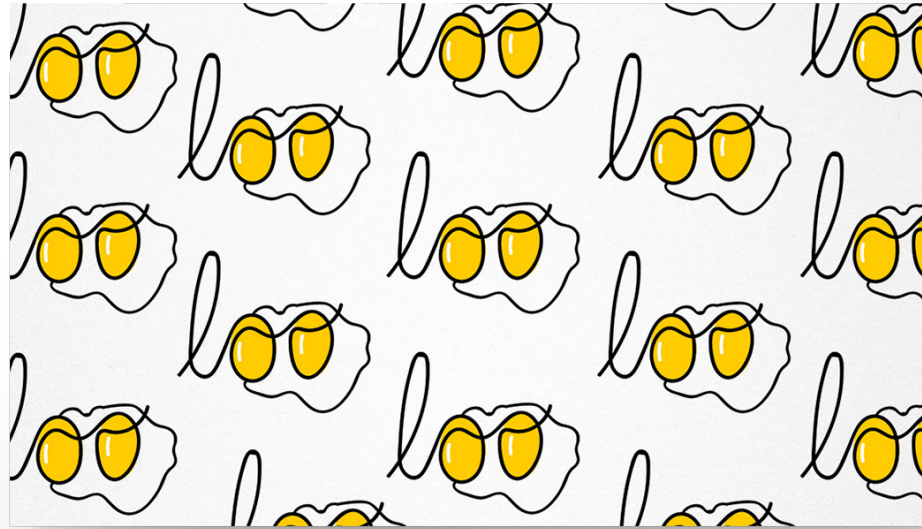
the cursive writing lends itself to being playful, and having the name "loo" as a framework to encompass countless other illustrations fulfills the brief of the client wanting a logo that can be used on multiple applications.

utilizing the two 'o' letters to make different illustrations showcases the client's versatility and playfulness.

overall, the logo is warm, whimsical & friendly.

The word "loo" is written in a simple, black, cursive script. The 'l' is a single vertical stroke, and the two 'o's are connected to each other and to the 'l'.





mei yi loo.

meiyiloo.com
(778) 875-1934
hello@meiyiloo.com

mei yi loo.

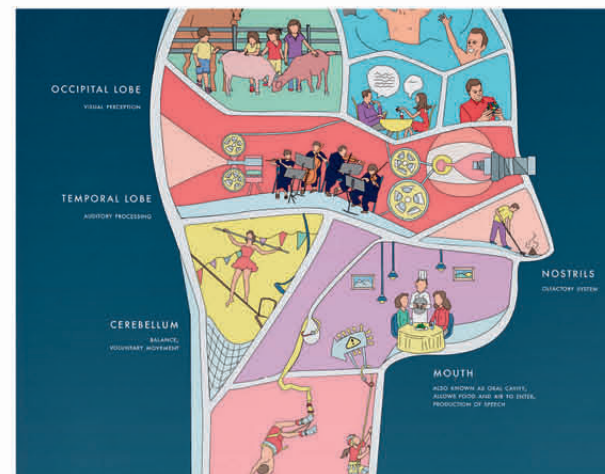
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mei yi loo.

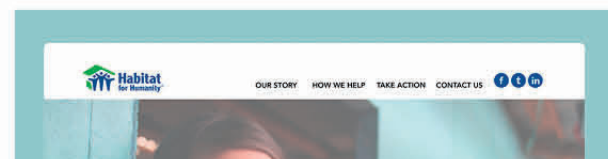
meiyiloo.com
(778) 875-1934
hello@meiyiloo.com

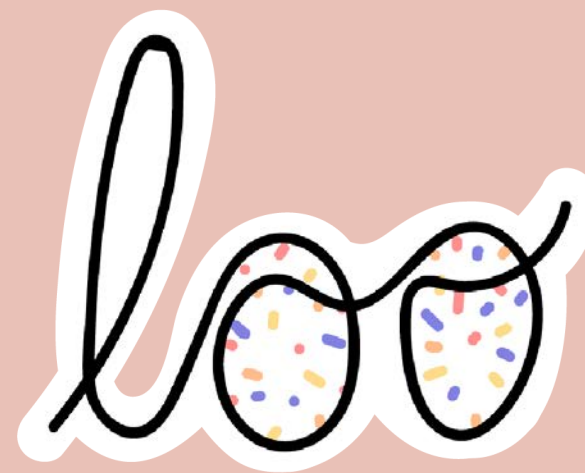
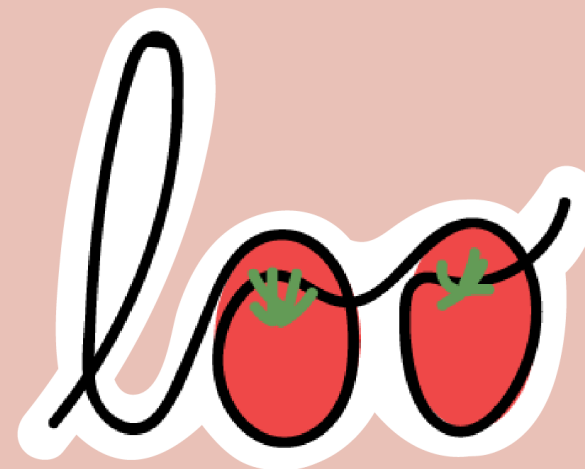
loo

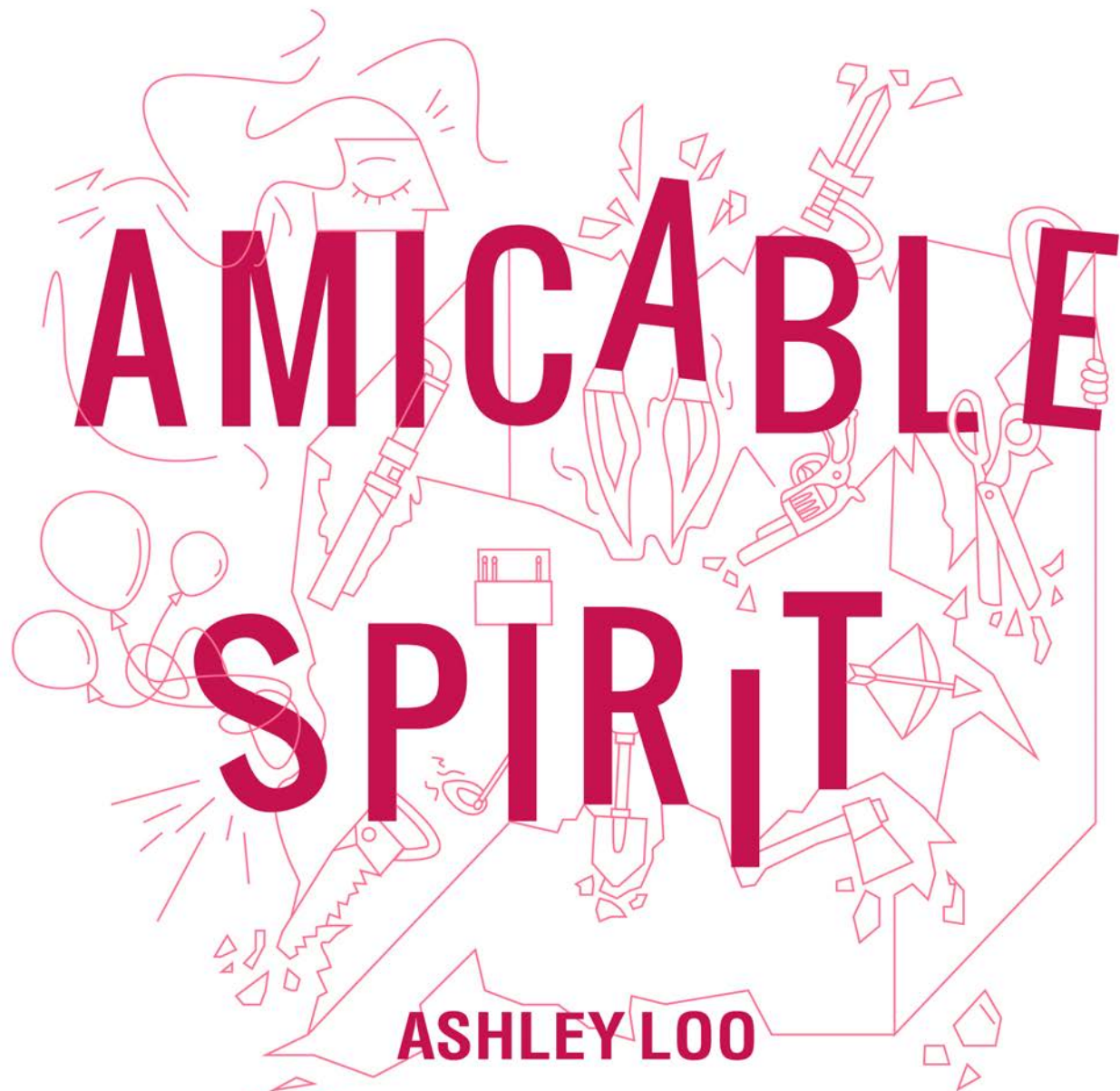
work about contact



filter
design
interactive
illustration







- + genuine
- + dedicated
- + humorous
- + composed
- + lighthearted

Hello! I am a self-admitted perfectionist who would stay up all night meticulously working on numerous projects. Despite my well-kept nature I gravitate towards more unconventional solutions, and rather than thinking outside the box, I run around it, because I need my daily exercise.

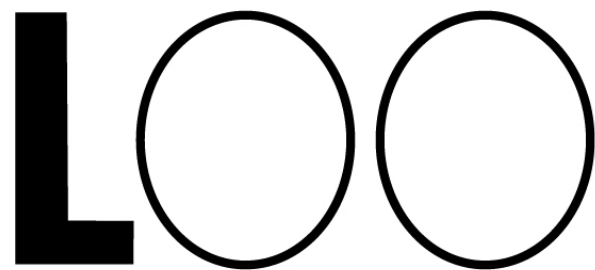
If I ever needed a break, you can find me dancing like a jitterbug in my basement or singing Frank Sinatra with a cracked voice.

snapshot

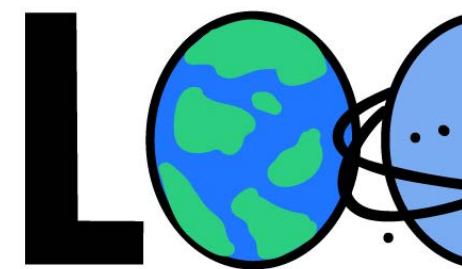
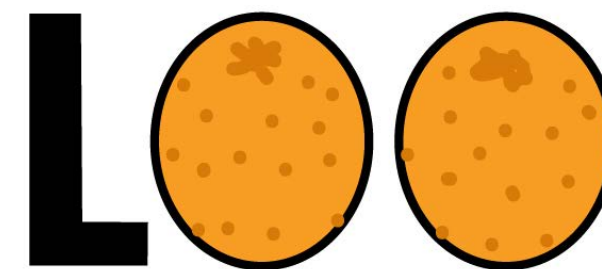
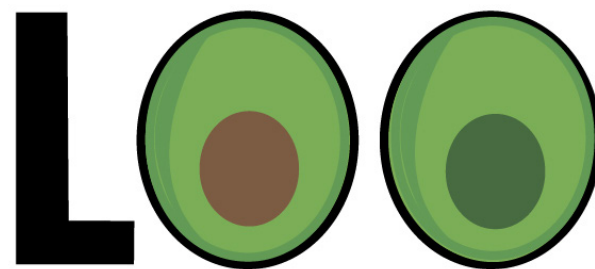
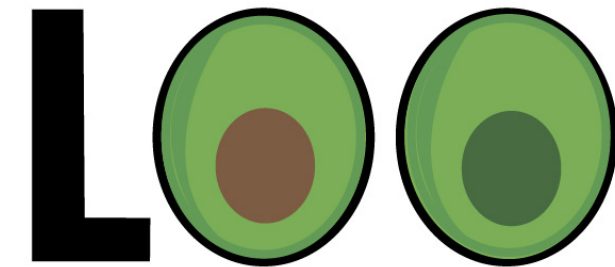
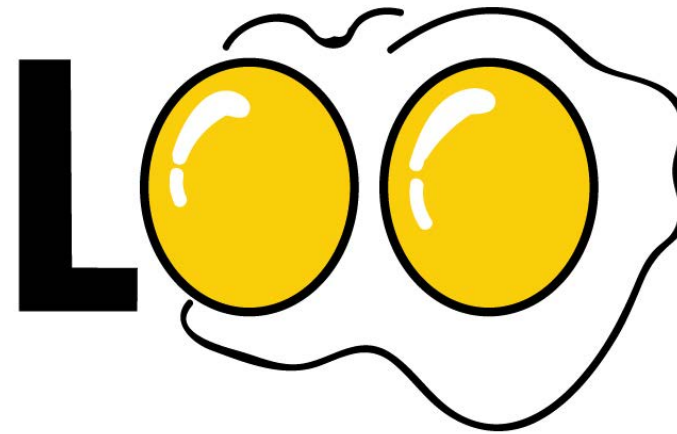
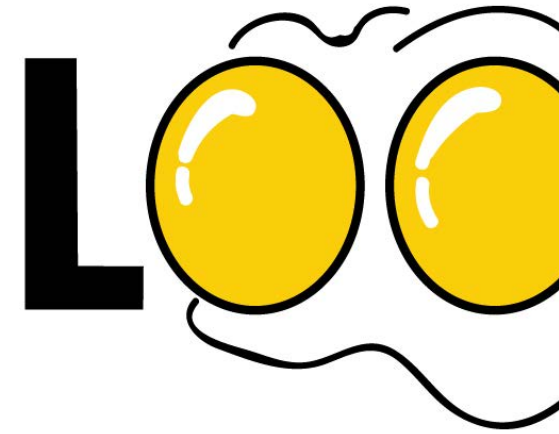
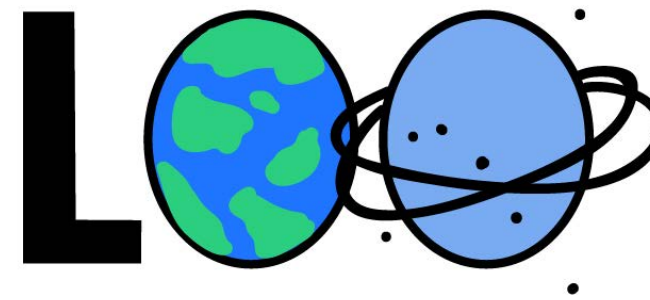
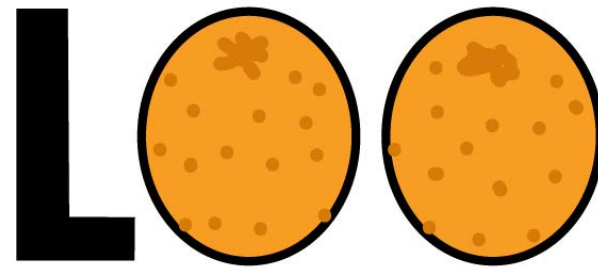
logo concepts

1a. loo

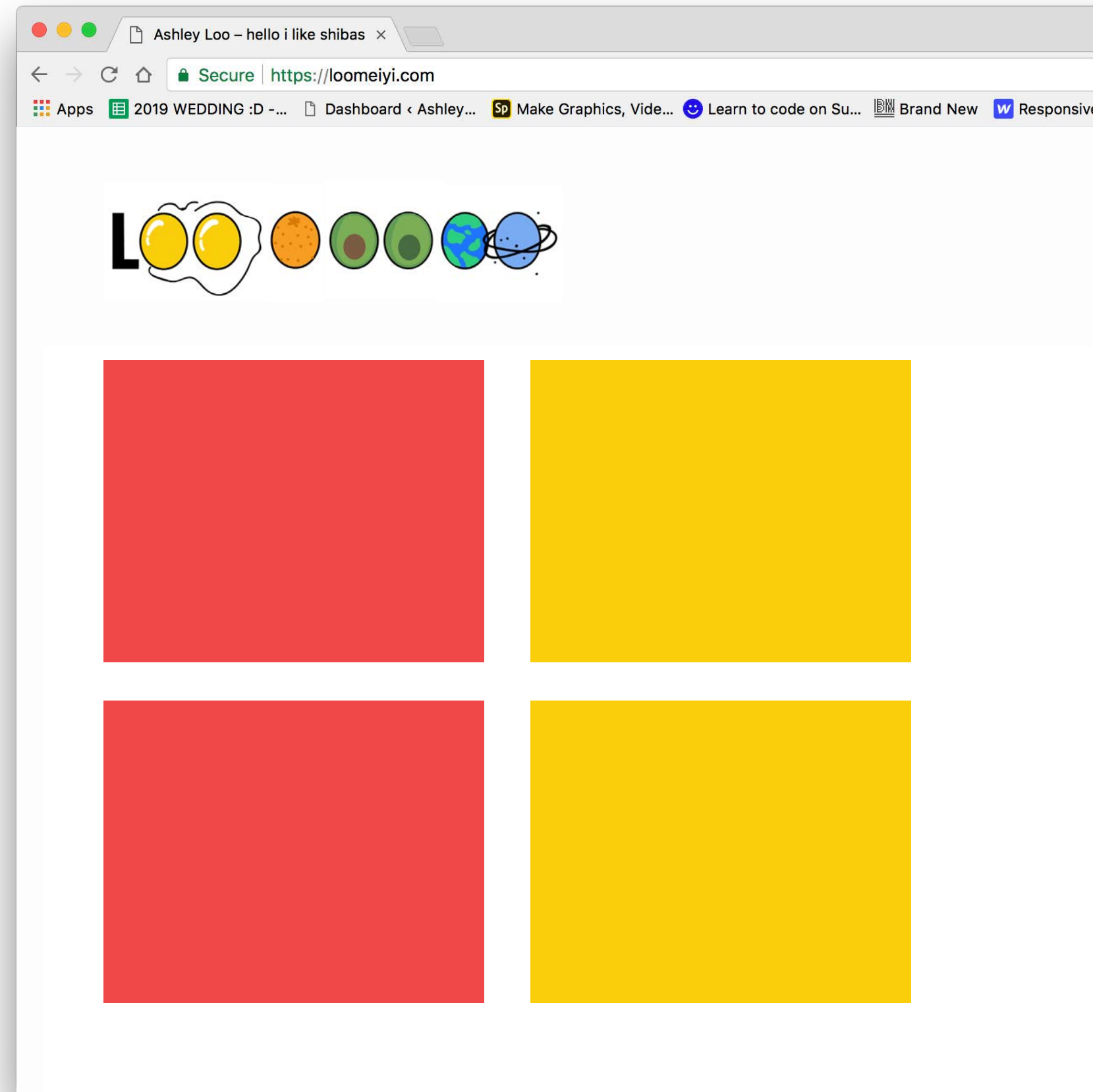
This logo is based on utilizing the two "o" letters as a framework for many different types of applications. Depending on its context, whether it's a business card, christmas signature or even just being playful, this logo provides an adaptable and flexible system. The "l" letter would stay the same, giving a constant and consistent foundation for the logo without being overly fussy.



framework



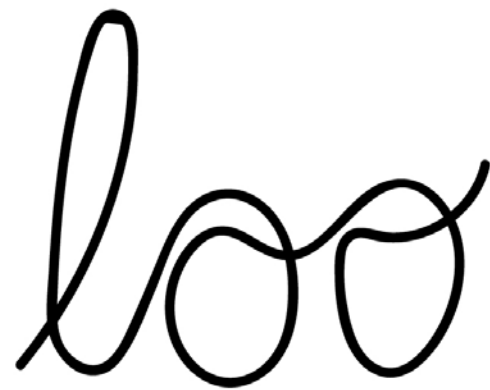
1a. loo



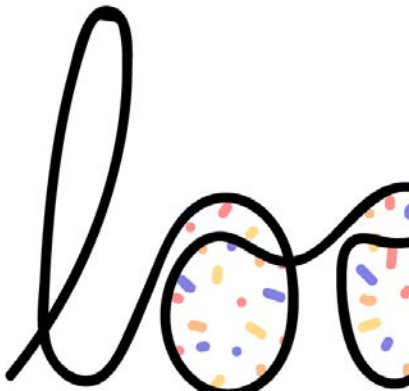
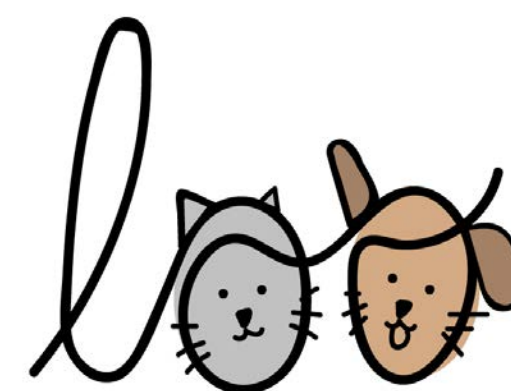
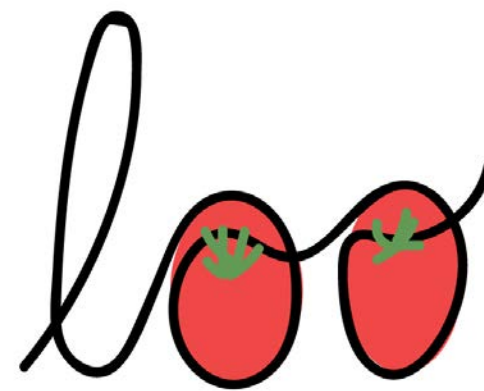
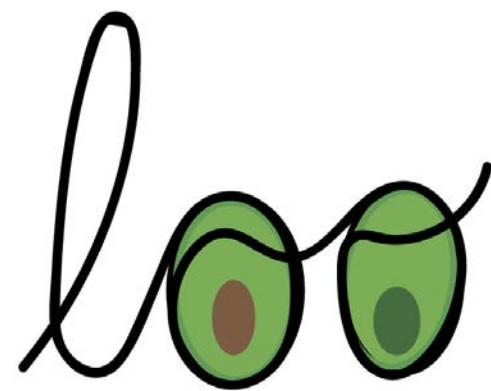
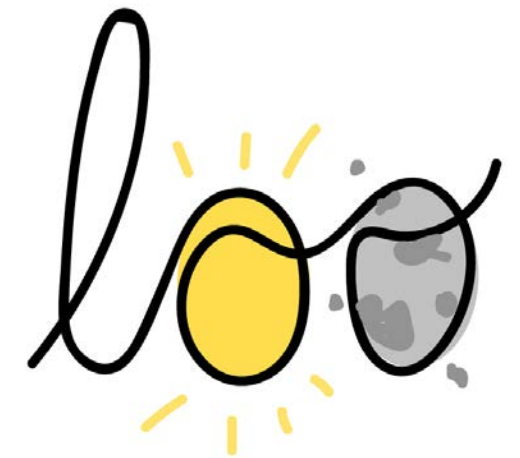
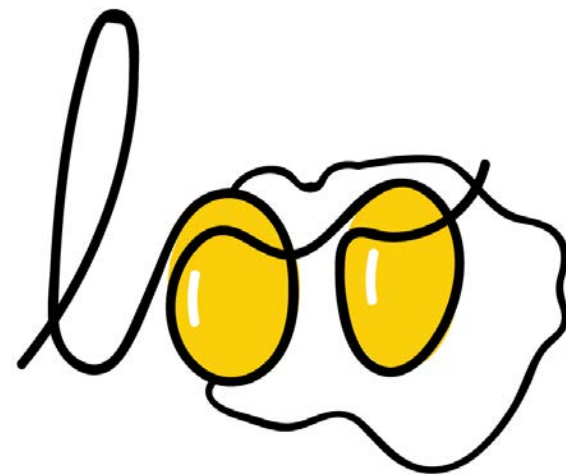
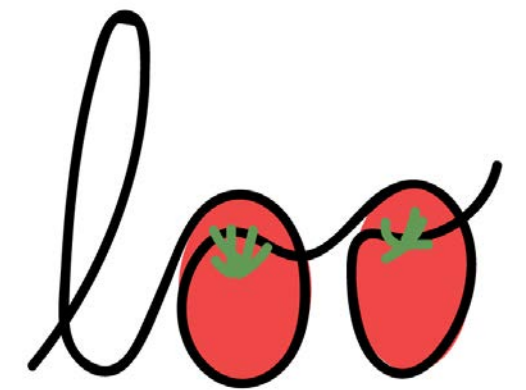
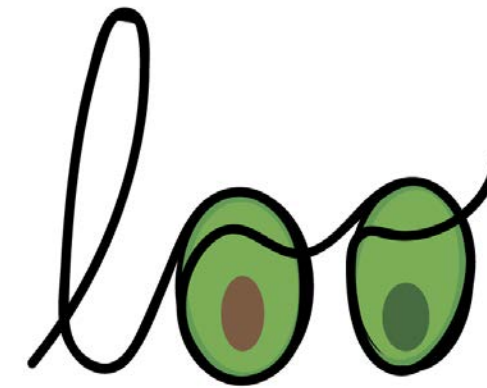
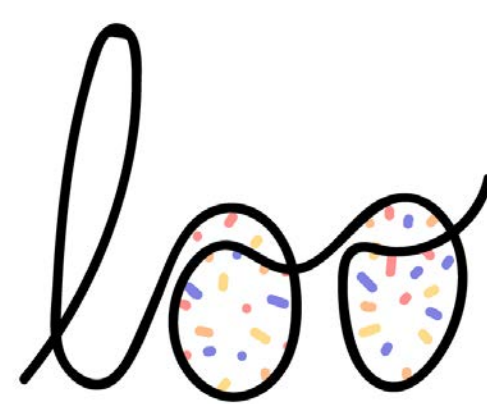
1b. loo

An alternative of the first concept, in which the difference lies in the letters drawn to be more cursive and playful rather than blocky. The cursive approach was used to represent how one calls me loo because they would always elongate it when I get called. It just rolls off your tongue! You do get tempted to continue just having all the "o"s go on and on until forever comes.

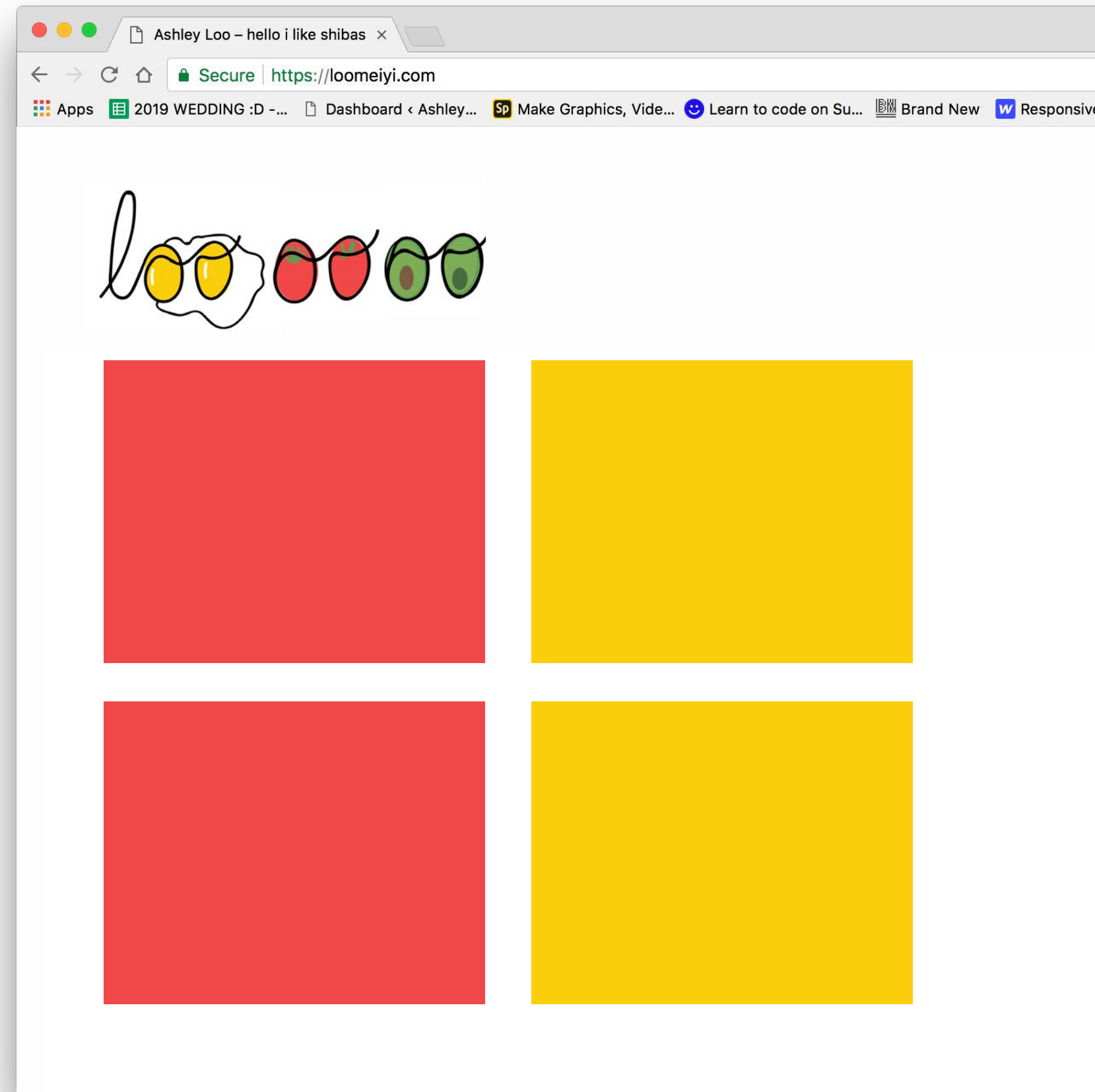
Ex. "Hey loooooooooo! Let's go eat!"



framework



1b. loo



2. meiyi

Based on my chinese name, this concept utilizes the “y” letter for a more carefree & subtle playfulness to the logo. This is an approach that comes more from the little, child-like, curious personality of myself. At the same time, the looseness of the “y” is like a blank canvas and gives me the creative freedom to draw different types of facial expressions.



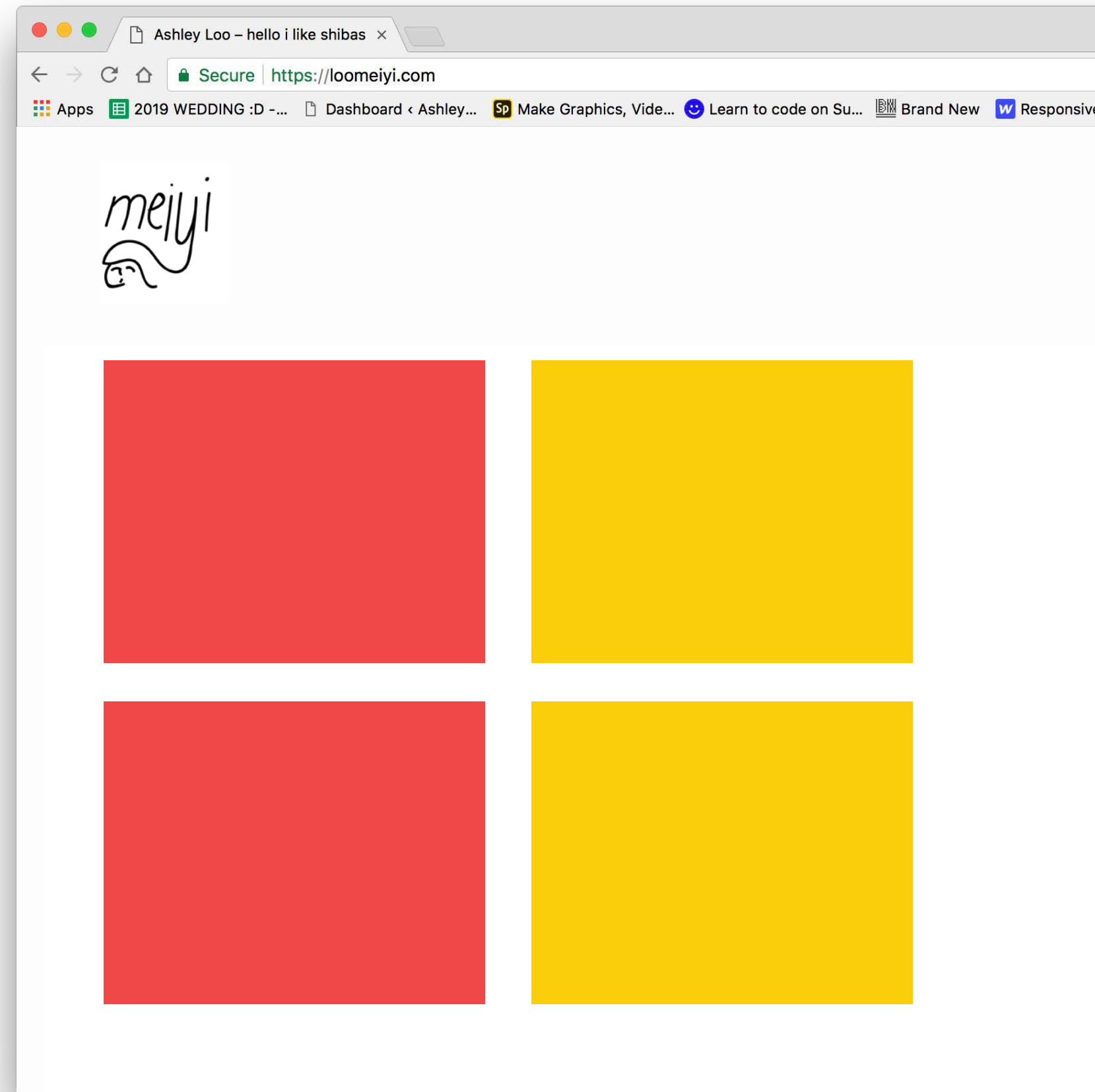
framework



rough starting point



2. meiyi



3. loomeiyi

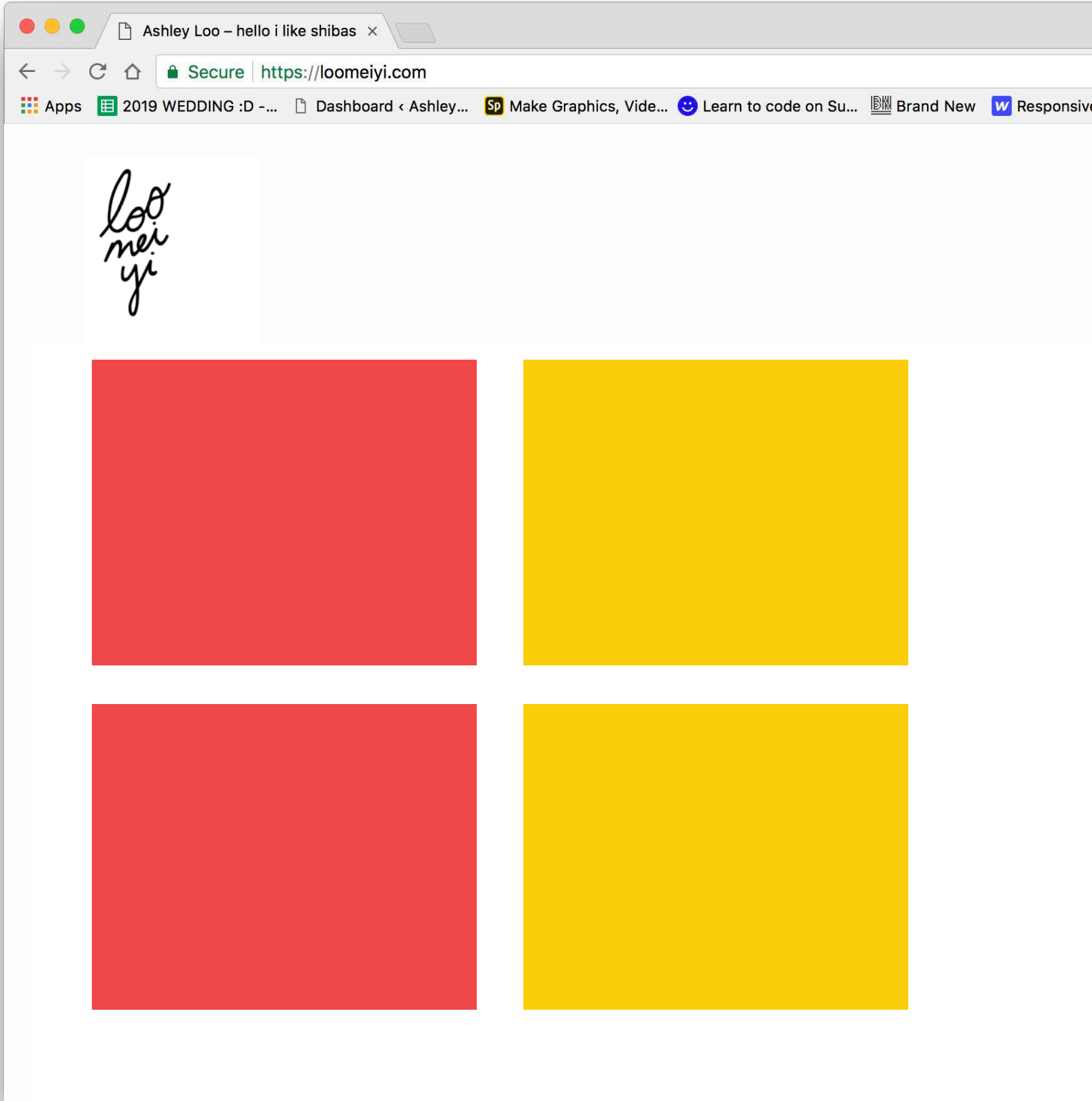
I wanted to experiment with my whole name as well, and try it from an approach of being colorful and playful. The handwritten cursive again is for that whimsical feel. The different colours that compliment each other could also prove to be quite adaptable on multiple applications. These coloured versions of the logo also give a sense of friendliness, being approachable and comfortable, and exhibits a sense of warmth. When people call me by my full name, it just feels natural too.



framework

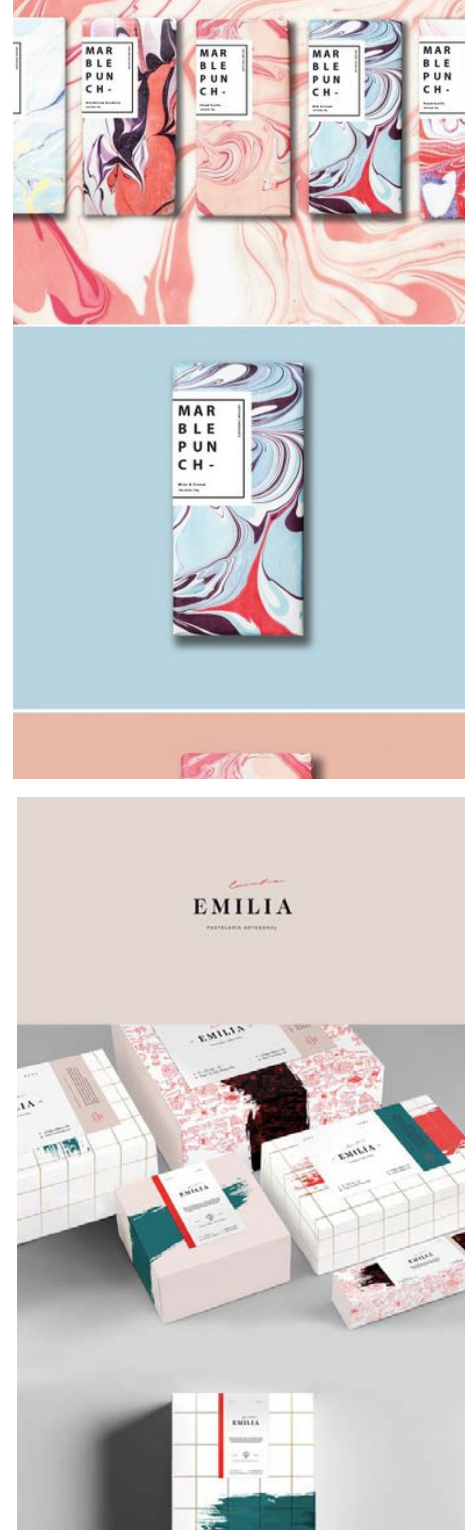
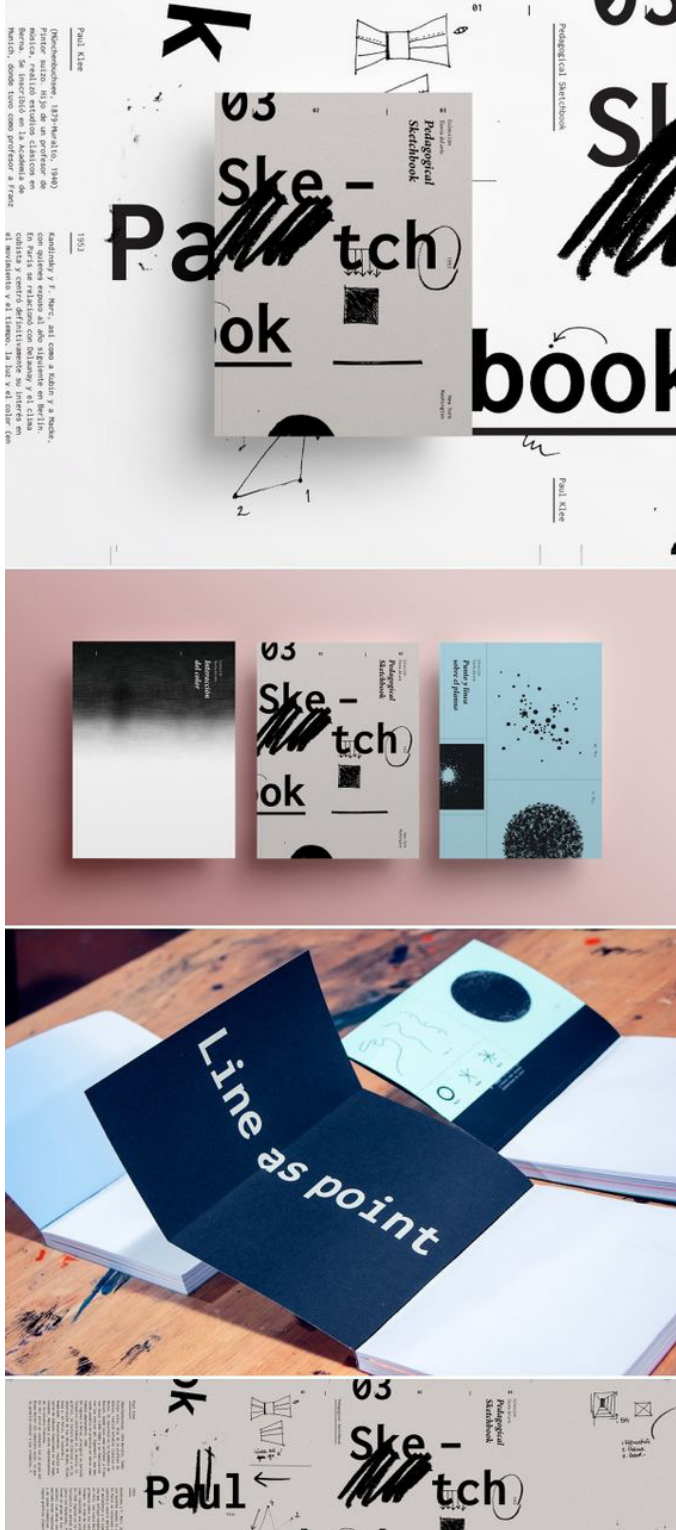


3. loomeiyi



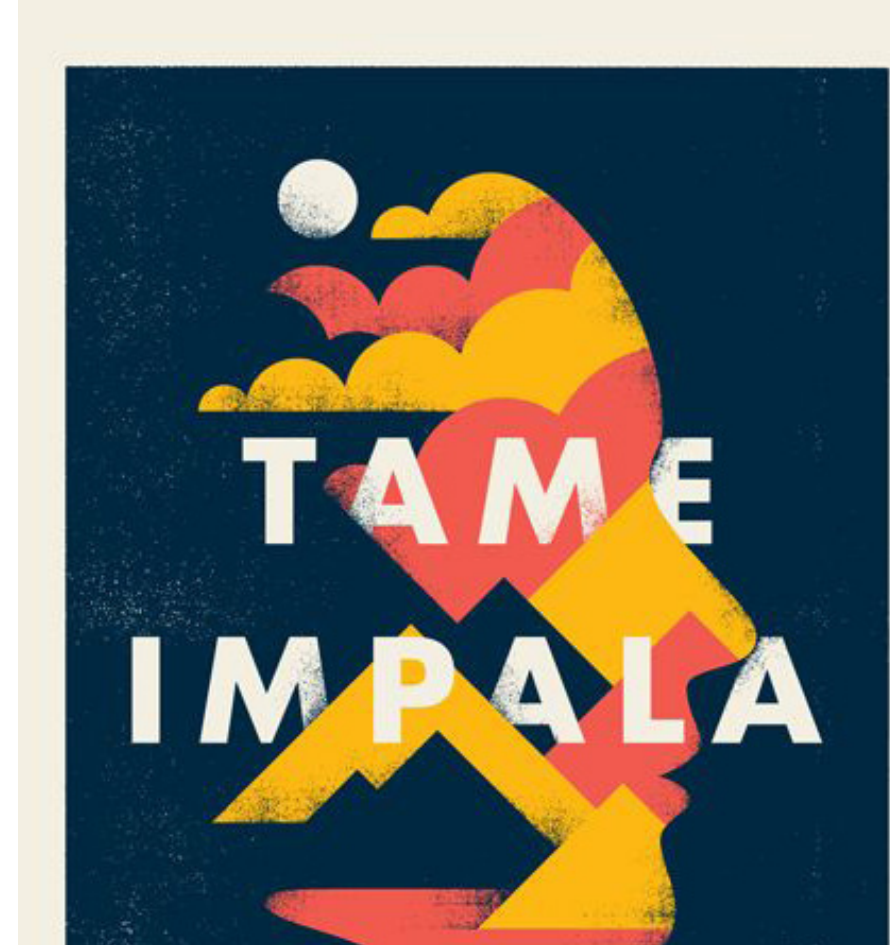
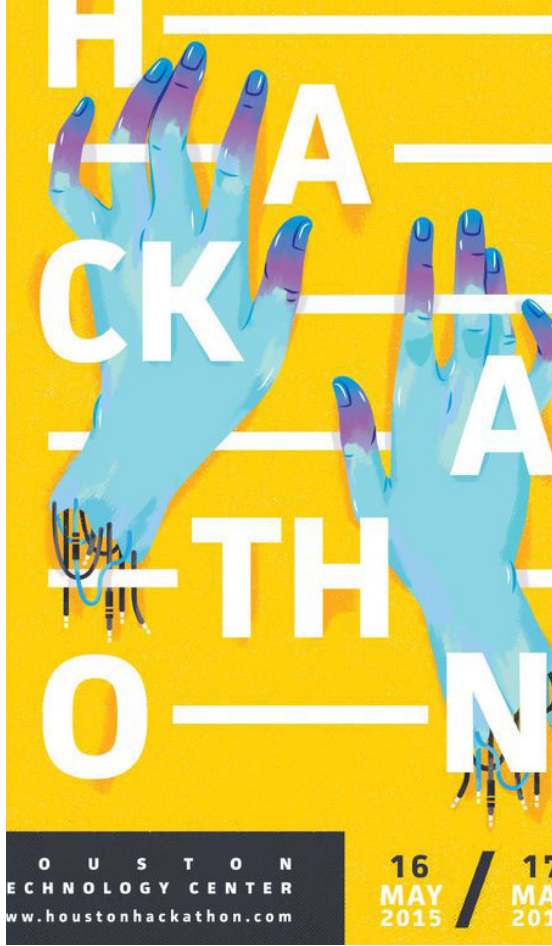
mood boards

design



ashley loo / personal brand / mood boards

typography



places to work



ashley loo / personal brand / mood boards

places to play —



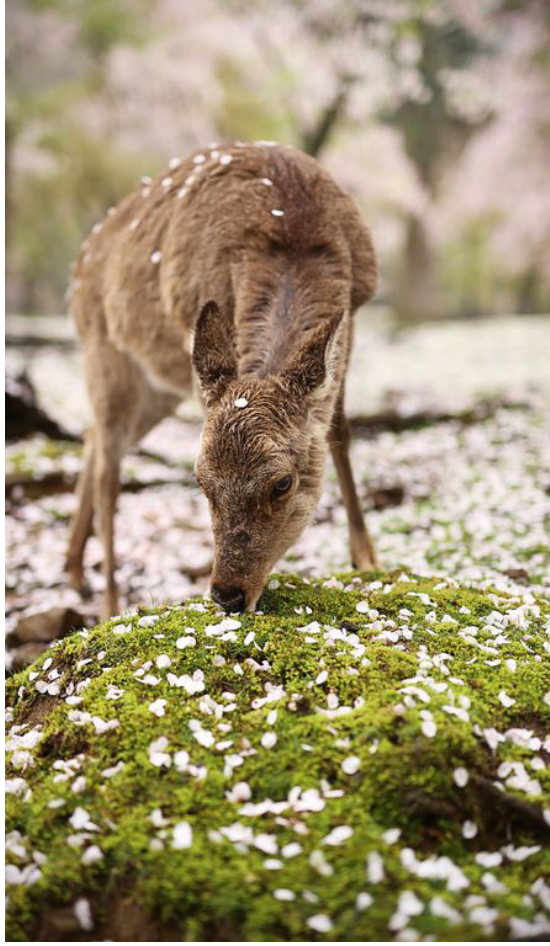
five senses: taste



five senses: smells _____



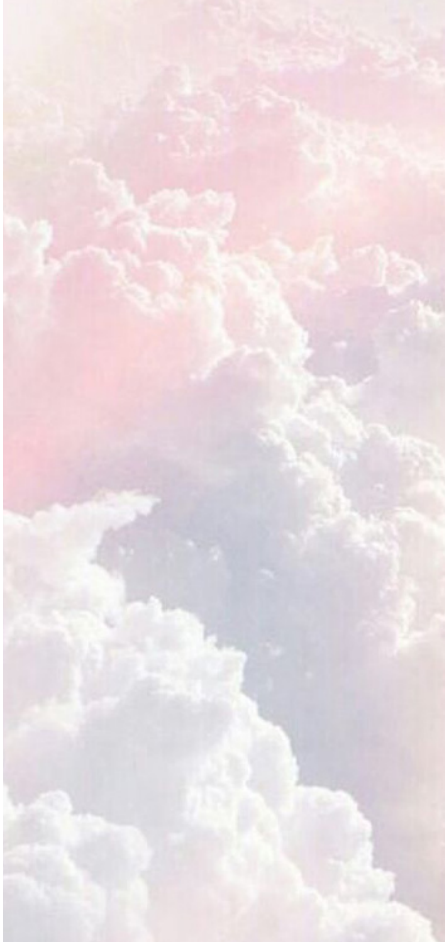
five senses: sights



five senses: sounds _____

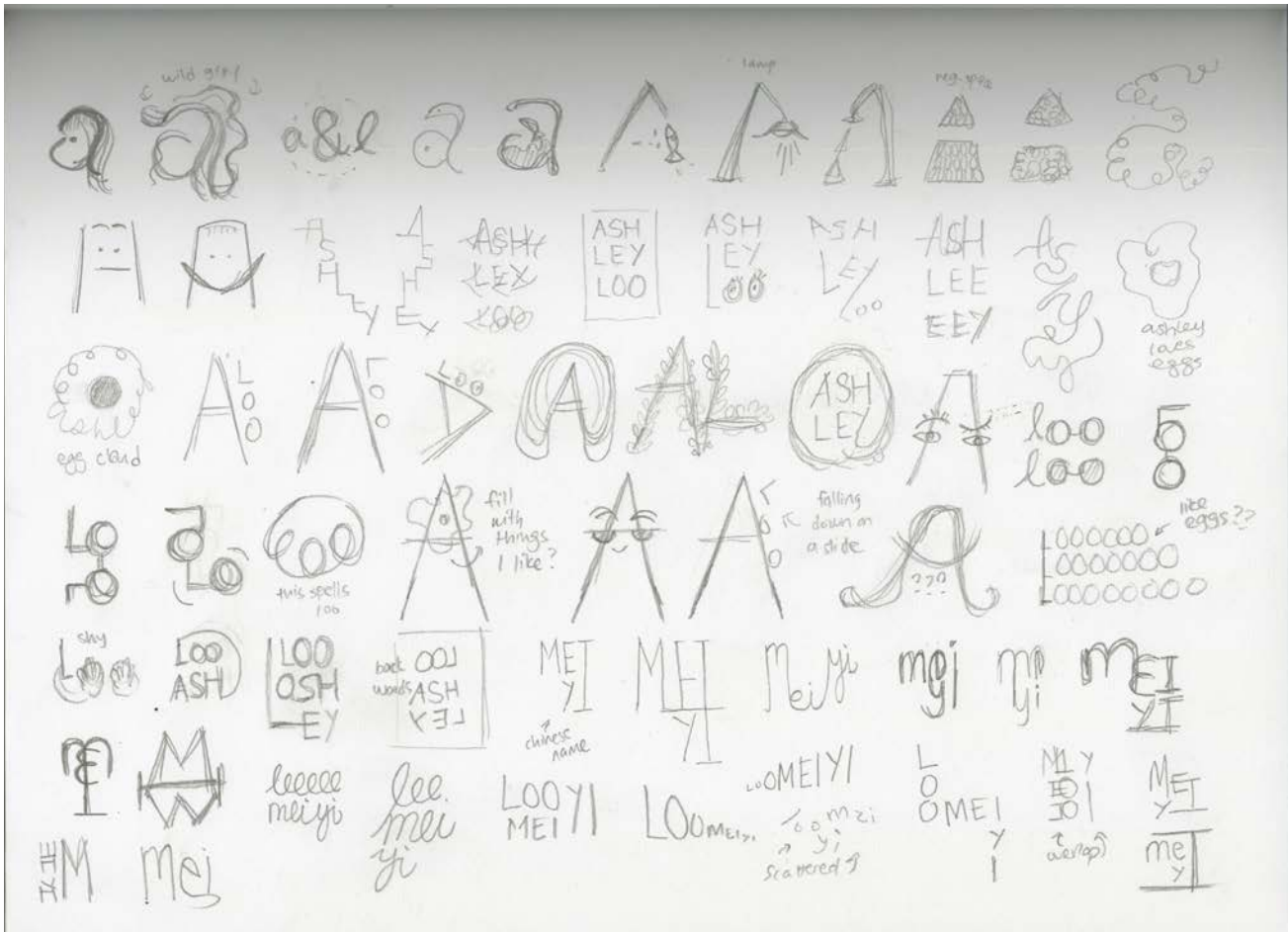
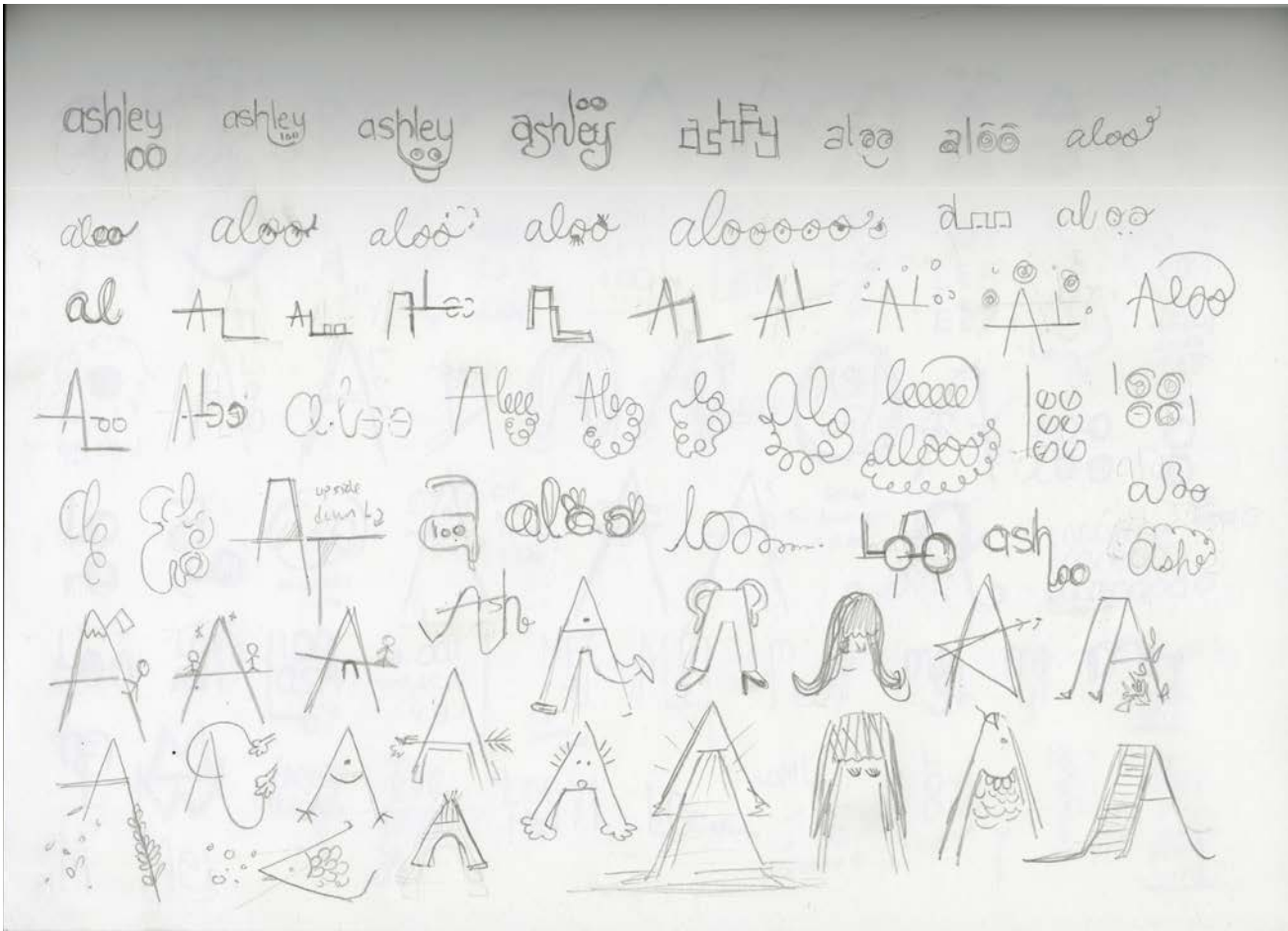


five senses: textures _____



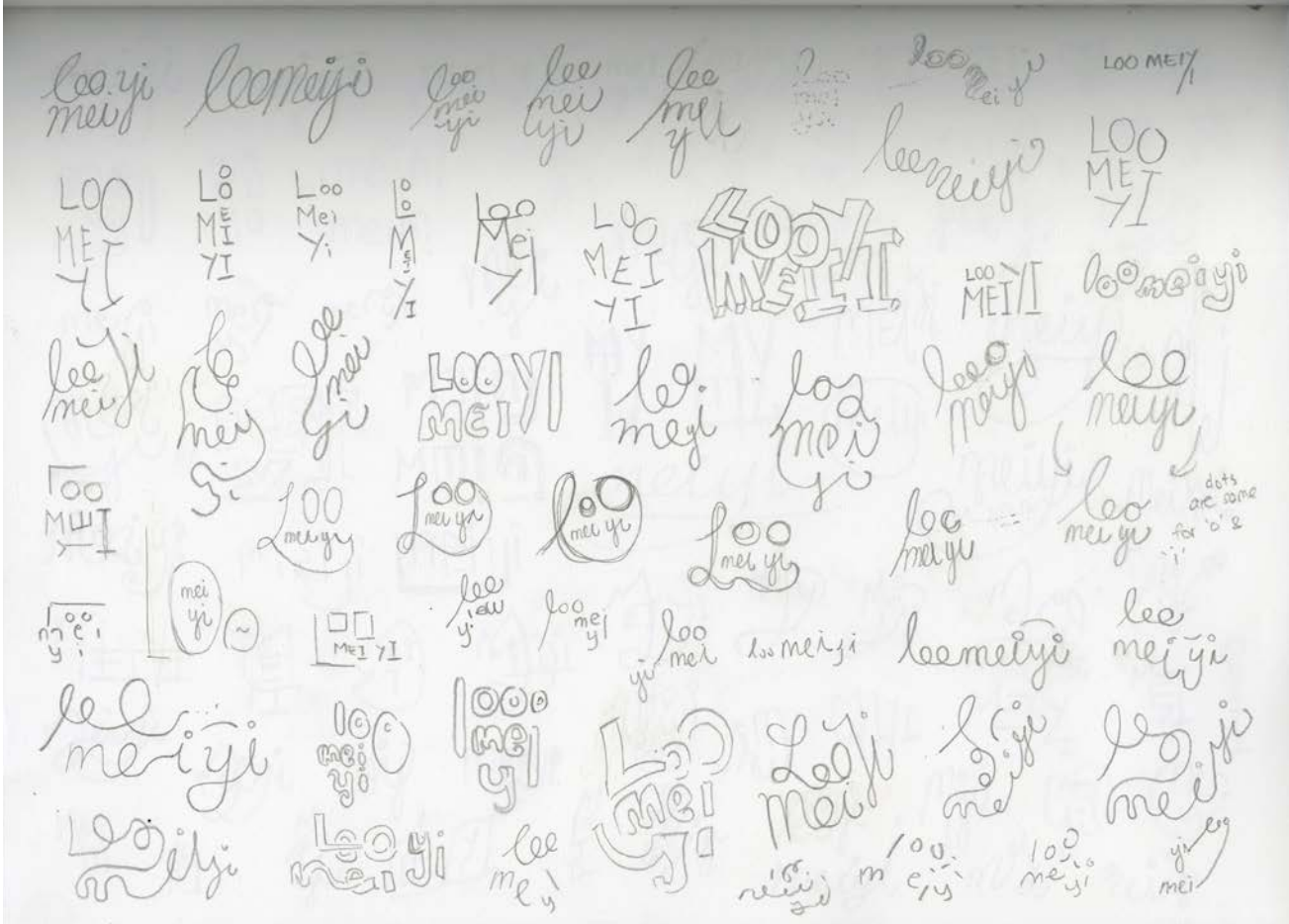
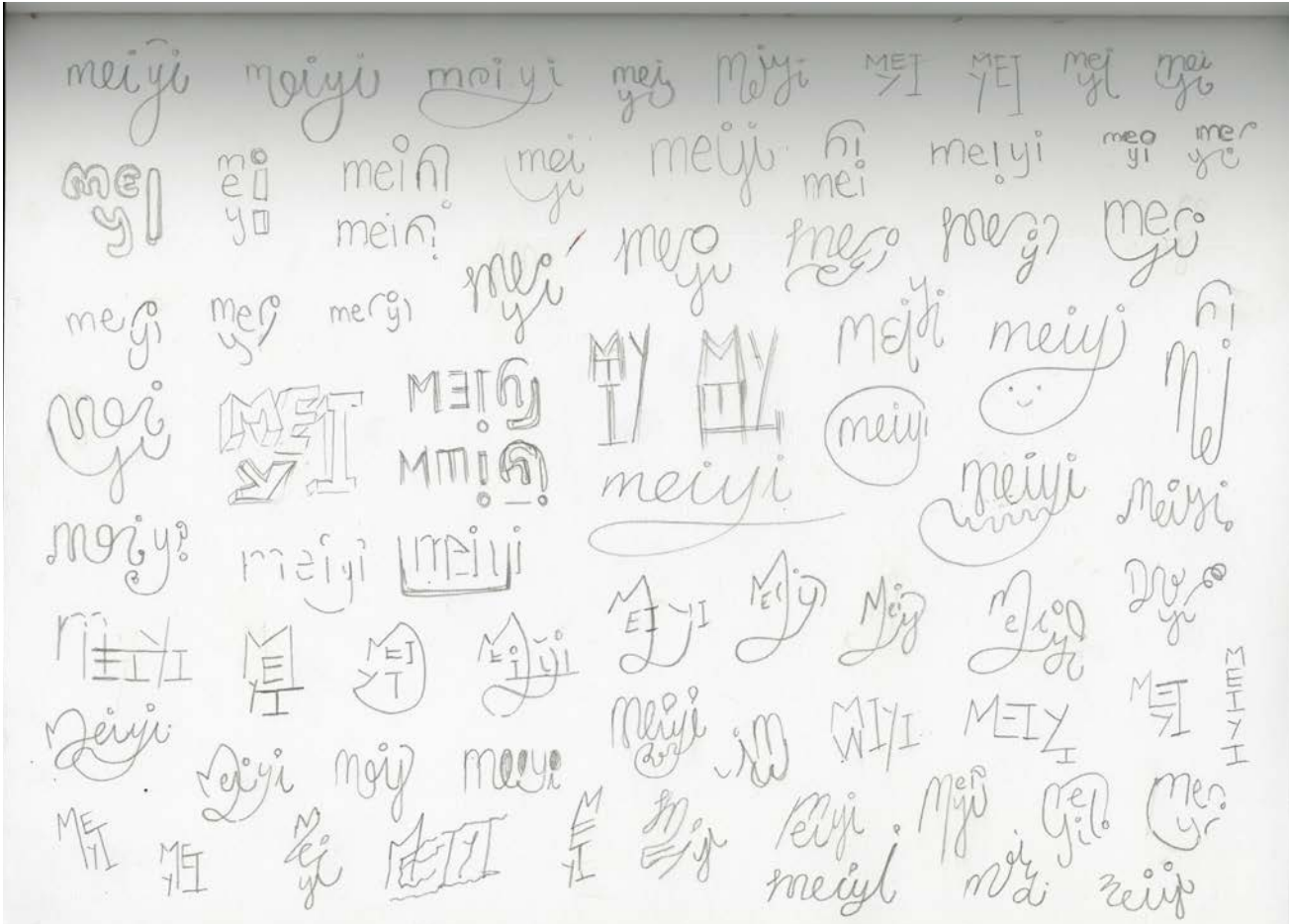
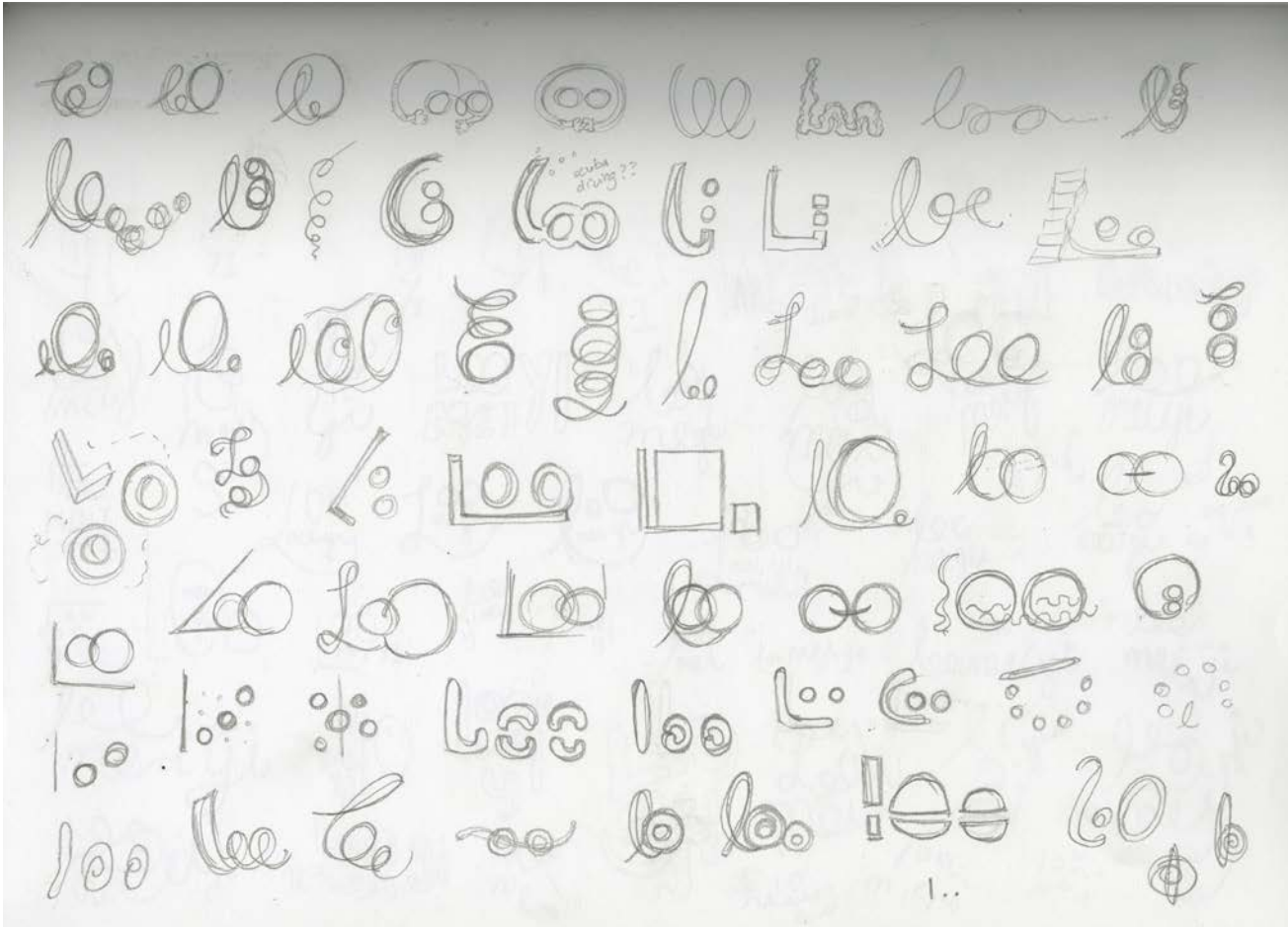
initial sketches

round 1



ashley loo / personal brand / sketches

round 2



brief

client

ashley loo

product

interactive, illustration, branding

overview

develop a personal brand for the client that accurately expresses her brand essence. client also envisions her logo to be a framework or system that can be used on multiple applications to demonstrate her versatility.

background

the client is a multi-disciplinary design student who enjoys interactive, illustration and branding. she is genuine, dedicated, composed, humorous & lighthearted.

you can usually find her dancing like a jitterbug in her basement or singing frank sinatra tunes with a cracked voice.

audience

potential clients and industry professionals

tone

warm, resilient, fun and playful

constraints

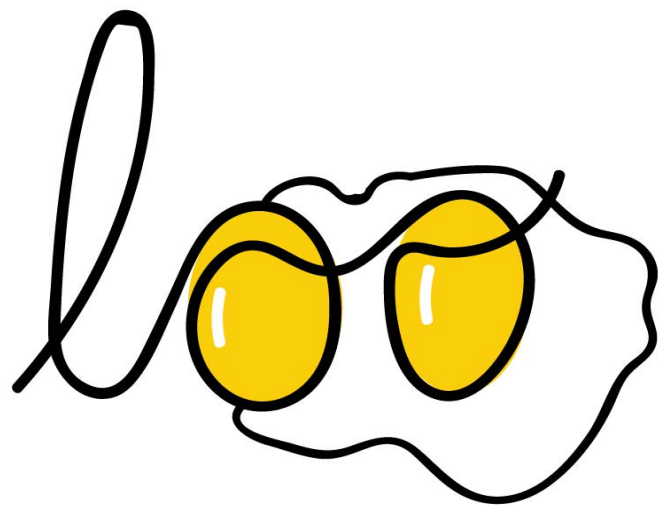
must fit with client's brand essence, stay away from neon colours

deliverables

personal logo, visual identity

thank you for listening!



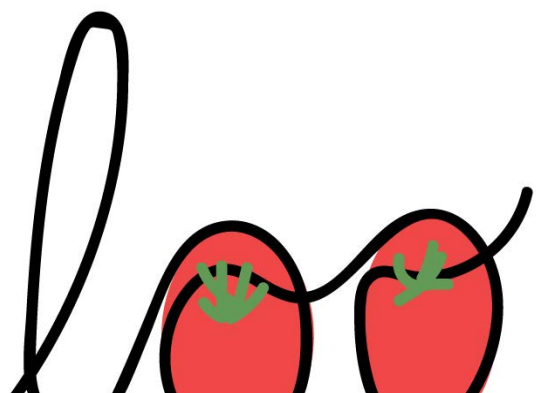


loo mei yi.

loomeiyi.com

(778) 875-1934

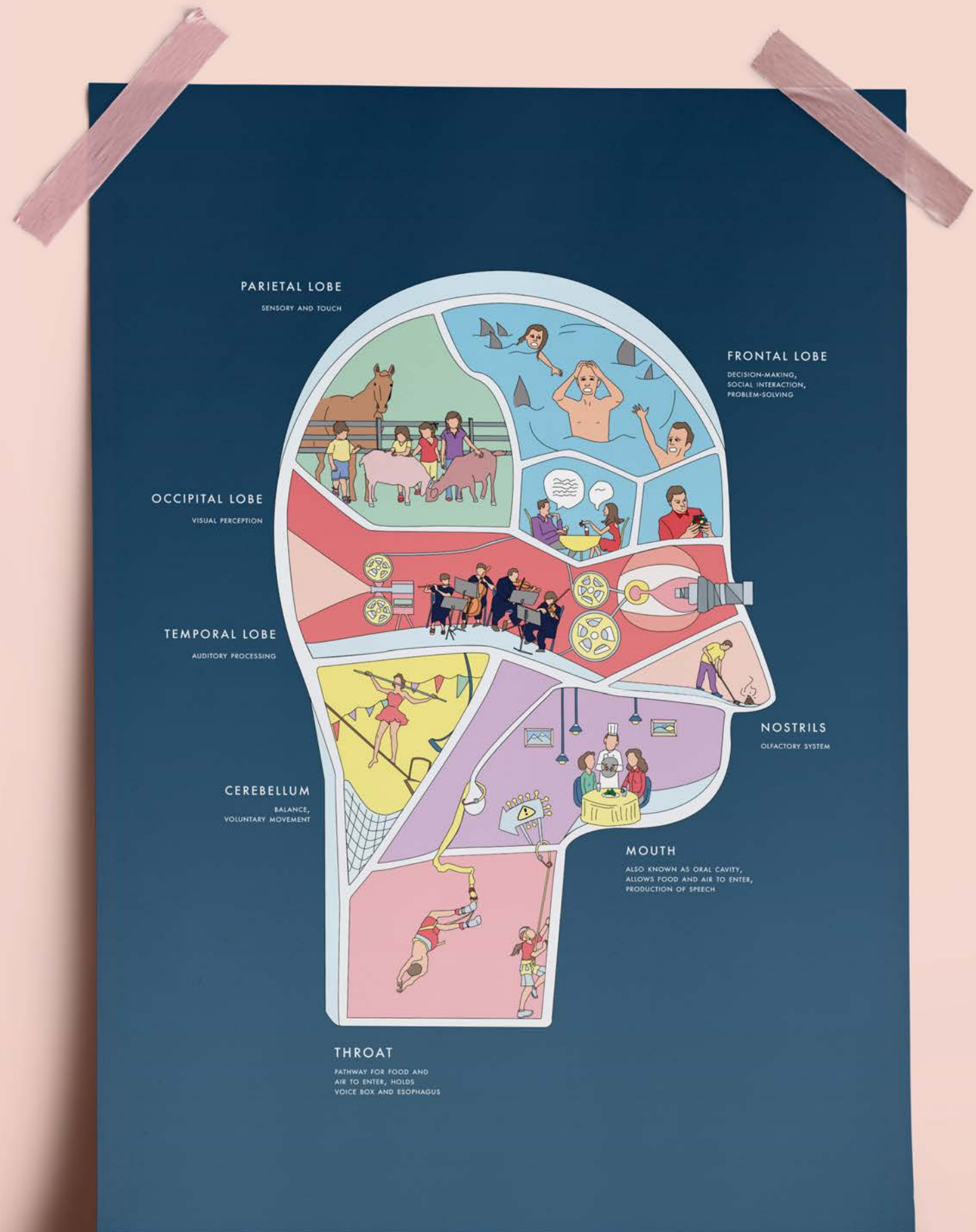
hello@loomeiyi.com



body poster

illustration & poster design

Our class was given a task to illustrate the word "body" on a poster. This idea was derived from my wondering curiosity towards what I think is the most mysterious part of the body; the mind. I paired the illustrations in each section with its actual function of the brain, and wanted a light and playful, yet approachable poster.



storytelling

editorial & layout design

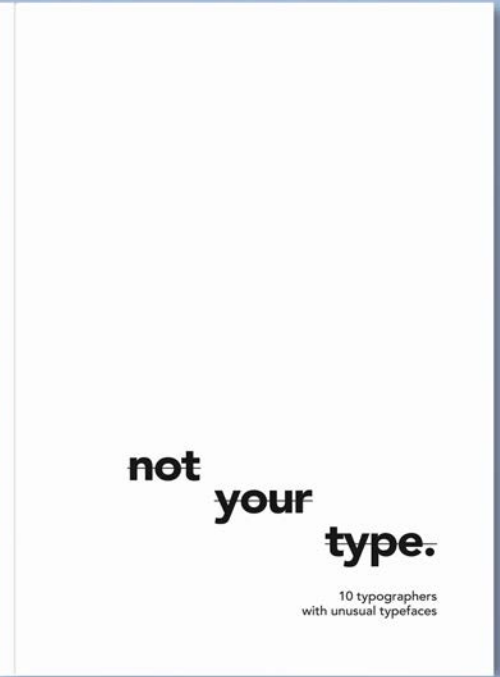
One of our projects was to design an editorial based on an article given to us. The idea is derived from the artist's words: "What happens if I make art, then hide it in some way". The yellow blocks are used to mimic the way his paintings are painted.



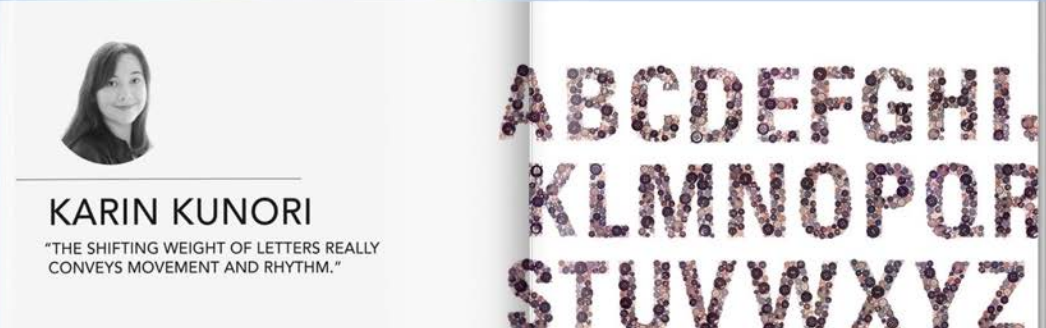
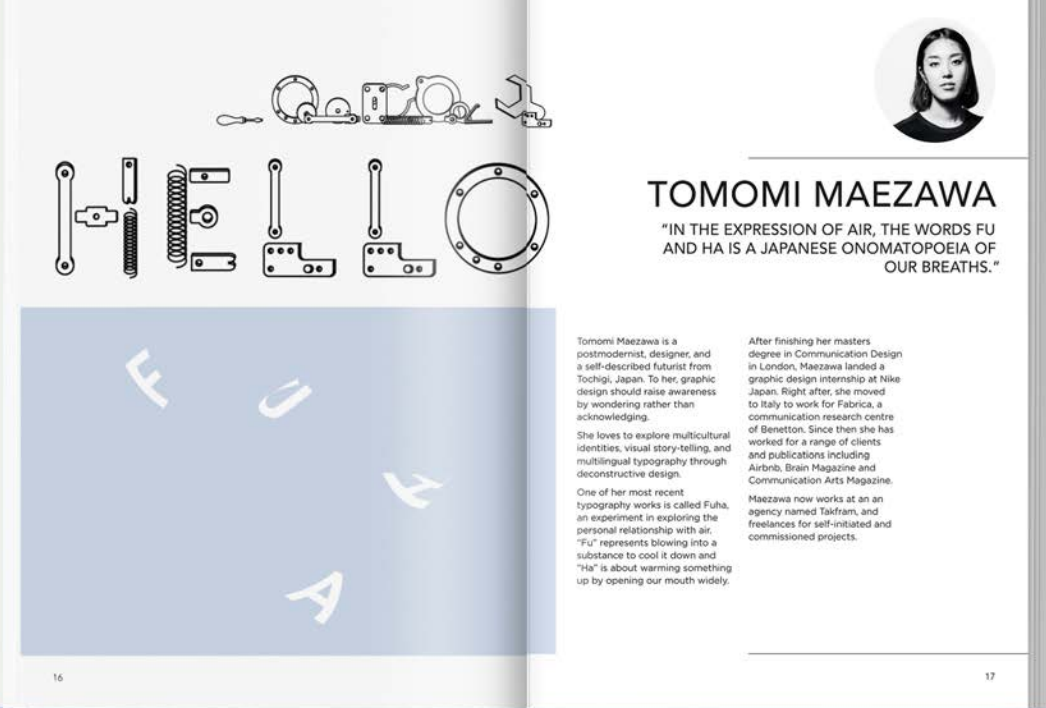
not your type

type & layout design

Not Your Type is a 24-page tradebook that includes 10 typographers with unusual typefaces. Not relying on conventional methods to design typefaces with computers, these typographers use various means to make letters.



ashley loo / 3



harvest room

brand identity

The Harvest Room is a farm-to-table restaurant that relies on the seasons for its regional and ever-changing menu. The idea comes from using four different colours to represent the seasons, and the one shown here is the winter menu.



save carl

type & layout design

The idea for this project was to design an annual report that would mimic the style of 8-bit retro video games. Each page is intended to look like a video game screen, with the intention of having the reader flip through the annual report as if one were playing a game.

