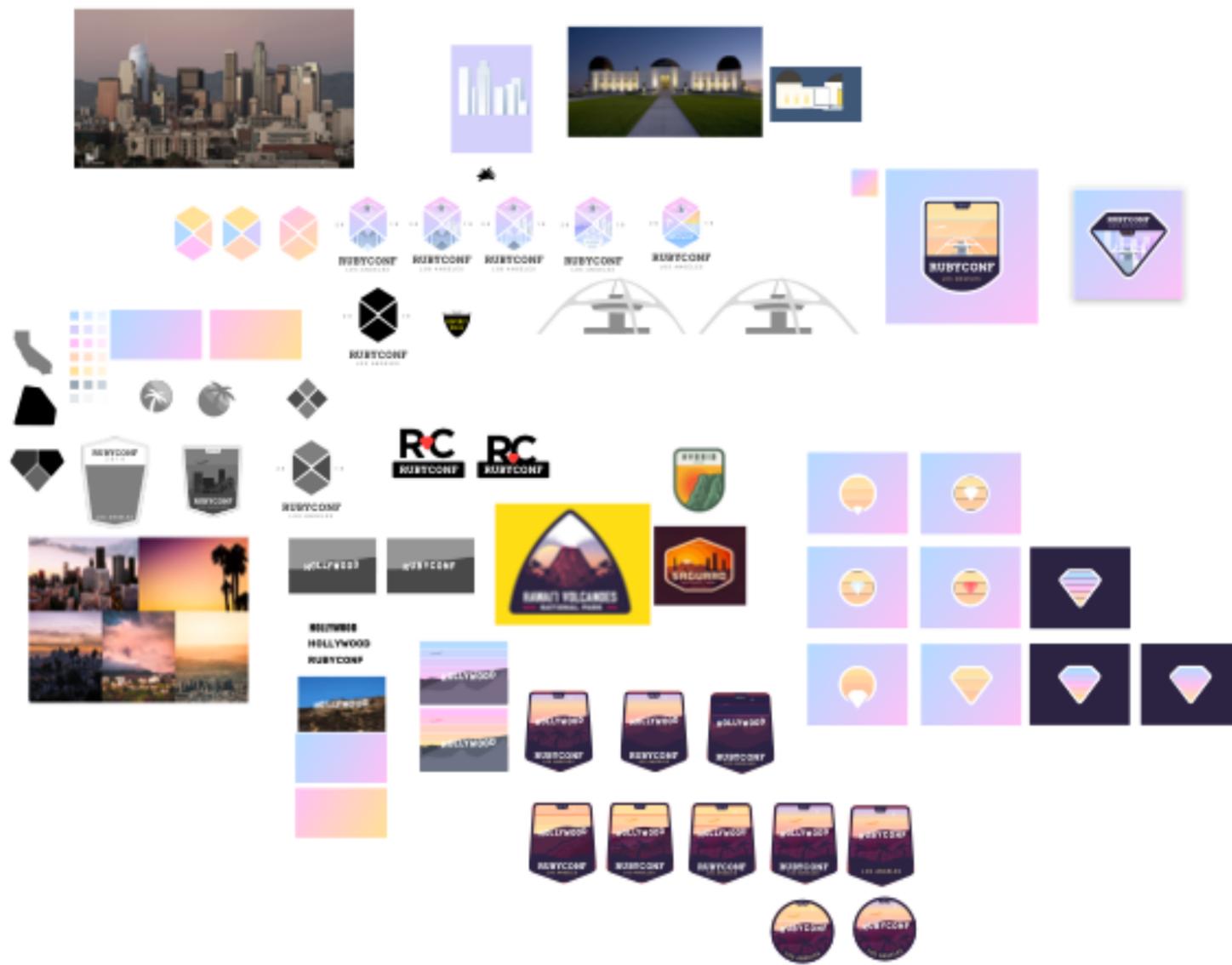


RubyConf 2018 Brand Progress Update

Apologies for being pretty quiet this week, I'll be increasingly more communicative as we get deeper into the process but this phase is mostly just me being heads down, cranking out as many options as I can.

After we decided on the general style and type of logo we wanted to create, I got started digging deeper into successful brands that have used this style and eventually created a large variety of prototypes for RubyConf. Most of the work here focuses on shapes and symbols, I didn't spend any time at all on typography. That will be worked in as the last step because it's a lot easier to do that once you have the symbol to pair it with.

This doc will outline where I'm at. It's definitely not there yet but I feel really good about the progress and am very confident we'll figure it out.

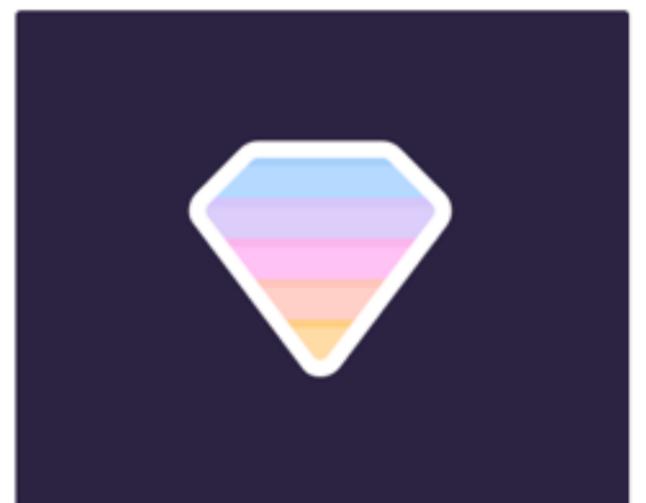
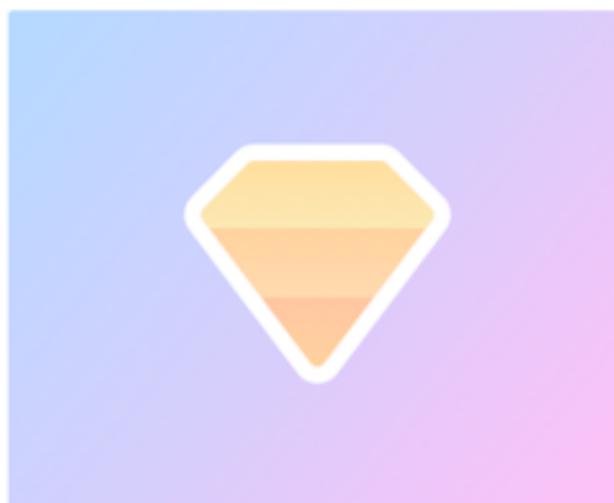
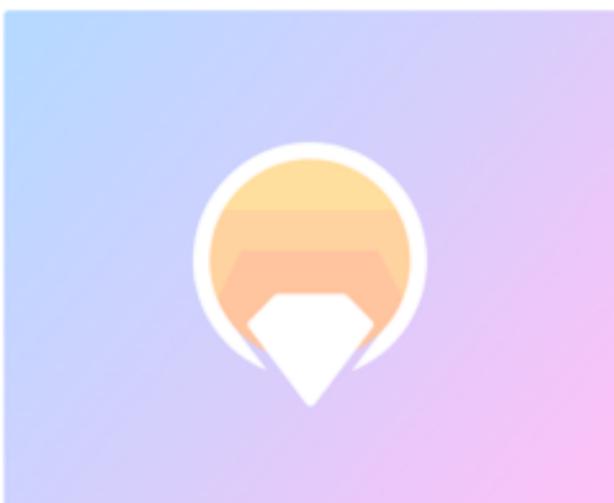
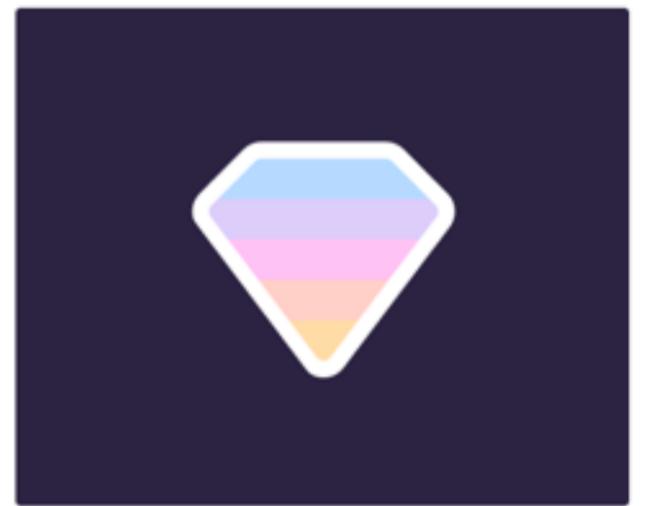
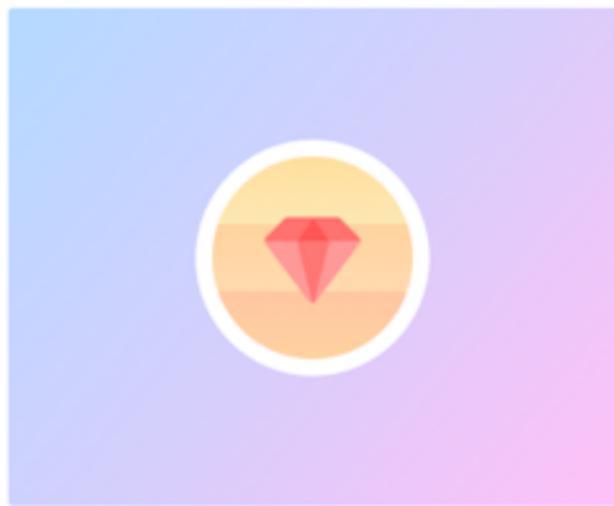
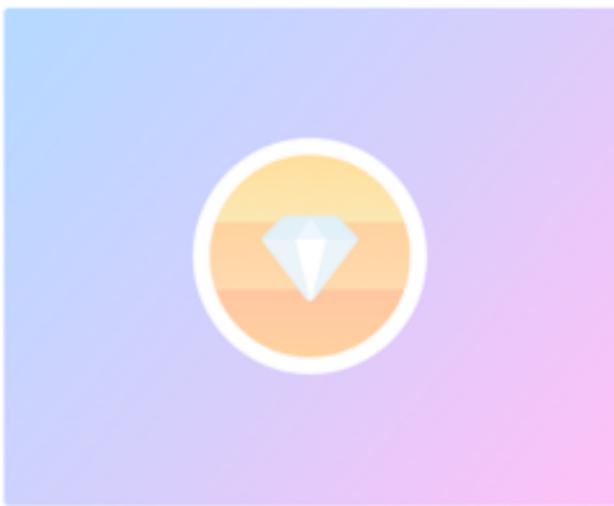
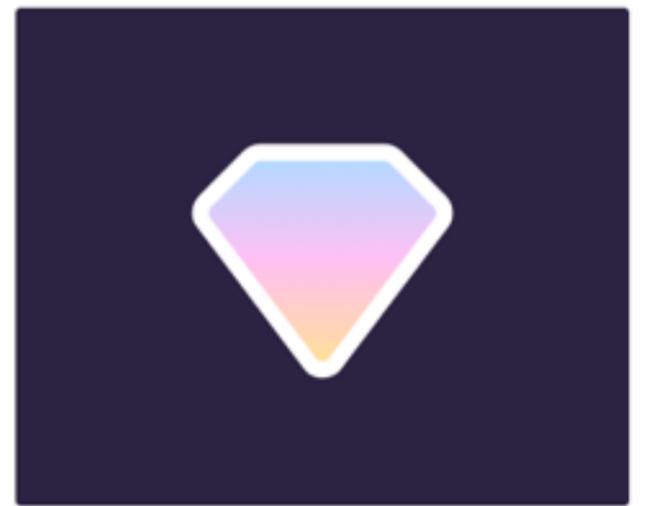
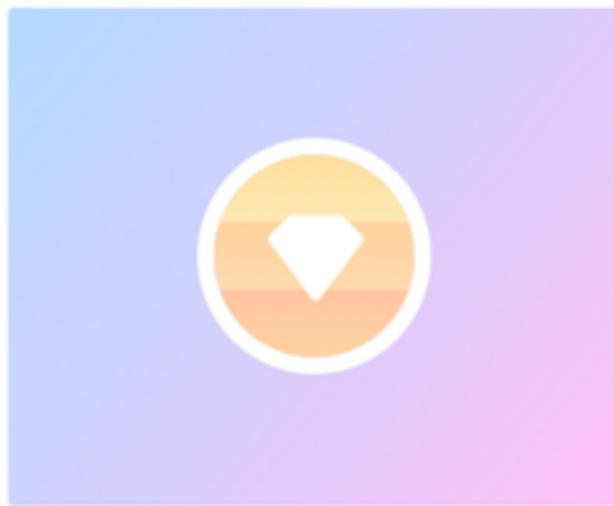
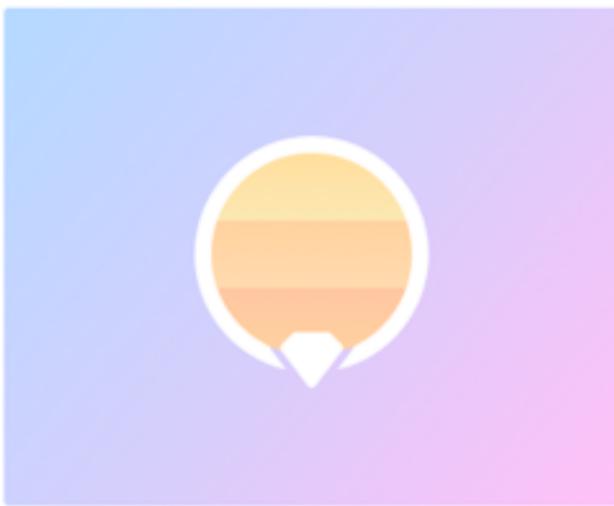


Starting Simple

I started by playing with shapes and colors without too much thought about the subject matter. I just wanted to get a feel for what the brand could be.

What I learned

- Having a dark color in some capacity really helps the pastel hues shine.
- I want to use the gem shape but not in a super literal way. I think using it as the container shape has legs and can age really well.



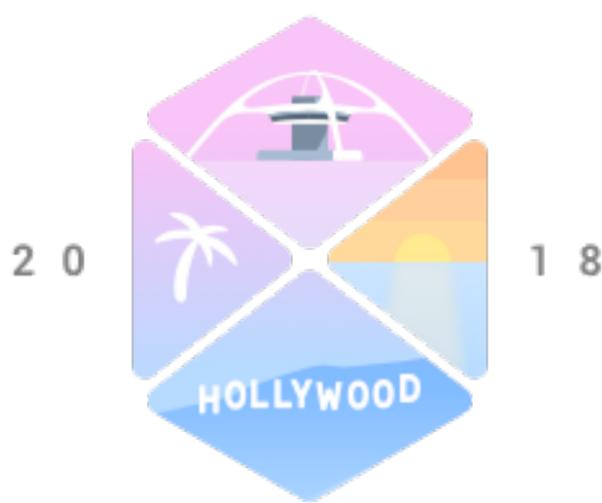
Playing With Illustrations

I moved on to experiments focusing on illustrations, specifically size and style. This is the part that can really take some time to figure out. I went super simple with some 3d building shapes and very complex with an entire Hollywood sign idea.

I started showing these to friends familiar with LA and most of my learnings came from their feedback.

What I learned

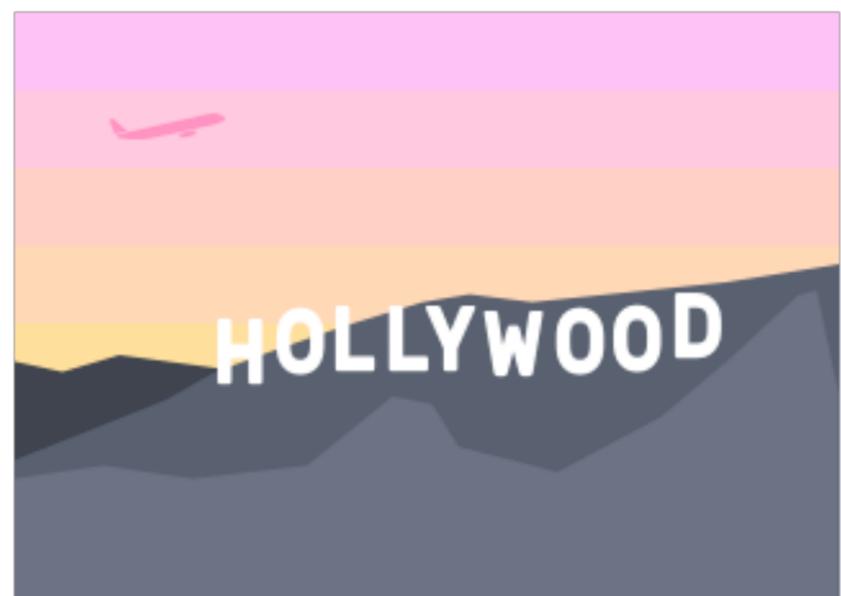
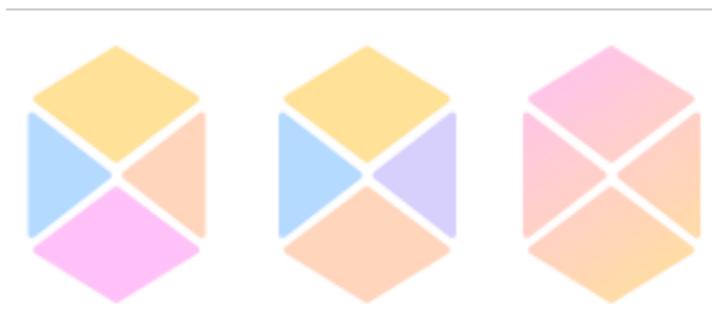
- Sunsets feel much more LA if there is some kind of orange, and conversely blue might not be the most LA sunset color.
- People really gravitate towards palm trees when they think of LA, more than anything else so far.



RUBYCONF
LOS ANGELES



RUBYCONF
LOS ANGELES



Zeroing In On Style

Whilst making the Hollywood sign for the hexagonal mark, I thought this landmark really screamed LA so I played with it for a few days.

What I learned

- Part of me really likes the idea of turning RubyConf into the Hollywood sign but at the same time, it feels like a very one off option that we can only use this year. We'd have to mostly start from scratch next year, which is the opposite of what I want to do.
- I think the orange brand of sunset really works and everyone I showed different versions to said the same thing.
- I like the different shapes I tried here but I think we lose out on the extra brand opportunity of using the gem shape as a container.
- I like this style but ultimately, I think something a little simpler and flatter would be best. Again, my goal is to make a repeatable style and I'm worried this won't age well.
- While I think it really feels like LA, I don't love the idea of having text as part of the image as it will fight visually with the "RubyConf Los Angeles" text. This bums me out because I think it's the LA landmark that resonates most with people but from a visual design standpoint it's not the best idea.



Zeroing In On Style

At this point I felt like I had done a lot of exploring without attempting to make an actual logo. I tried here to make something resembling what might be used as a final identity. I think this is getting close but needs a better, more recognizable subject matter and with colors that do a better job of portraying LA.

What I learned

- I love the modern architecture LA has a lot of but no one is recognizing the LAX terminal. I'm surprised but that's why it's great to talk to users. I'm going try different subject matter.
- This style feels the most polished to me and I think has the best potential to use in future versions. I can continue to improve on it, especially the typography.
- This is the first design I did that felt whole and not just a bunch of parts put together.



Next Steps

Hopefully this writeup showed the progress I'm making, I'm very happy with where I'm at but I know it's not there yet. Moving forward I'd like to continue using the gem shape, a similar illustration style while maybe trying a few simpler ones, and continue to tweak the colors to match LA the best.

I'm going to keep talking to people and use their feedback to drive an accurate LA portrayal. I'm also going to look more at what other conference sites are doing for the identity, which I started doing last week but I want to revisit that some.

As I mentioned in Slack, I think by this time next week I'll have some examples to show that I think we can talk about as final brand options, make some decisions, and move on to fine tuning them.

