



Design (ARV-121)

PROJECT

LOGO Fall
2025



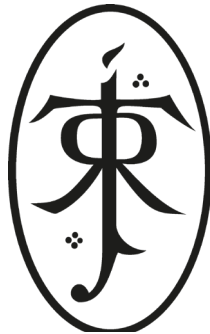
JAIMERSON ESCUE

Research

I wanted something that would be “on Brand” for me. Research was for something 80’s, J.R.R. Tolken style logo and as I progressed in my search, Nordic Runes.



Yes this is technically 70's but it feels 80s

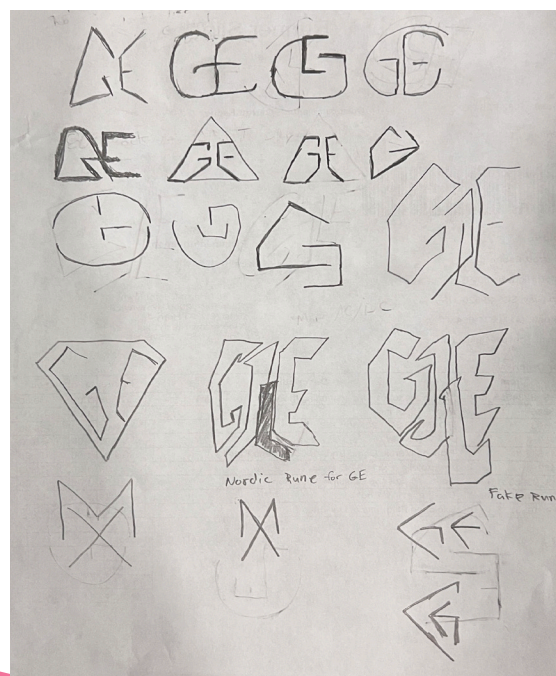


Next...

Sketches

I tried different variations of my initials “GE” on my first attempt, but it was reminding me of General Electric and it didn’t feel right, plus I wanted that J.R.R. Tolkien style. After Version 1, I went back to Step 1 and thought of the Nordic Runes.

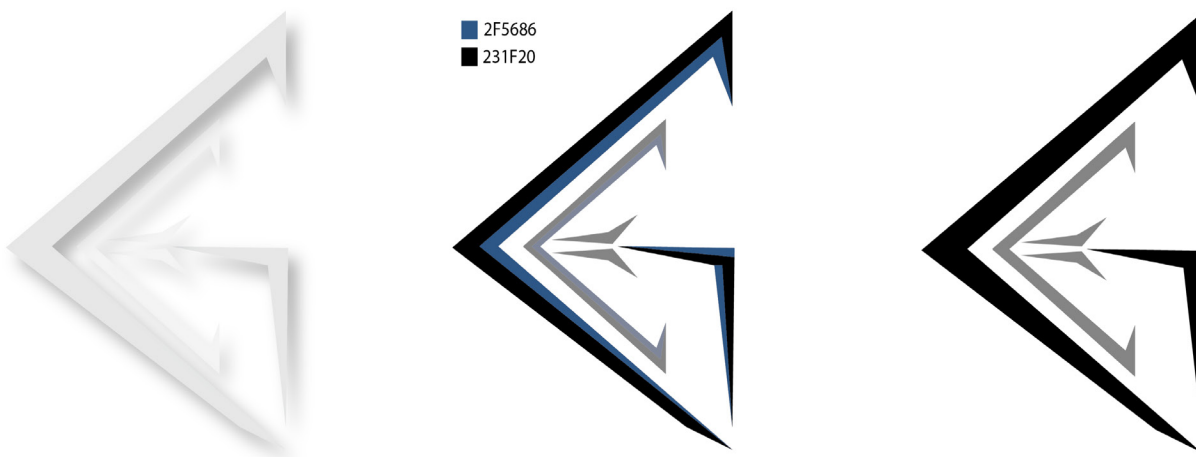
This was my first Attempt but felt it was hard to read as a G & E...



One More...

Final Solution

I went with black and blue because its my favorite colors I chose the Nordic stlye as my final logo for the hard lines and my heritage, while looking modern and edgy.



Ta Da....