

LOGO DESIGN

PROFY

January 2025

Step 1

Discovery and Research
Moodboard

Online Education



Learning



Owl



Easy Process

The design process for the Profy logo began with three foundational concepts: learning, owl, and easy process. These elements guided the search for inspiration, with "learning" representing the app's core purpose of education, the owl symbolizing wisdom and knowledge, and "easy process" reflecting the app's promise of simplicity, achieved in just three clicks. By merging these ideas, the focus was on creating a visual identity that feels intelligent yet approachable, blending the elegance of an owl with clean, minimalist design elements that emphasize ease of use.

This starting point set the stage for a thoughtful and purpose-driven design.

Why are owls associated with learning?

SYMBOLS OF THE OWL IN DIFFERENT CULTURES

BY ISABELLA HU

In Western culture, owls are frequently depicted as symbols of knowledge and wisdom, often embodying the image of learned individual. This might originate from the Greek mythology as Athena, the goddess of wisdom, reason, and fairness, is often depicted with an owl by her side. The English expression “as wise as an owl” is a clear illustration of the owl as a symbol of wisdom. From a scientific standpoint, owls are very intelligent birds, with young ones being able to learn new behaviours, abandon old habits if they lead to mistakes, and remember new associations!

Inspiration



The initial imagination for the Profy logo icon stemmed from the idea of combining an owl with a graduation cap, two strong symbols of learning and knowledge. The owl, often associated with wisdom and intelligence, was envisioned as the central figure, while the graduation cap added a direct reference to education and academic achievement. This concept aimed to visually represent the app's mission of connecting users with professors in a way that feels intuitive and meaningful. At this stage, the idea served as a creative spark, providing a foundation for exploring potential designs that could effectively embody the essence of Profy.

Step 2

Ideas Extraction,
Primary concept and trial.



To begin conceptualizing the Profy logo, my first step was figuring out how to represent the owl in the icon while keeping it smooth and visually appealing. I started with the key elements of an owl, its eyes and beak, as the foundation for the design. However, a challenge quickly emerged: how to incorporate the letter "P" or create a unique logo symbol that would make the design original and authentic. This led to the idea of integrating three distinct points, subtly referencing the app's promise of simplicity and the "3 clicks" concept, while ensuring the overall design remained cohesive and meaningful.

Step 3

Logo Concept Creation,
Final Version.

P + OWL + 3 CLICKS = ?



Lettre P



Education



Owl



3 cliques



PROFY

TROUVER UN PROF EN TROIS CLIQUES

This logo perfectly encapsulates the essence of Profy. The design seamlessly integrates the core concepts of the brand: the owl, symbolizing wisdom and knowledge; the graduation cap, directly referencing education; and the three distinct elements subtly highlighting the app's promise of simplicity in just three clicks. The clever incorporation of the letter "P" ensures brand identity while maintaining a modern, sleek, and highly memorable design. This logo is not just an icon, it's a visual story that communicates professionalism, innovation, and the ease of learning that Profy stands for.

Color Palet Choice



PROFY
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The chosen color palette of navy blue, ocean blue, and white reflects a sense of trust, professionalism, and clarity, qualities essential to the Profy brand. Navy blue, often associated with authority and intelligence, conveys the reliability and credibility of the platform, while ocean blue introduces a fresh and modern touch, symbolizing growth, learning, and innovation. White complements these tones by adding balance, simplicity, and a clean aesthetic, ensuring the design remains approachable and easy to understand. Together, this palette not only aligns with the concept of education but also reinforces the app's promise of a seamless and enriching user experience.

Thanks.

- Assala Light Production.