

Logo (Scaled 2x2" and 4x4")



# Stationery System



27 Equestrian Ln., Cherry Hill, NJ 08003 | [chelseastern18.wixsite.com/website](http://chelseastern18.wixsite.com/website) | [chelseastern18@gmail.com](mailto:chelseastern18@gmail.com)

March 3, 2020

Jackie Rappaport  
1700 Blue Jay Ln.  
Cherry Hill, NJ 08003

Dear Ms. Rappaport,

I hope this letter finds you well as I'd like to share with you the thought processes that went into my logo design.

**Design Strategy:** In designing my personal logo, I wanted to portray three key traits of mine: brightness, intelligence, and femininity/daintiness. Originally, I just liked the visual appeal of a set of eyelashes, but after playing around with its basic components (a curved line with straight lines extending from it), I realized that once abstracted a bit, that same set of eyelashes can also portray rays extending on a setting sun or cogs projecting from a gear.

**Gestalt Principles:** My logo fulfills several Gestalt principles. Firstly, it achieves equilibrium with its near vertical symmetry on either side of the image. Secondly, it achieves continuation because the image curves in the same direction of the words, allowing the image to draw the viewer's eyes to the text. Thirdly, it achieves isomorphic correspondence because the way the image and its significance are interpreted (as a sun for brightness, a gear for intelligence, or eyelashes for femininity) is entirely dependent on the audience. Finally, there is a slight tie to the figure/ground relationship as I created a subtle shadow effect with the black base of the image with an overlaid blue image.

**How I Created It:** Step one of designing my logo began with the vision for an abstract image that could be interpreted as a sun, a gear, or eyelashes. On Adobe Illustrator, I traced an image of eyelashes, cropped the vertical lines to make them shorter, and adjusted the preset to consist of a different number of colors in the photo. Then, I cropped the photo to its halfway point, duplicated it, and flipped it so that I could create a mirror image, grouping the two for a symmetrical appearance. I brought this black image into Adobe Photoshop to paint it with a blue color, which I then exported back to the same Illustrator file to overlay them to my satisfaction. For the finishing touch, I created a curved path parallel to the image with the pen tool, and I typed my name on the path, manipulating the font size and positioning for the completed logo.

**Choices of Typefaces:** For my name in the logo, I decided to use the bold family of Neonoir, an easily readable script typeface with medium-sized X-height. The counters are tight and narrow, some touching completely, but the flow of the intertwining cursive letters allows the words to still be legible. Although it's a name, I made the stylistic choice to use all lowercase letters to enhance the consistency of the logo and allow the design above it to curve naturally without any unevenness for drastic peaks and valleys created by capital letters.

**Color:** The blue color I used to layer over the black-colored curvature is CMYK + Pantone swatch "PANTONE P 106-3 C." This light, relaxed blue color contrasts the black well, adding a pop of brightness without overwhelming the design. When overlaying the black base of the logo, it creates an illusion of a shadow effect.

Thank you for taking the time to learn about the involved logo design process, and I look forward to hearing any feedback you might have for me.

Sincerely,

*chelsea stern*

Chelsea Stern  
Founder and CEO, Chelsea Stern & Associates

## Business Card (Front and Back)



## Envelope (Front)

Chelsea Stern  
27 Equestrian Ln.  
Cherry Hill, NJ 08003


Ms. Jacqueline Rappaport  
1700 Blue Jay Ln.  
Cherry Hill, NJ 08003

STAMP



## Envelope (Back)





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Sincerely,  
*chelsea stern*  
Chelsea Stern  
Founder and CEO, Chelsea Stern & Associates






**CHELSEA STERN**  
Founder and CEO  
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Mock-up