

Description: Owa'w is a mobile application that connects people. We are looking for a distinctive and memorable logo that captures the essence of our app, focusing on genuine human connections.

Definition: Owa'w means "Near you," emphasizing proximity and connection.

Important: The logo should be impactful and instantly recognizable. It must convey the app's purpose at first glance.

Logo type: We are open to both a combination mark logo or designs inspired by our newly introduced symbol, which represents an abstract view of two people hugging within the letter 'O'. This symbol has resonated well with our community.

Final Deliverables:

1. A logo that can be a combination mark or inspired by the provided abstract symbol.
2. The wordmark/logotype.
3. The pictorial mark/logo symbols (potentially to be reused as the app's icon).

To be avoided:

- Any elements that resemble or suggest a "heart" shape.
- Ensure clarity and legibility in lettering, particularly that the 'A' is not mistaken for an 'O'.

The combination mark logo is broken down into two distinct elements:

A wordmark/logotype:

- Should clearly spell out "Owa'w".
- Use a royalty-free font that is stylized yet readable, formed from Roman typography.
- Must be adaptable to light/dark mode: visible against a white background (#FFFFFF) and a black background (#000000), and legible even at small scales.
- The logo should function well as an application icon on both iOS and Android platforms.
- Consider the possibility of reusing the monogram or symbol within the logotype for brand consistency.

A Pictorial mark/logo symbols:

- Should creatively incorporate or be inspired by the abstract symbol we've provided, with flexibility in interpretation.
- Maintain simplicity and ease of recognition, embodying the warmth and authenticity of human encounters.
- The design should be clean, elegant, and minimalist, yet with a strong visual impact that makes it visually appealing and arouses immediate interest.

Recommendation:

- Limit the design to a maximum of 4 colors that will align with our brand's color scheme, ensuring the logo is versatile and scalable.

We encourage originality and creativity in your submissions, moving away from any designs that closely resemble existing logos. This project offers significant exposure, and we're excited to see how you interpret our brief to reflect Owa'w's mission.