

We are seeking a logo design for a program, called “Level Up” that helps students achieve success in music lessons. The logo should reflect concept of progress, moving up, or “leveling up.”

Logo 1

This is what Designer 1 came up with:

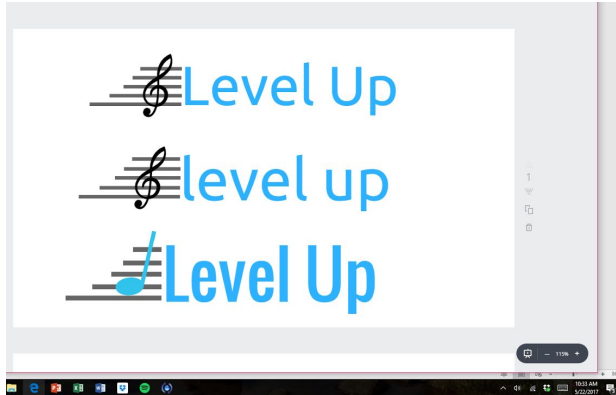


But what’s missing is a sense of stairs or moving up as created by the slant on the staff. Too much emphasis is on the Treble clef. I think make the staff lines just a little thicker and having them slope upwards to have some kind of curve feel to it could be helpful.

The treble clef also is too close to a true treble clef as used in music notation. It will look too “homemade” if we don’t use a more curvy or more artistic Treble clef. I suggest a slant to the right on it as if to suggest movement.

Also, I’m not sold on the font, but that can be changed. Let’s lock down the graphic part of the logo.

I am no designer but here is a mockup I created with Canva.com that might suggest what we’re looking for.



Use of Color

The next discussion revolves around use of color.

Just as the black belt program moves students through different colored belts, the logo should be colorful but using a modern multi-color color scheme. Perhaps like the colors here:

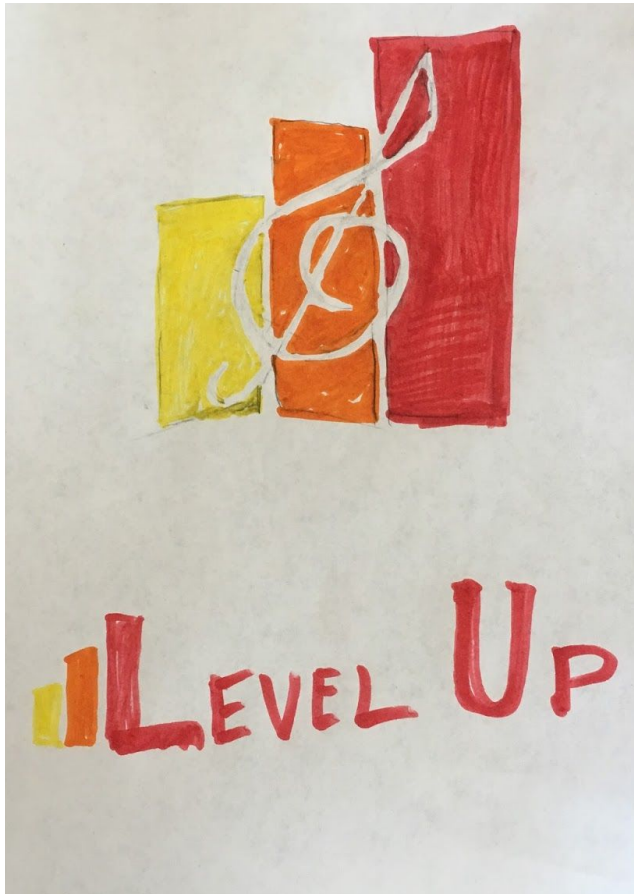
Colorful Logo Design Inspirations:

<https://blog.designcrowd.com/article/293/30-bright-multicolor-logo-designs>

Logo 2 (alternate)

The next matter is having one specific alternative logo idea so that the Level Up team feels they really have chose the best logo for their business.

The concept as a sketch is rather “sketchy” but hopefully the idea makes sense and could potentially be turned into a beautiful design. I would probably thicken the treble and make it look a bit snazzier



I may be using the term incorrectly but The treble clef is depicted using negative space or by removing parts of the blocks. It was inspired by logos like these:

