



# LOGO REDESIGN

Shrestha Saha



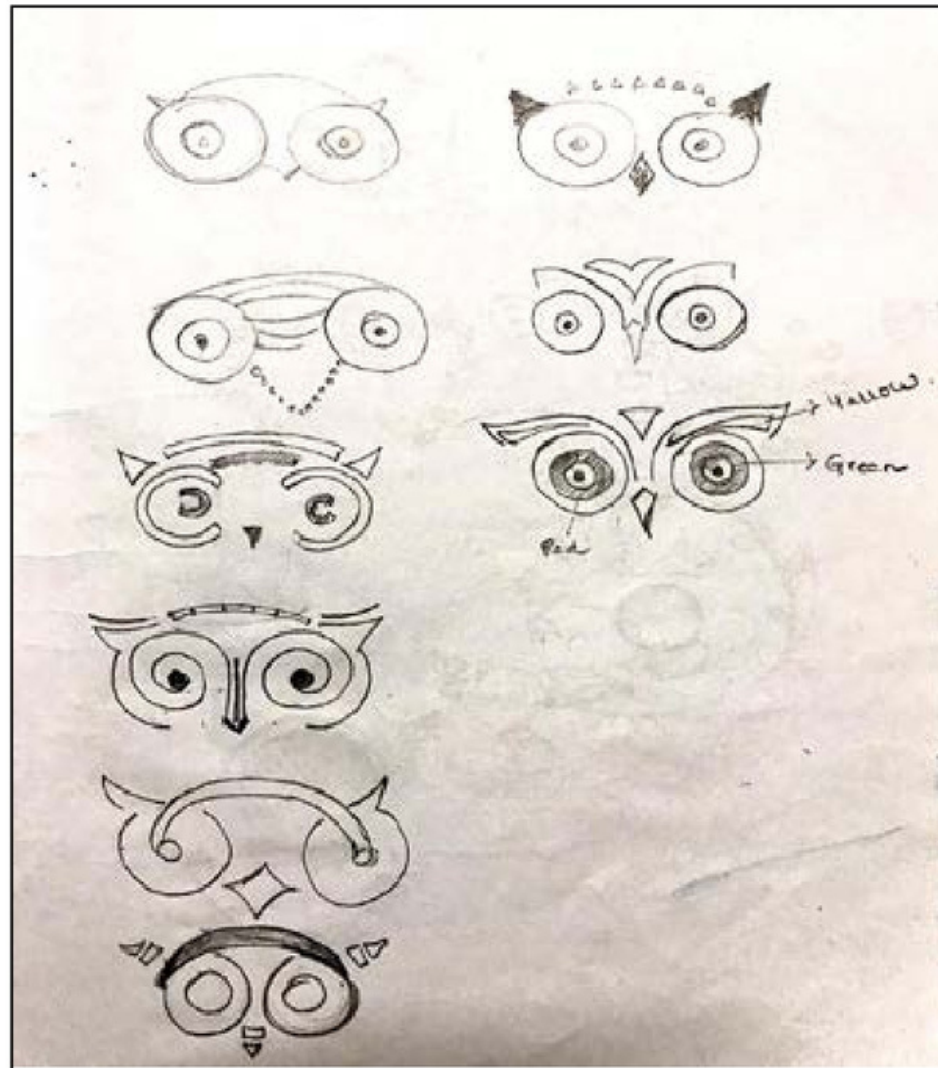


TRIP ADVISOR- This is a tourism company that helps people to make travel plans and guides them while travelling.

## IDEATION

The changes in the logos were made keeping the quirky yet distinct approach of the of the original logo in mind. The element is "Owl" so the the face of the owl has been depicted through various geometric shapes and a different range of colours that is similar to the original logo.

## SAMPLES



FINAL  
MODIFICATIONS



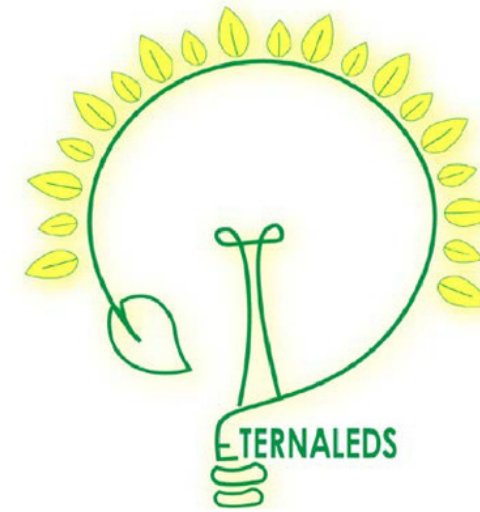
FINAL  
MODIFICATIONS





ETERNAL LEDS- Specialists in the area of LED technology, and offer a variety of LED bulbs to meet all needs, including LED Floodlights, Globes, Spotlights, and Under-Cabinet Lighting

## FINAL MODIFICATIONS



## IDEATION

The modifications of this logo was influenced by the existing key features, the light bulb and leaves. The modifications have been made to showcase the brightness of the products that the company sells blended with the eternal radiance and purity of nature and leaves.



SENNHEISER- Sennheiser electronic GmbH & Co. KG is a German privately held audio company.

## IDEATION

The logos were modified trying to keep aesthetic of the original logo with some pop colour variations. Samples were also designed to highlight the product of the company that is the music equipments but the final modifications maintained the minimalistic aesthetic with some structural changes.

## FINAL MODIFICATIONS





MORGAN-Morgan is a family-owned British motor car manufacturer that was founded in 1910 by Henry Frederick Stanley Morgan.

## IDEATION

The changes in the logos to modify the structure in an elegant yet soothing way that fits the aesthetic of the company without disturbing the main elements in the design. The final modifications tried to portray the original logo in a minimalistic and contemporary manner.

## FINAL MODIFICATIONS

