

leapin.it

1. Base font and colour

The font is Questrial, chosen because of its modern look, with clear circle letters to increase readability when the logo is both large and small. The colour chosen is #434343, which is dark enough for good contrast on a light background, but not too large a contrast as black would be on white.

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2. Colour hinting

As one word, "leapin" is not obviously two words (i.e., it could be read as one nonsense word.) The logo is therefore more effective if the separate parts are hinted (with a different style or colour). In this case, the "leap" is a different colour, as well as the full stop to highlight its purpose as a domain. The colour blue symbolises the "link" which is familiar with hyperlinks on the Web.

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3. Increasing the roundedness








The Questrial font has very hash square edges on the "i" and "t", and the full stop. For this reason, these letters have been modified to the Puritan font, which offers rounder letters and circular dots.

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4. Colour schemes

 #3c78d8	 #434343
 #e69138	 #cccccc
 #cc4125	 #999999
	 #ffffff

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5. Colour scheme chosen

Orange is a brighter colour, which offers a more personal feeling than the professional-looking blue.

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leap in.it *leapin.it*

6. Alternative fonts

A combination of fonts and weights: Questrial, **Fugaz One**, Puritan

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7. Font weights chosen

The *leap* part of the logo is bolder, increasing its readability (since orange is a light colour), but also giving it a more personal appearance.

Final logo

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