Adhikari_Ujjwal_brand

Ujjwal Adhikari

Web Developer - DMIT 2501 Assignment 2: Logo & Business Card

My logo at 3 sizes



3 in



1.5 in



0.5 in

My colours

Blue
#0396C7
trust, calm, tech

Green
#2D6A4F
growth, nature

Gold
#E5A523
positive, warm

Light blue
#B4E3FA
freedom, open sky

Dark navy
#0B2A3C
text, easy to read

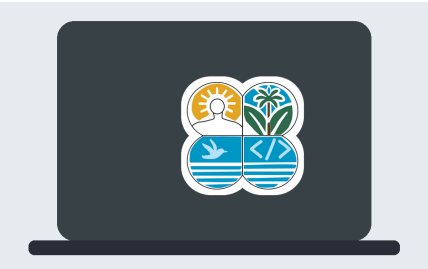
The logo is made of vector shapes, so it stays sharp when it is tiny (like a browser tab icon) or big (like a poster). It also has a white-filled version, so it still works on a coloured background like the back of my business card.

Where my logo can go

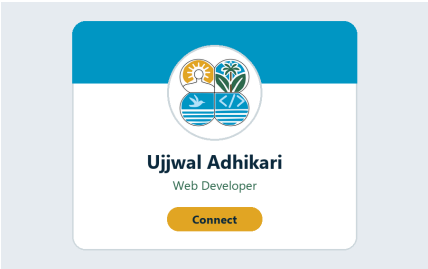
Same logo, different places



Website + browser tab



Laptop sticker



Social media profile

My business card

3.5 x 2 in, two sides



Front

Logo on the left, then my name, job title, email, phone and website. The gold line and the blue / green / gold strip use my logo colours.



Back

The back is blue with my logo and my tagline: "Building a freer, brighter web."

About my logo and card

I designed my logo as four circles joined together, each one telling part of my story. My name, Ujjwal, means "light" in my language, so the first circle shows a person with light shining behind them. That person is me, and also the people I build websites for, because I want to always put people first and bring a positive light to my work. The palm tree and leaves stand for growth and the roots I come from, and the bird flying over the sea stands for freedom. The </> code symbol represents my career as a web developer. All four circles touch, the same way the web connects people together.

I want people to know me as positive, reliable, creative and easy to work with. For colours I used blue and green, which sit next to each other on the colour wheel, so they look calm together. Blue means trust and is a common colour for tech, and green means growth and learning. Gold is the warm colour on the other side of the wheel. It adds energy and warmth, like the light in my name. Dark navy is used for text because it is easy to read.

For the business card I kept it simple: logo on one side, my details lined up on the other, and lots of white space so it is easy to read. The coloured strip at the bottom and the blue back use the same colours as my logo, so the card and the logo clearly belong together.