

Erna Dan

#3155209

GDES 3008 001

Assignment #4—Logo Design

Mar.25.2019

QOREL

LOGO DESIGN PROCESS

- 40 concept designs
- 2 chosen concepts, explained and developed—
 - option #1, 16 refined versions
 - option #2, 16 refined versions
- Best candidates for final logo
- Final logo
- Final logo, varieties on diverse backgrounds
- Brand landscape
- Final logo, explained

QOREL

Qorel is a new brand created through the merger of *Corel* and *Quark*.

Stakeholders Consumers (individual, institutional, corporate), employees, investment community, media, software retailers.

Competitors Adobe, Microsoft, SmithMicro Software, Extensis, Apple, Dell, Google, IBM, Lenovo, HP, Sun Microsystems, other computer and software brands.

Positioning and Attributes

Affordable software empowering creative professionals everywhere.

Qorel empowers creative professionals everywhere in the world. Our full suite of products, including *Qorel Draw*, *Qorel XPress*, *PaintShop Pro*, *VideoStudio*, *WinDVD*, *WordPerfect Office*, and *WinZip*, provides the power to writers, designers, filmmakers, and other artists to create. Our integrated approach to digital software ensures that our products and services are exciting and affordable.

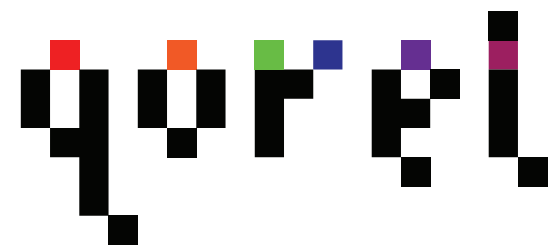
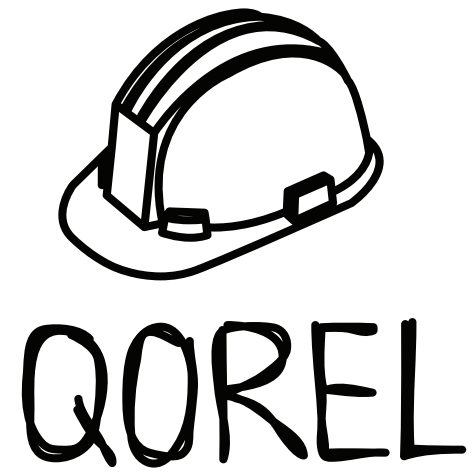
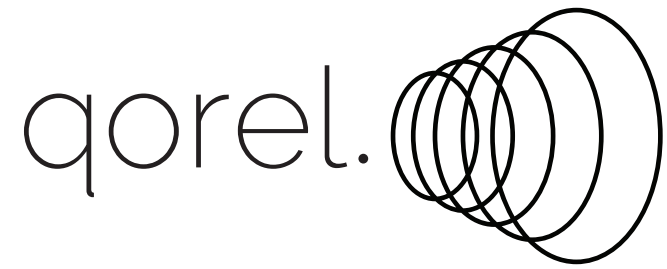
- Key attribute: Empowering.
- Valued attributes: Integrated, Creative, Affordable, Professional.
- Tablestake attributes: Innovative, Quality-conscious, Accessible, Global, Exciting, Powerful.

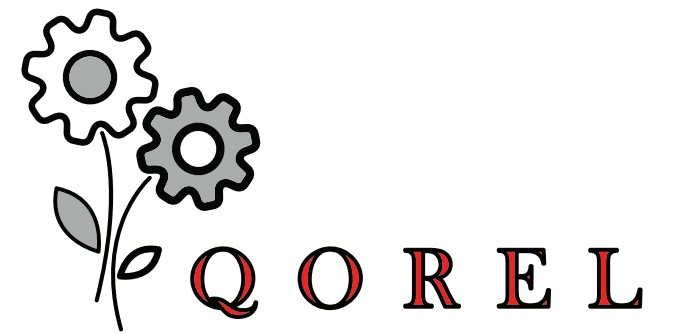
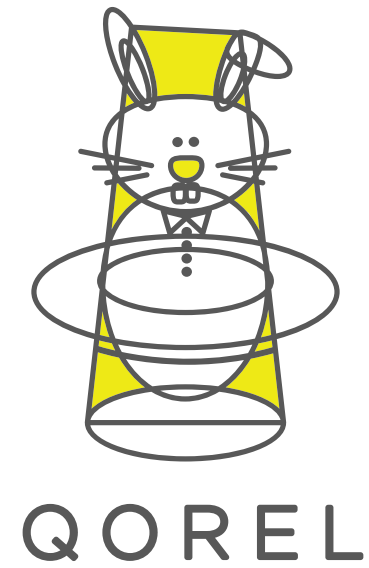
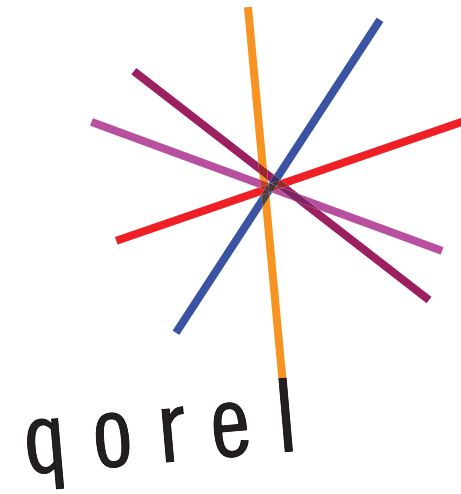
Background

Adobe, over the past several years, has captured most of the market of software aimed at the creative industry. With software like Adobe Illustrator, Adobe Photoshop, and to some extent, Adobe PageMaker, it grew into a commanding position. With the packaging of software into suites such as Creative Suite and being offered for both Macintosh and PCs, Adobe has effectively forced out all competitors. It has now however, introduced Creative Cloud. With its subscription fee structure, the customer base's unhappiness with Adobe's virtual monopoly is crystallizing, providing an opening for a competitor. *Corel*, which originally was just a lower-cost, less powerful graphics software company aimed at the PC market, realizes that in order to not just grow, but also survive, it has to offer suites that are competitive to Adobe's packaged software bundles. *Quark* makes *QuarkXPress*, which used to be the dominant desktop publishing software, but found its market share collapse when Adobe introduced *InDesign*. *Corel* and *Quark* have therefore decided to merge.

corel.com

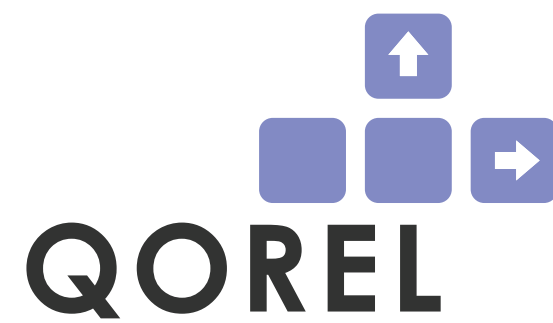
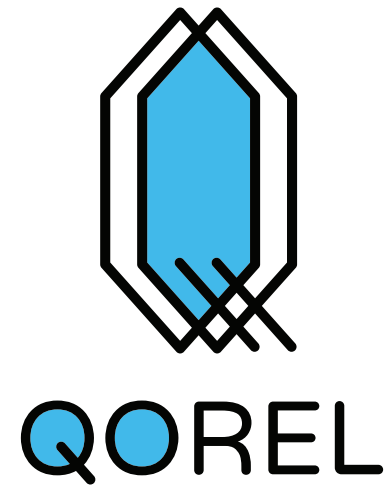
quark.com











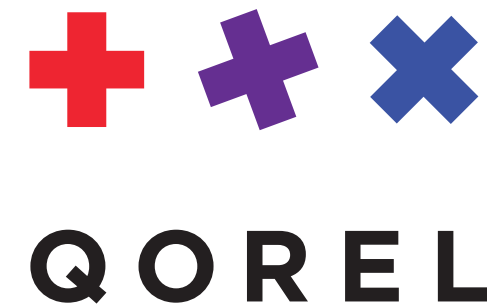
OPTION #1— “CORAL”

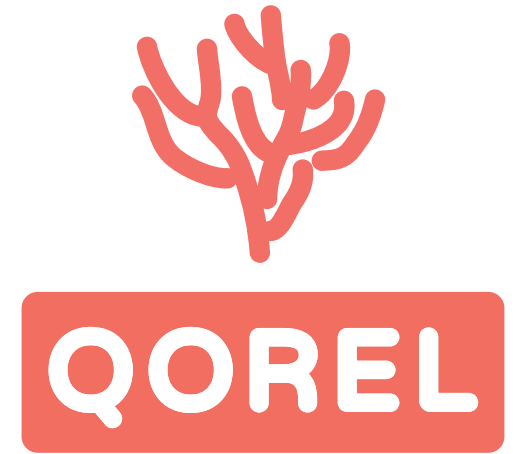
- Coral is a word-play on *Qorel*. This is immediately approachable, engaging, and fun.
- Coral is a good role-model for empowerment; it's an indispensable habitat for life, and support system for a vast ecosystem. Coral grows slowly and steadily upwards, full of color and vitality. It is both beautiful and strong. Synergistic with its environment, it sustains, intertwines, and grows with its community.
- Coral is subtle but powerful structure. This logo option shows coral growing and branching towards innovation, showing unlimited potential.
- The mood is fresh and unencumbered, giving an alternative to Adobe and setting *Qorel* apart.
- The softer colors and rounded shapes, in contrast with Adobe, is more friendly. Less stark and corporate-looking.
- The organic and branching shapes in this logo show a willingness to change and tailor to new environments.
- Curvilinear forms are artistic and creative, which is attractive to designers and artists. Since coral is a community, this is a good metaphor for individuals creating together.
- The signature color of this option is Pantone 16-1546 TCX “Living Coral” which is the 2019 Pantone “Color of the Year”. Since 2019 is the year of *Qorel*'s establishment, this begins a subtle legacy to remember its birth year.



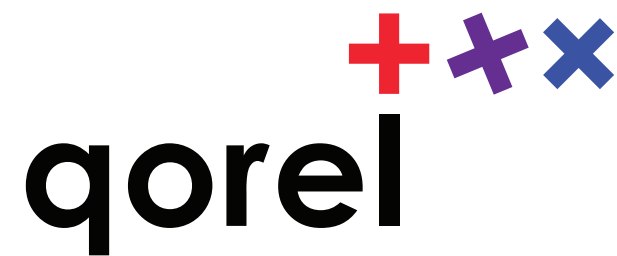
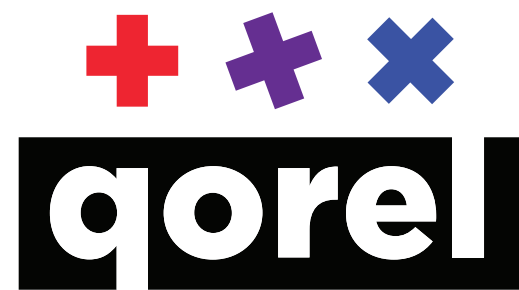
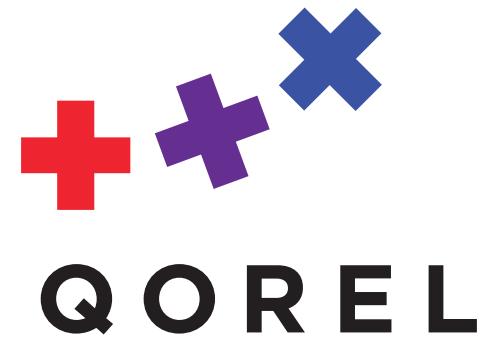
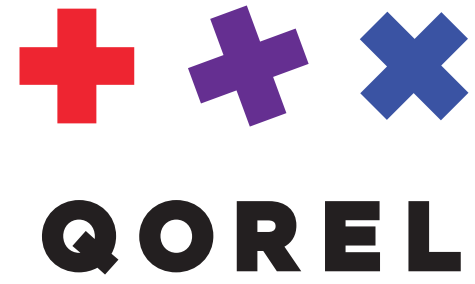
OPTION #2— “+ + x”

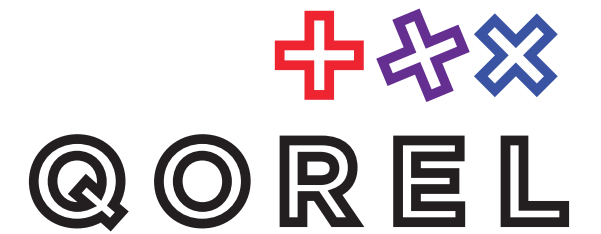
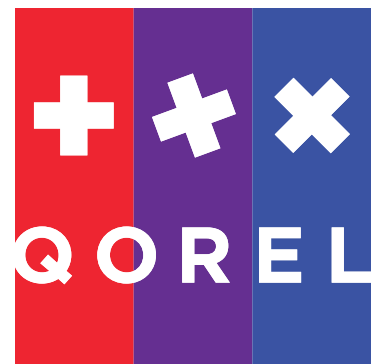
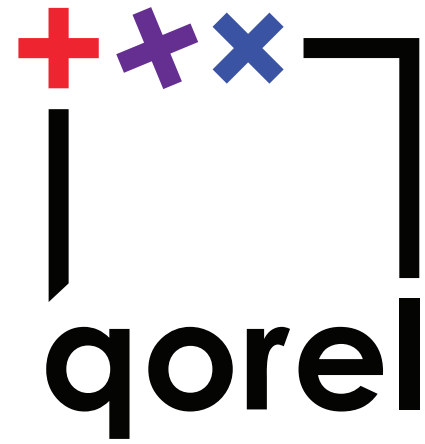
- The graphic element in this logo shows a plus-sign transitioning into an X.
- A plus is additive, a positive sign, inclusive. These are attractive elements that *Qorel* will use and improve. The end product is an X, which is multiplicative. An X is a symbol for the unknown, unlimited potential, X-factor, excitement. The transformation in the middle shows *Qorel*'s function as a necessity and powerful tool.
- Very simply, the logo can be read as “turning good into better.”
- The forward motion and change is also exemplified through color. Red turns into purple, turns into blue—
- Red is passionate and hard-working. Purple is creative, evolutionary, empowering, and non-binary. The last step is blue, which takes flight, soars higher, shows freedom.
- The typeface for this option is big, bold, and assertive; easily distinguishing, and ready to fight off competitors. Black is an anchor and shows legacy and stability.
- Although this logo has a determined and positive message, and stable foundation, this strength is complemented with the ample white-space which helps *Qorel* retain its friendly nature.
- (Approximately) primary colors is another element that portrays *Qorel* as a first tool in the designer's toolbox, a jumping-off point, timeless and enduring; the artist can always count on *Qorel*.



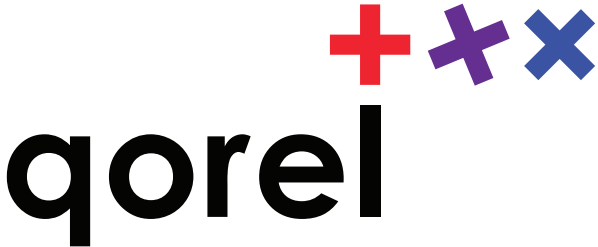








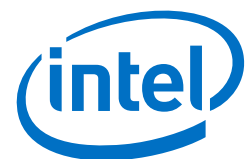
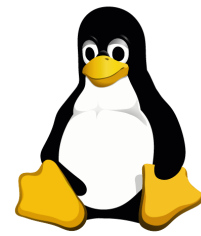
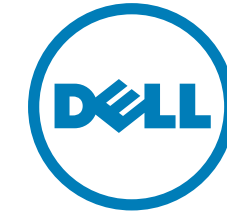
BEST CANDIDATES FOR FINAL LOGO







BRAND LANDSCAPE



FINAL LOGO, EXPLAINED



The first thing a stakeholder will likely notice about the new *Qorel* logo is that the representative icon is of coral, and that this is a word-play on *Qorel*. This portrays an accessible and approachable nature, as well as intrigue, which is a great first impression for a consumer to want to engage with the product further.

Qorel's key attribute of empowerment is embodied in the spirit of coral itself. Coral is an indispensable habitat for marine life and the key support system for a vast ecosystem. We want *Qorel* to be the tool that empowers a community of artists and designers to live their dreams. Coral's role in its environment is to be an incubator for unlimited potential; therefore, so shall *Qorel* be, as the springboard for all designers to manifest their vision into reality.

Furthermore, coral embodies the *Qorel* brand valued attributes of integrated, creative, affordable, and professional—it grows slowly and steadily upwards, full of colorful vitality. It is both beautiful and strong. It sustains and intertwines with its community in the same way *Qorel* does. The logo shows integration because of the flat color plane that surrounds and supports all other elements. The creative nature of the brand is portrayed by the organic shape of the coral, which branches upwards and outwards, and out of the box, unbounded. The stem of the Q reaches from a stable bottom, makes a leap across the creative landscape of an artist's mind, and takes flight upwards and out of the box, wherever the designer's imagination may take him. The coral branches act as diverse pathways; as solutions to innovation. The affordability of the brand is shown by the simplicity, and the efficiency of color; and by the typeface chosen—Century Gothic Bold—known for the characteristics of being sleek and streamlined. The logo design shows the process of delivering value to the user by diagramming a clear connection: the workflow moves from a Q rooted in knowledge, across the creative gestalt landscape, and shoots upwards towards all the diverse solutions a user may require. *Qorel*'s professional integrity is conveyed by the stability of the square shape, which is wholesome and established. The geometric consistency of both the square canvas and the smooth sans-serif typeface shows *Qorel*'s methodical approach—of having a continuity of legacy, processes, and outcome delivery. The creative and professional energy of *Qorel* is underlined by a subtle nod to Asian seal-stamps (typically red on white, or white on red) which are normally used to sign ink paintings and formal documents. The logo, is a modern take on a seal-stamp and acts like a seal of approval, to deliver a great product to the user; and as a metaphor for the user's own work when completed with *Qorel*. This has global appeal.

Qorel's tablestake attributes of innovative, quality-conscious, accessible, global, exciting, and powerful—are translated to the stakeholders through a vivacious color, unique to *Qorel*. Innovation is not only shown through the growth and flow of the linear elements, which reach past any constraints of the box, but also through the use of a fresh color. Quality is delivered by satisfying customer needs—therefore coral is also chosen for being an organic color; coming from nature, a global builder which always finds optimal outcomes, continually striving to find best possible solutions. Coral is warm and inviting, like a blanket, and a welcome change from a landscape of competitors who prefer more common colors. This novel presentation is exciting and ready to face challenges.

The signature color of the new *Qorel* brand is Pantone 16-1546 TCX “Living Coral” which is the 2019 Pantone “Color of the Year”. Since 2019 is the year of *Qorel*'s establishment, this begins a subtle legacy to remember its birth year.