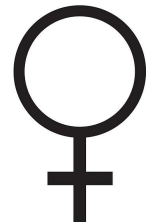




The existing logo for the women's march is definitely very nice. I do think however it's very reminiscent of the girl scouts logo (which could have been on purpose) and could be made in a simpler format. I decided to keep the idea of showing three women in my redesign and wanted to keep the colors too. I liked that this illustrated the idea of bringing all kinds of women from all backgrounds together and wanted to keep the integrity of that message.

So I thought to myself, what is a way I can simplify this a little more and make it more universal? I remembered the sign for female and thought maybe I can rearrange this sign into a logo. After thinking about it for a while I didn't think it would work, but remembered the universal figure for women that's commonly used on bathroom doors. I thought that would be the perfect simple, understandable replacement for the faces already in the logo, and unique enough that it could become recognizable without the potential association with another brand. So, I placed the three figures next to each other, hand in hand, to symbolize unity and kept the original colors in the logo to symbolize different people coming together.



After receiving critiques, I decided to make the logo a little smaller. Having three people right next to each other would make the logo too wide. I layered the characters over each other a little bit to keep the idea of togetherness and get it in a smaller window. I decided to put the characters in a dark blue circle, similar to the original logo, to add more contrast to the logo and add more visual cohesiveness. Upon suggestion from my peers, I added the silhouettes of hair to the figures as differentiating characteristics. It adds detail to make it unique but still keeps it simple. I created a version with logotype as well, the logotype of course can be removed or used on its own in one of the three brand colors.







THE WOMEN'S MARCH



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