EXPLENATION OF DESIGN CHOISES.

Colours for the logo i tried a few different blue/green/purple types, since my friend wanted that and I think that's a good idea since it's often associated and used by tech companies. I decided to go for a gradient to give it even more tech feeling and futuristic look. The typefaces used are strong, clean, proffesional and modern. Contrasting each other nicely with weight, size and lower/upper case.

1.LOGO
This was based on the strong structure of the hexagon and how that shape is used both in architecture and nature to build very strong structures. Which fits since Jesper builds websites.

2.LOGO
The only one with a tagline came from the chaotic world that the internet can be. If you dont have the knowledge or experience with the internet it can quickly feel like your just out stumbling and fumbling around in the dark with out a light.
So from that the idea of doing a symbol that represent an eye complimented by a tagline that makes it clear what the goal with his business is.

3.LOGO
I admit i just couldn't get a good idea, the best i could do was a symbol with some depth that could be interpret as a abstract spiderweb. I drop the ball on that one. I just don't have the time to put on this right now.

My favourite
I think the first one with the right tagline and better execution of the hexagon idea feels conceptually strongest. But only if it's executed better than this one I made. So for those made now I feel the second one with the eye symbol and tagline is the best one.

My friends favourite
He loved the one with the eye for it's clear message and simplicity in symbol but still understandable

1.LOGO

2.LOGO

3.LOGO