



# 18 DAYS OF MASOT LOGOS

A PROJECT BY JARED RIGBY

# TABLE OF CONTENTS

**OBJECTIVE - APPROACH**

**THE 18 DAYS**

**MY TOP 3**

**CONCLUSION**

**CONTACT PAGE**

**APPENDIX**



# OBJECTIVE

Creating something brand new every day is a daunting task that I have never done before. I have had several projects where I would spend upwards of 2 weeks on a project, receiving feedback, and implementing those changes to create a refined, final work. That is not the case for this project. This project was to create a brand new refined visual piece every day for 18 days, and I only had 24 hours to create each visual.

# APPROACH

Since I would only have a day to make a visual, I first had to decide what my visuals were going to be. I decided on mascot logos as my theme and established a few rules for myself before I began. To ensure that my theme was consistent and that each logo could be recognized as part of that theme, I decided to only use creatures from the ancient and mythical worlds. I started by coming up with at least 40 ideas that I could then use to sketch out, and eventually was able to settle on these final 18.



# MY TOP 3

The Megladons was my first attempt at making a mascot logo. My process for creating this logo was far different than the others, because I spent way more time on this logo compared to the others. Rather than only having 24 hours, I was given a couple of days to finalize "Day 1" before diving into the remainder of the project. Due to the extra days, I was able to spend more time sketching and making a few iterations, before settling on the final product.

I was also able to find this mock-up, where I was able to switch out the colors and add in the flares to make these logos look more official. I used this same mock-up for all my logos for this project.



Doing this much extra work for the first logo helped set the stage for the remaining mascots. Now that I had a standard of work to achieve, I would have to buckle down and do a few day's work in a fraction of the time.

"Even though there are rumors of them still being alive, these ancient sharks that were 60 feet long were another reason to be terrified of the ocean"

-social media post caption

## DAY 1

The Hydra was one of my better renditions of a common creature from the mythical realm. I have always been fascinated with Greek mythology and I spent a lot of time on this one trying to get my sketches to even slightly resemble a Hydra. After quite a few different sketches, I settled on this design. At first, I only had 3 heads, but as I spent more time on it, I was able to include more and more. This was to help encourage the common phrase about hydras; "cut off one head, two more will take its place."



With this being my 6th logo of the project, I could already see my technique improving. I was getting faster at transferring my sketches into vectorized shapes in illustrator, and I was beginning to spend less and less time on each logo.

"Somebody call IXII!" With the ability to regrow their heads, turns out fire is one of the best ways to kill a hydra. Or a mountain if your Hercules."

-social media post caption

## DAY 6



For this design, I tried to change things up a bit by adding a shape behind the logo as a background. In order for this to work, I first had to come up with a shape that would fit both the style of the logo, as well as the theme of an ancient Gree myth. I was able to determine that a shield would work quite well and was able to implement that into my design.



I felt that this design was one of my better logos because I was able to make it as a side profile, something I had not done yet, and still give it depth. Having the shield allowed me to design the Pegasus coming out of the shape, rather than being constrained inside. This gave me more opportunity to focus on the head and wings, which are the most important parts of the logo.

“Flying horses that could stampede you in the air. Not sure how I feel about that. I’ll stick to enjoying horses that can’t fly thank you very much. I’d rather not run the risk of falling off mid-flight.”  
-social media post caption

DAY 11

## CONCLUSION

This project came with its ups and downs. I had to get over my lack of self-confidence and overcome the self-doubts in order to complete this project. As I was prepping to begin, I was ready to give up. Yet, after receiving a pep-talk from those whom I look up to, I was ready to give it a try. I struggled with figuring out how to best translate my sketches to illustrator and was able to overcome these challenges and complete this project.

There are many things that I could say that I have learned, but the main takeaway would be that I can do hard things. Since I had never done a project of this magnitude before, I would be lying if I said I wasn’t terrified. However, learning the skills of actually sketching, and making sure that I had enough time to execute each design has been a great addition to my knowledge of design. It allowed me to complete the project within the parameters established, and I will not be able to go back to my old habits after completing this project.



# APPENDIX



DAY 1



DAY 2



DAY 3



DAY 4



**BASILISK**

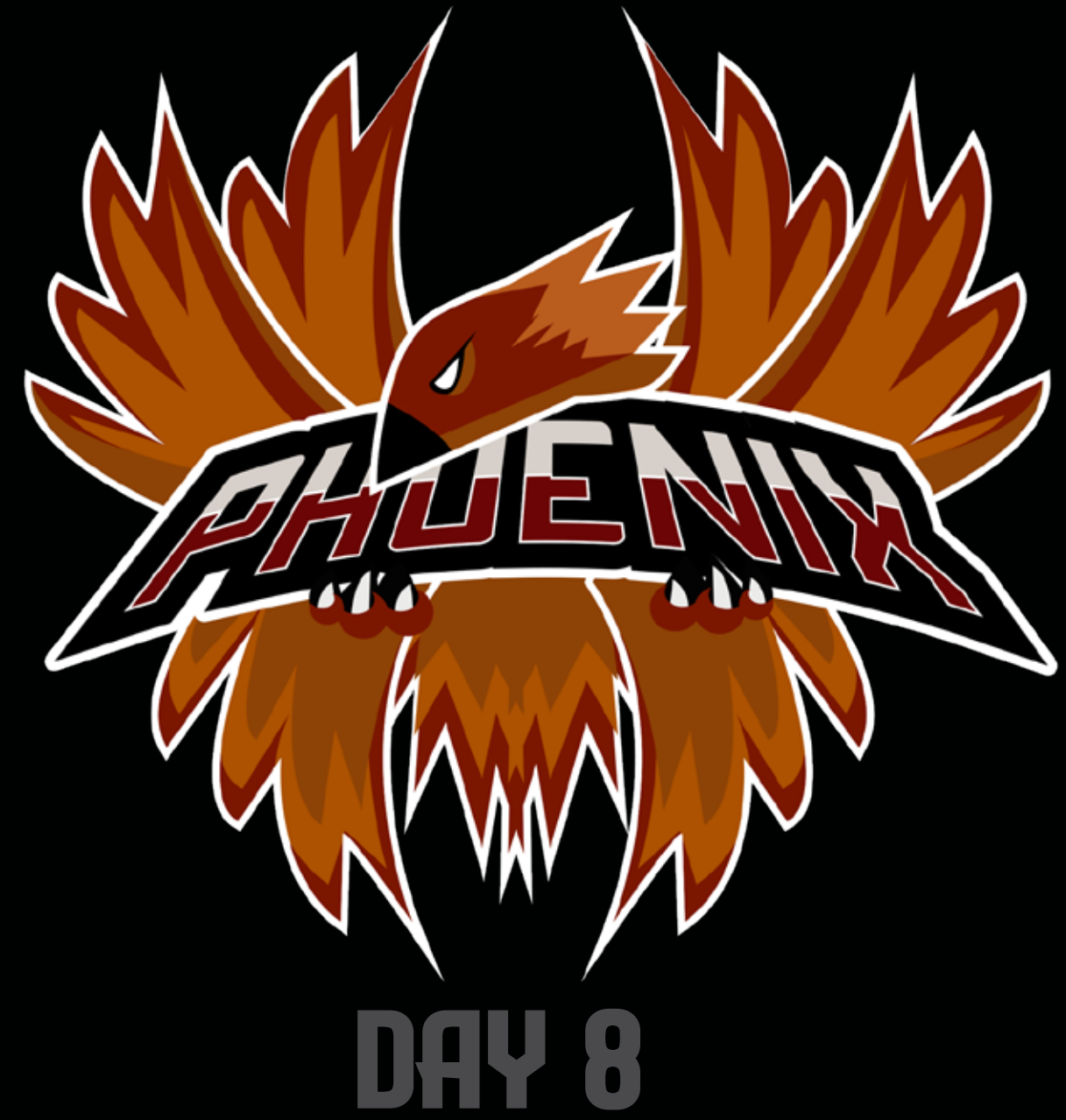
DAY 5



**HYDRA**

DAY 6







DAY 9



DAY 10



DAY 11



DAY 12



DAY 13



DAY 14



DAY 15



DAY 16



**CERBERUS**

**DAY 17**



**ANUBIS**

**DAY 18**

# CONTACT

## JARED RIGBY

Jaredrigbydesign.com

Jared.rigby18@gmail.com

208-313-3389

