



Gregory W. Woods

Personal & Studio Development



Creative Research

To begin my research into a personal logo, I began looking at different ways logos made from letters are made. Particularly with the letter W, the letters tend to take on a more geometrical appearance.

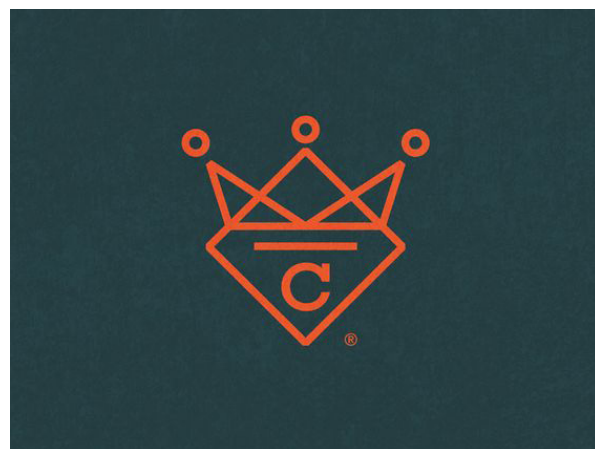




Content Research

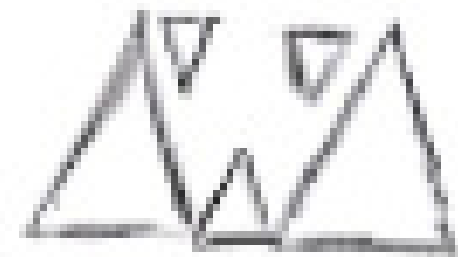
After learning of the nature of W based logos I began researching objects and shapes that created the most successful types of logos. During my search triangles and crowns yielded the most interesting results.

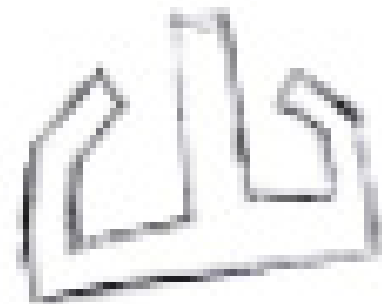
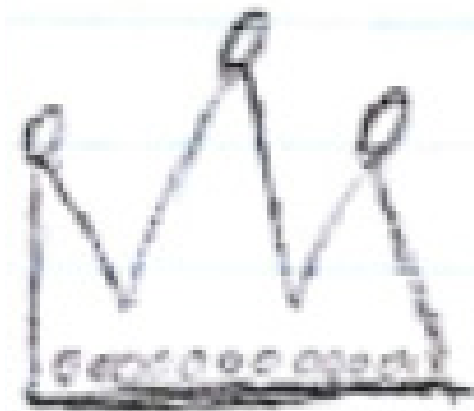




Sketches

I then began sketching any ideas that came to my head including the letter G from my first name. My goal was to find an interesting design that would preserve the letter, but with subtle symbolization.







Conceptualization

After critique and careful selection I decided on three different logos that specialized in a specific area. One made using triangles, one made with a crown, and one utilizing both.





Final Logo

For my final logo I went with the crown like design. The yellow and black create a strong color contrast to each other and create a sense of energy and movement.





WOODWEBSTUDIO

Stationery

For the stationery I wanted to maintain the color scheme for cohesion, but keep the overall design simple so that it reads quicker and easier with few distractions.





Ms. Margaret Edwards
Barnelli Ltd
48 Stanstead Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

Gregory W. Woods
President

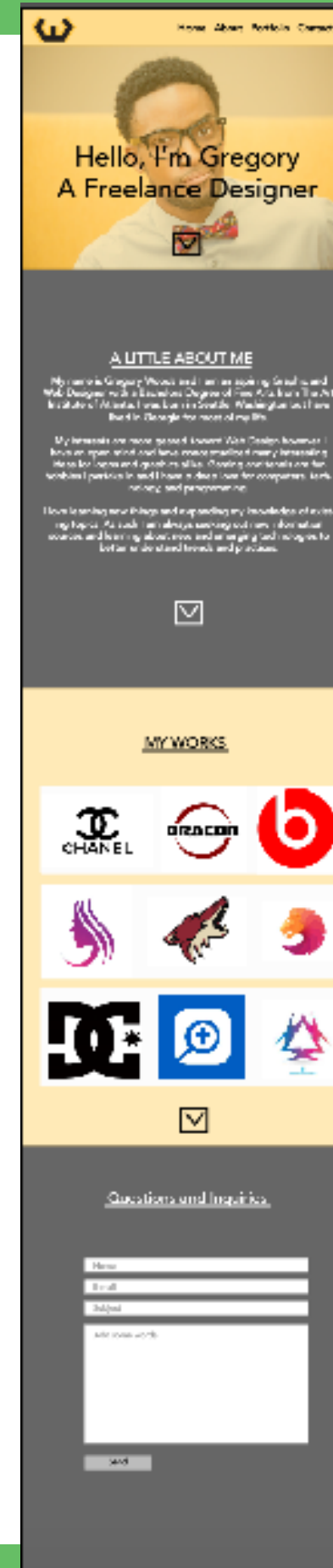
Gregory W. Woods

webdevwoods@aol.com

woodsfolio.com

Web Site

The web site is one page for easier flow and doesn't utilize much imagery to keep the look informative and professional. The color scheme is maintained, but with a reduced opacity to reduce eye strain from looking at harsh colors for too long.





Hello, I'm Gregory
A Freelance Designer



A LITTLE ABOUT ME

My name is Gregory Woods and I am an aspiring Graphic and Web Designer with a Bachelors Degree of Fine Arts from The Art Institute of Atlanta. I was born in Seattle, Washington but have lived in Georgia for most of my life.

My interests are more geared toward Web Design however I have an open mind and have conceptualized many interesting ideas for logos and graphics alike. Gaming and tennis are fun hobbies I partake in and I have a deep love for computers, technology, and programming.

I love learning new things and expanding my knowledge of existing topics. As such I am always seeking out new information sources and learning about new and emerging technologies to better understand trends and practices.



MY WORKS



Questions and Inquiries

Name

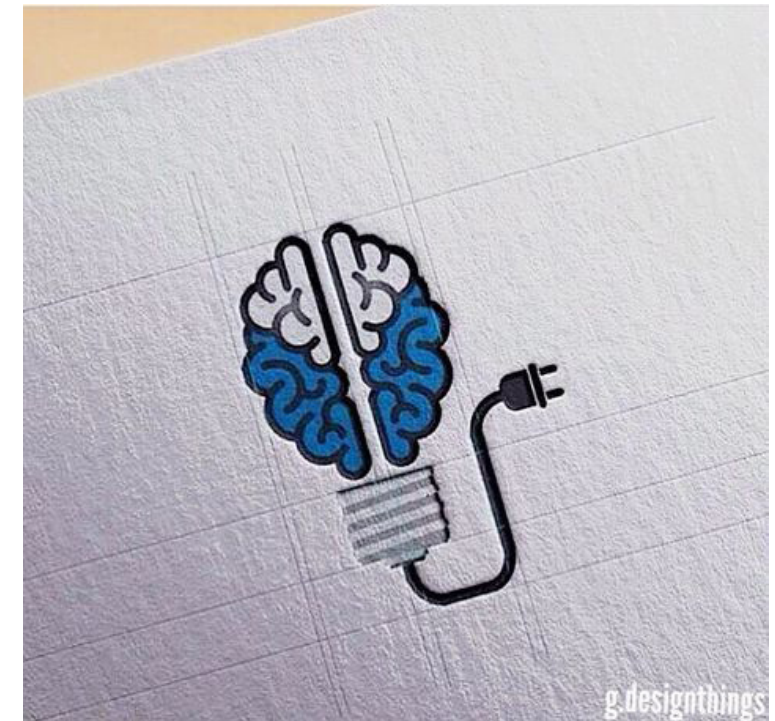
E-mail

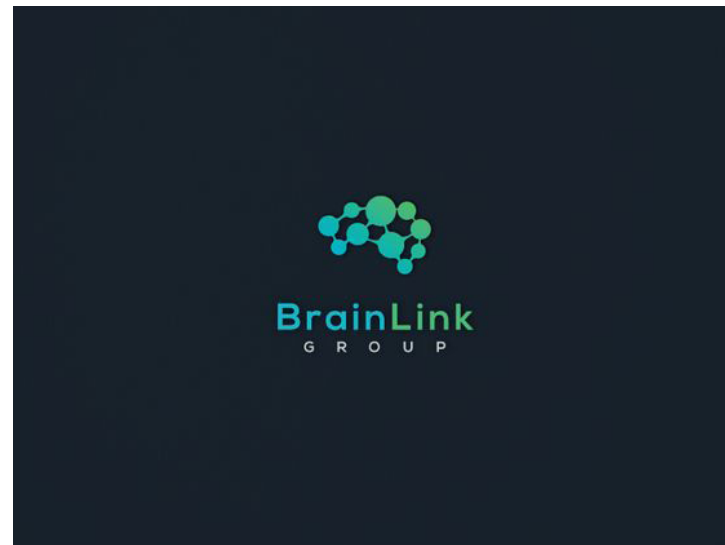
Subject

Add some words

Creative Research

After settling on the name Brainiac Studios as a studio name I first began thinking about what kind of imagery comes to mind with that name. The results of my search turned up brains and intelligence.





Content Research

The brain seemed like to obvious and direct of a style to pursue so I thought of what a brain makes you think of. Some things that came to mind were heads and nerdiness.



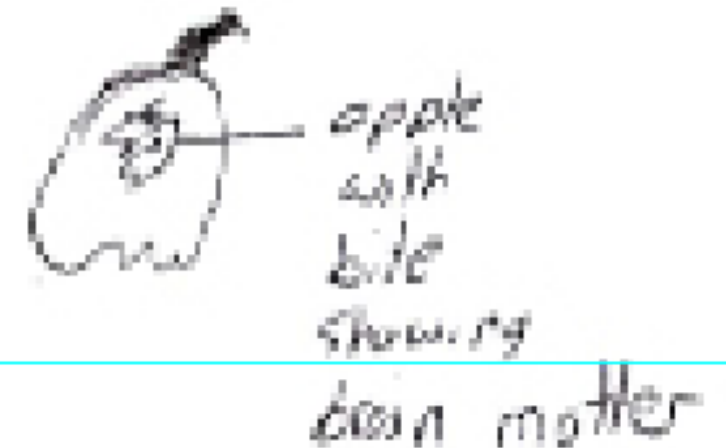


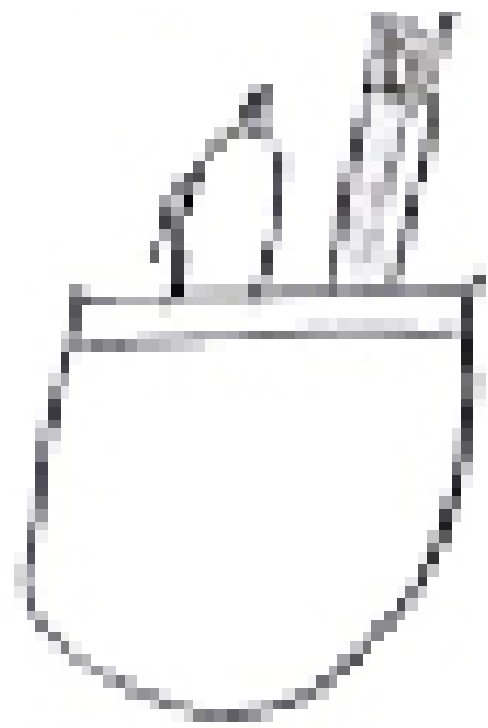
dreamstime.com



Sketches

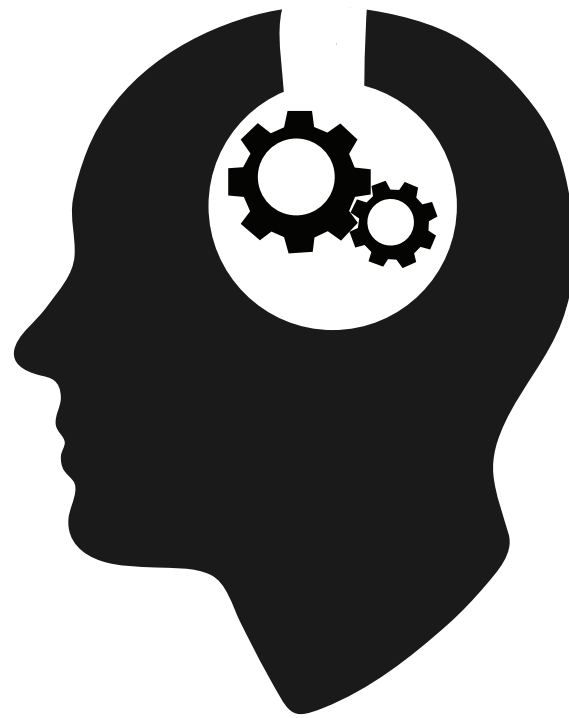
By further braking down the concepts of heads and nerdiness I began thinking of what makes a nerd and what the head could do. This resulted in accessories such as large square glasses and pocket protectors.



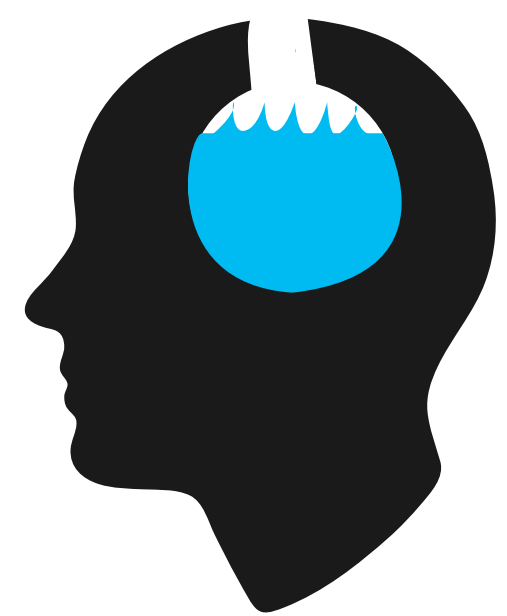


Conceptualization

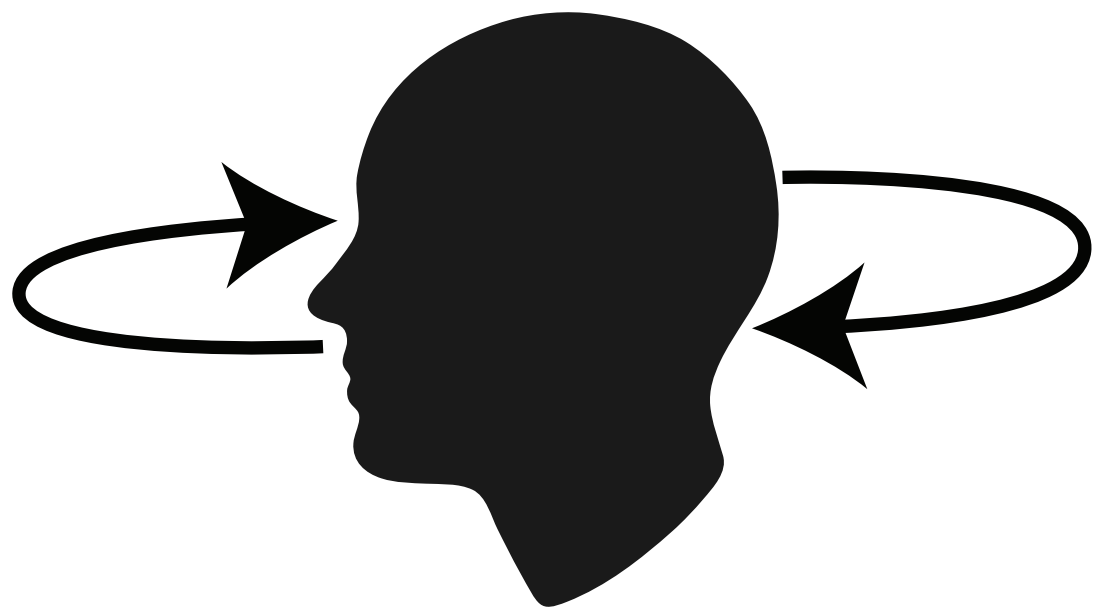
Not having much idea of how to expand the idea of glasses I focused my thoughts on the concept of a thinking mind. I began putting together different symbols and icons to represent thought and mind.



Brainular



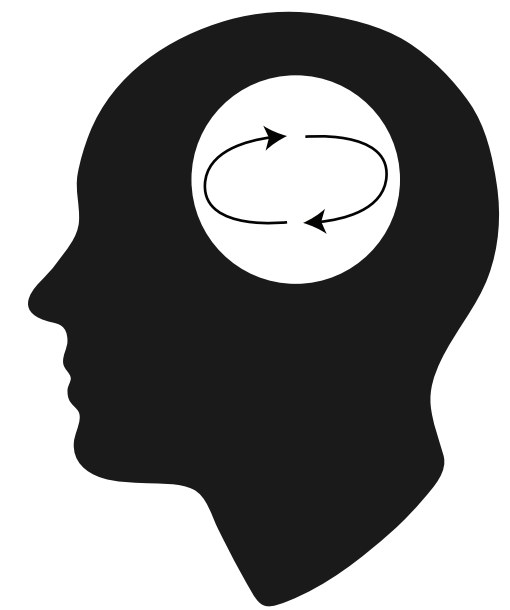
BRAINULAR



BRAINULAR



BRAINULAR

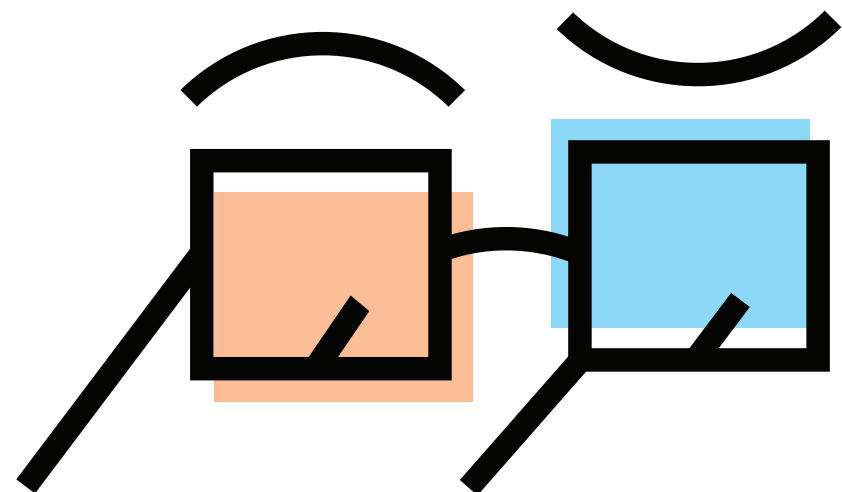


BRAINULAR

Final Logo

Not content with where the mind idea was going I switched gears back to the glasses idea and thought that I could set them apart from other similar ideas by giving them some emotion. By adding lightened colors to add some fun and intrigue and adding eyebrows to give them some emotion and denote inquisitive thought, the logo began to spring to life.



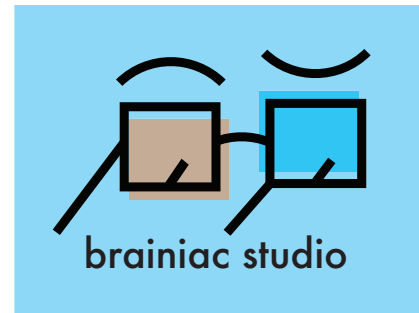


brainiac studio

Stationery

For the stationery I wanted to find a way to include both of the logos colors without making them overpower the designs themselves. That meant having to separate the use of the red and blue so that they don't clash and can be independently used to draw attention to details on their respective documents.





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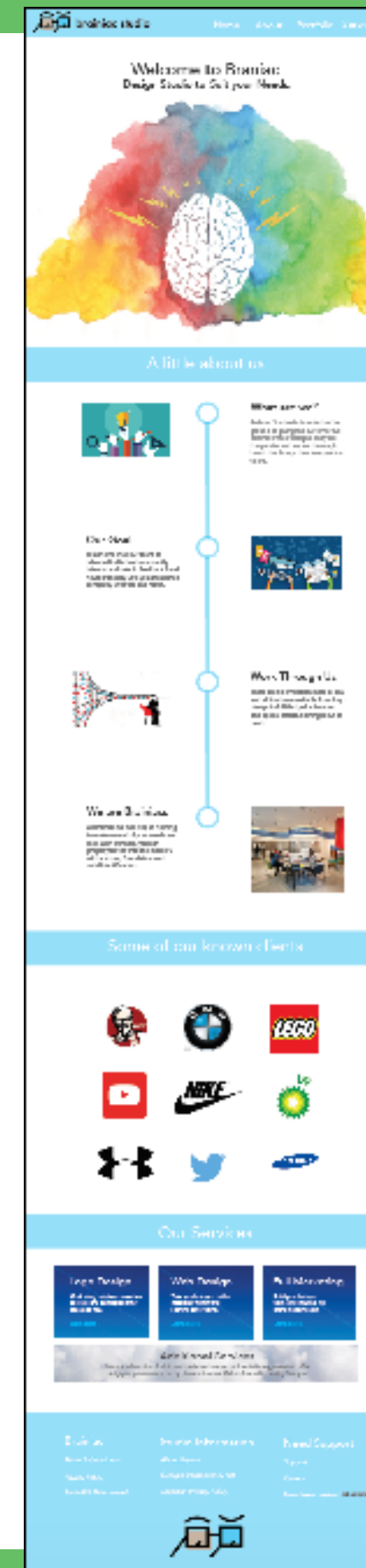
A handwritten signature in cursive script that reads "Gregory W. Woods Jr.".

Gregory W. Woods
President

[Gregory W. Woods](#) webdevwoods@aol.com woodsfolio.com

Web Site

For the design of the web site I wanted it to be fun yet still exude an air of professionalism. As such the site initially starts off with a colorful design on the home page and fun imagery on the about page. This changes on the services page with darker photo based images highlighting the services provided.



Welcome to Brainiac.
Design Studio to Suit your Needs.



A little about us.

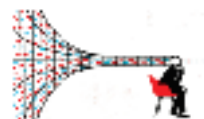


What are we?

Brainiac Studio is based on the concept of people. It is a team of creative designers. They are the partners to see through the most complex and complex tasks.

Our Goal

To achieve the greatest of results for our clients by providing services that meet all their needs and provide a great experience for our clients.



Work through Us

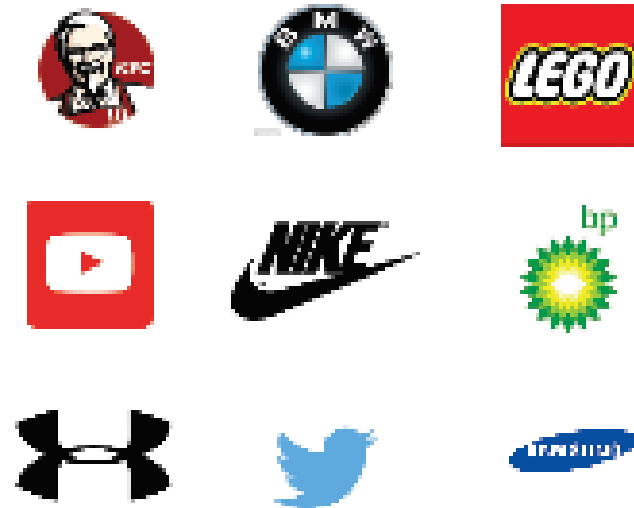
There is no limit to how many projects we can handle. We are a design studio that is ready and able to take on any project.

We are Brainiacs

We are a team of people who are passionate about our work. We are a team of people who are passionate about our work. We are a team of people who are passionate about our work.



Some of our known clients.



Our Services.

Logo Design

Available for any business to create a unique and memorable logo for your brand.

[Learn more](#)

Web Design

Take your business to the next level with a modern and professional website.

[Learn more](#)

Full Marketing

Take your business to the next level with a full marketing strategy.

[Learn more](#)

Additional Services

We offer a range of additional services to help you grow your business. Contact us today for more information.

Brainiac

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[About Us](#)

[Our Services](#)

Studio Information

[Address](#)

[Design Process](#)

[Contact Us](#)

Need Support

[Contact Us](#)

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