

PCI Logo Design Phase II Final Presentation

Graphic Design Practicum 2020





IAR
AQUEDUCT
FLUIDICS

5



DAIMROC
IMAGING

14



LIMBSALV

31



LuxFiat

36



COGWEAR

10



GREEN
MATTER

20

green
matter

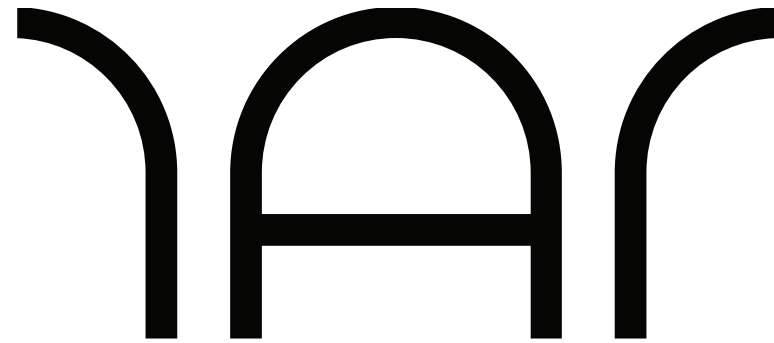
27



Qbimm
Diagnostics

43

Aqueduct Fluidics



AQUEDUCT FLUIDICS



AQUEDUCT
FLUIDICS



C = 40
M = 0
Y = 4
K = 0



C = 100
M = 96
Y = 43
K = 7



AQUEDUCT FLUIDICS



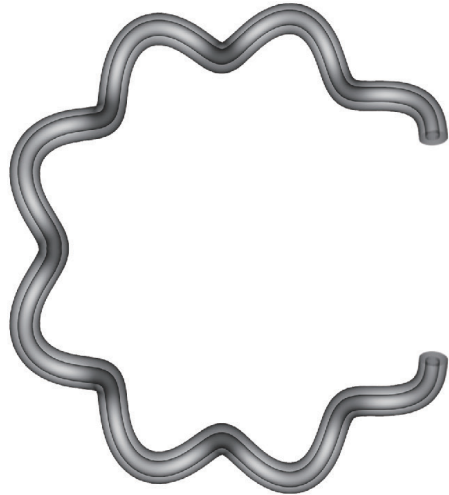
AQUEDUCT
FLUIDICS







Cogwear



COGWEAR



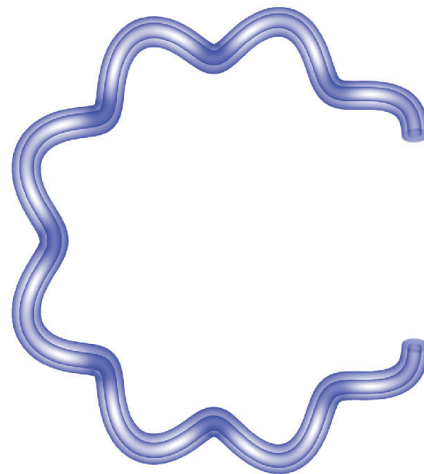
COGWEAR



C = 70
M = 60
Y = 0
K = 0



C = 0
M = 0
Y = 0
K = 0



COGWEAR



COGWEAR





Daimroc Imaging



DAIMROC
IMAGING



DAIMROC
IMAGING



C = 97
M = 69
Y = 39
K = 24



C = 92
M = 56
Y = 25
K = 3



DAIMROC
IMAGING



DAIMROC
IMAGING







Green Matter

GREEN MATTER

A stylized plant with two leaves at the top and three roots at the bottom, integrated into the letter 'R' of the word 'MATTER'.



C = 32
M = 0
Y = 14
K = 0



C = 27
M = 3
Y = 29
K = 0

GREEN
MATTER











Green Matter "A" | PCI Logo Design Final Presentation | Graphic Design Practicum 2020

**green
matter**

The logo consists of the words "green" and "matter" stacked vertically in a bold, black, serif typeface. To the right of the text is a large, stylized black graphic of a plant. It features a central stem that curves upwards and to the left, ending in a cluster of five broad, rounded leaves. A thin, curved line extends from the base of the stem, ending in a small, teardrop-shaped leaf.

**green
matter**

This is a smaller version of the logo shown above, maintaining the same bold, black, serif typography and the stylized plant graphic to the right.



C = 71
M = 9
Y = 91
K = 0



C = 77
M = 49
Y = 0
K = 0

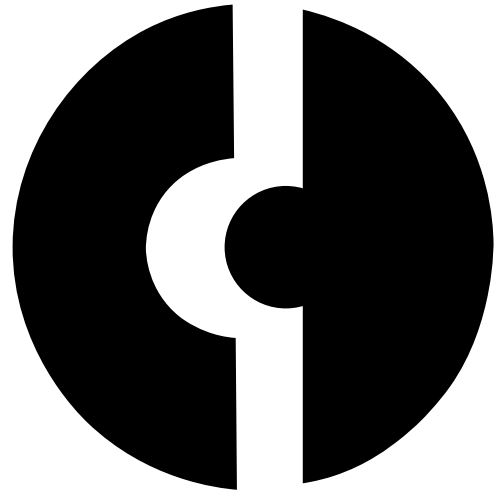
green
matter







Limbsalv



LIMBSALV



LIMBSALV



C = 16
M = 56
Y = 77
K = 0



C = 0
M = 0
Y = 0
K = 50



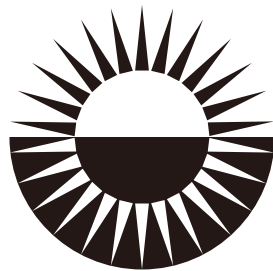
LIMBSALV







LuxFiat





C = 4
M = 29
Y = 94
K = 0



C = 57
M = 47
Y = 43
K = 0



LuxFiat





Jaime Sweet
Programming Manager

PCI Ventures @ Penn Center for Innovation
University of Pennsylvania
(215) 746 - 4734
sjaime@upenn.edu

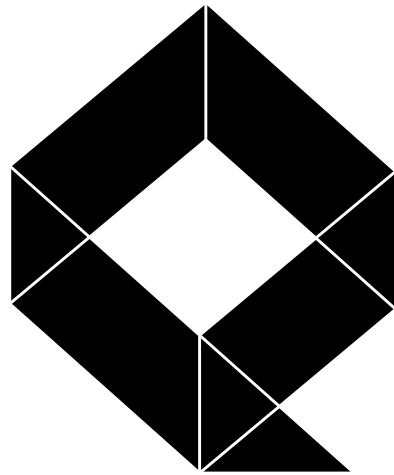








Qbimm Diagnostics



Qbimm
Diagnostics

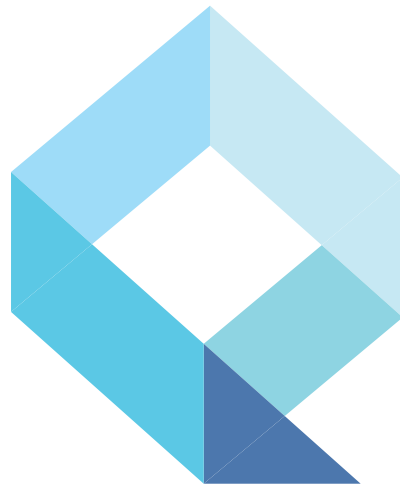




C = 75
M = 57
Y = 17
K = 0



C = 47
M = 2
Y = 15
K = 0



Qbimm

Diagnostics







Designed by undergraduate and graduate students in **Graphic Design Practicum**,
Undergraduate Fine Arts and Design Program, University of Pennsylvania, **Spring 2020**.

