



Wattbot Logo Design Ideas

by Ian Li and Yoko Nakano

We were inspired by Wattbot's goal of guiding consumers, businesses, and organizations towards renewable energy technologies. We wanted the designs to immediately communicate Wattbot's efforts to encourage renewable energy for a cleaner and better environment.

We used plants, leaves, and fields as the motif for our designs. Plants symbolize growth and renewal. Also, the color green suggests nature, which benefits from the use of renewable energy.

Our design process started with several iterations on brainstorming themes and sketching designs. We settled on the plant motif for it best encapsulated Wattbot's vision.



Wattbot Logo Design 1

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Leaves: #7FC31C and #057391

Text color: #412501

Font: Gill Sans Regular

Plant motif, individual leaf-like shapes combined to suggest a collection of leaves or petals of a flower. Colors suggest plants and new sprout.



Wattbot Logo Design 2

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Logo: #7FC31C and #057391

Text color: #5A3D1B

Font: Futura Book

Plant motif, leaf-like shapes above second "t" to suggest a sprout, which represents renewal.



Wattbot Logo Design 3

by Ian Li and Yoko Nakano

Circles: #FEC42D, #BFE10E, and #5F9215

Text color: #3E2A08

Font: Futura Book

Circles combine with the letter “t”s to suggest trees. Trees represent nature and the saving of natural resources, which is the goal of using renewable energy.



Wattbot Logo Design 4

by Ian Li and Yoko Nakano

Hills: #7FC31C and #5F9215

Text color: #4668AE

Font: Frutiger 65 Bold

The hill image represents clean and green land, while the blue font suggests water.



Wattbot Logo Design 5

by Ian Li and Yoko Nakano

Hills: #7FC31C and #5F9215

Sky: #BFCBE3

Text color: #004C1F

Font: Frutiger 55 Roman

The hill image represents clean and green land with a sky in the background.