Problem definition

CBL Graphic Design, 2021-2022

Introduction of the company

Together with the social partners, the PRIZMA Foundation promotes job creation and reduces unemployment, contributing significantly to improving the socio-economic situation in the region. It is one of the key players in the region in increasing employment opportunities for redundant and unemployed workers and promoting their reintegration into the labour market. PRIZMA Foundation's activities are aimed at supporting the unemployed and companies in their HR renewal and the preparation of HR renewal programmes, human resource development plans and employee training plans. PRIZMA's activities focus mainly on career planning advice, (self-)employment, lifelong learning, mentoring, improving competences and skills through training and other support measures for redundant and unemployed workers.

Logo applications

Natalija Žunko,
vodja projekta

Naložbo sofinancirata RS iz EU in Evropskega socialnega sklada.

Problem definition Nastja Soko

	1.- Graphic quality (No) The typography and the symbol is becoming outdated. Font used for description is a basic font that is used in every day situations (for example Office). The contrast between the letters is not sufficient.	**8.- Reproducibility (No)** Colors and the gradients make it harder to reproduce on different vessels.
	2.- Typological adjustment (Yes) Logotype has a symbol because of a long name.	**9.- Legibility (No)** It has many elements that are smaller so it would be hard to read on smaller applications. The contrast between the letters is not sufficient.
	3.- Stylistic correctness (Yes) Logotype shows level of seriousnes and professionalism, but still makes it approachable to target group.	**10.- Understandability (No)** The symbol generates confusion when it comes to understanding its meaning.
	4.- Semantic compatibility (No) The colors are widely associated with lgbtq+ culture which is not explicitly a target group or meant to represent it.	**11.- Recordability (No)** The shapes and accents are quite complicated meaning watcher would need more time to process and it would be harder to remember it.
	5.- Sufficiency (No) The logotype is excessive, it has too many elements and effects. If using it on small applications it becomes unreadable.	**12.- Eye-catching ability (Yes)** Colors of the logotype are eye catching for the viewer.
	6.- Versatility (Yes/No) /	**13.- Singularity (Yes/No)** /

	7.- Validity (**No**)	14.- Clonality (**No**)
	The logotype will expire because of the use of gradient which is a trend in design. It already looks outdated because of the elements and used fonts.	Because it's too complex to work well in a system.