

LOGO DESIGN



Timeless
elegance

Where age-old
techniques
meet modern
design
sensibilities

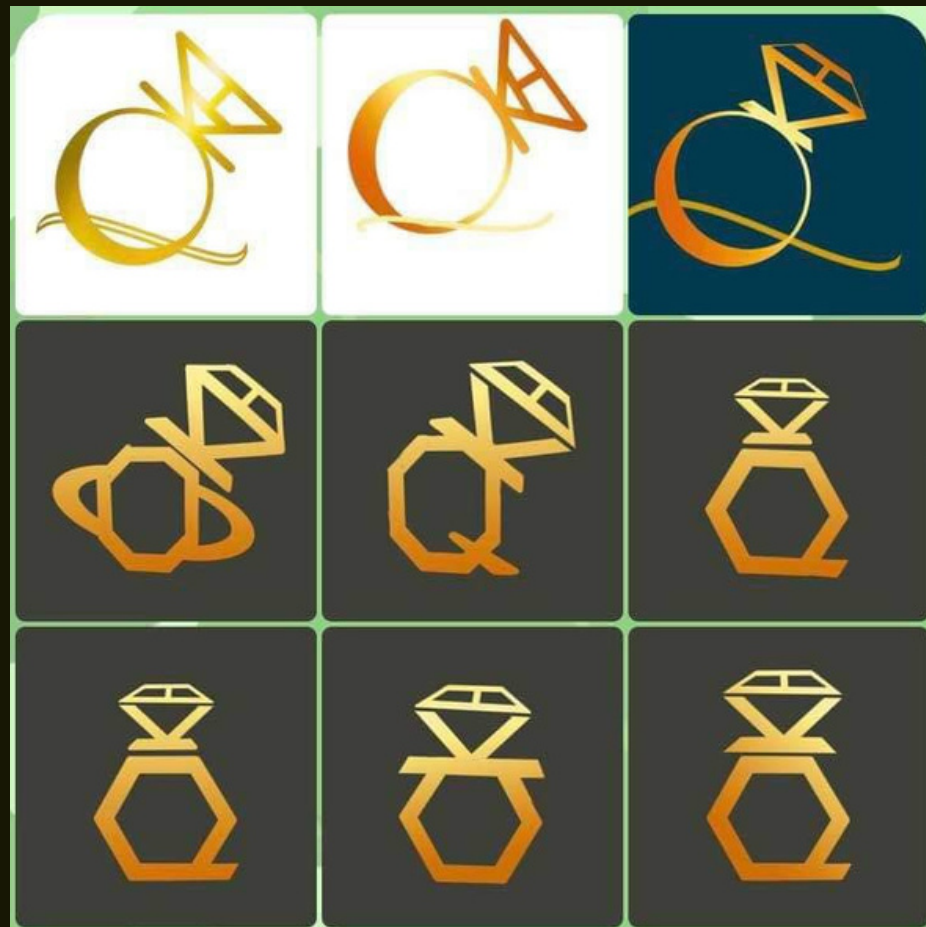


Nestled in the charming province of Long An, Vietnam, there exists a hidden gem that radiates both youth and tradition - Quy Kim Hue. As a family-owned and operated gold jewelry store, Quy Kim Hue has emerged as a vibrant and thriving presence in the local jewelry scene.

The design process

The logo design process for Quy Kim Hue was a journey that aimed to encapsulate the essence of the brand in a visually striking and meaningful way. The client's vision was clear: they sought a design that would stylize the initials "Q," "K," and "H" to form a symbol representing the world of jewelry.

The challenge was to create a logo that embodied elegance, strength, and inclusivity, appealing to a diverse range of customers while remaining gender-neutral.



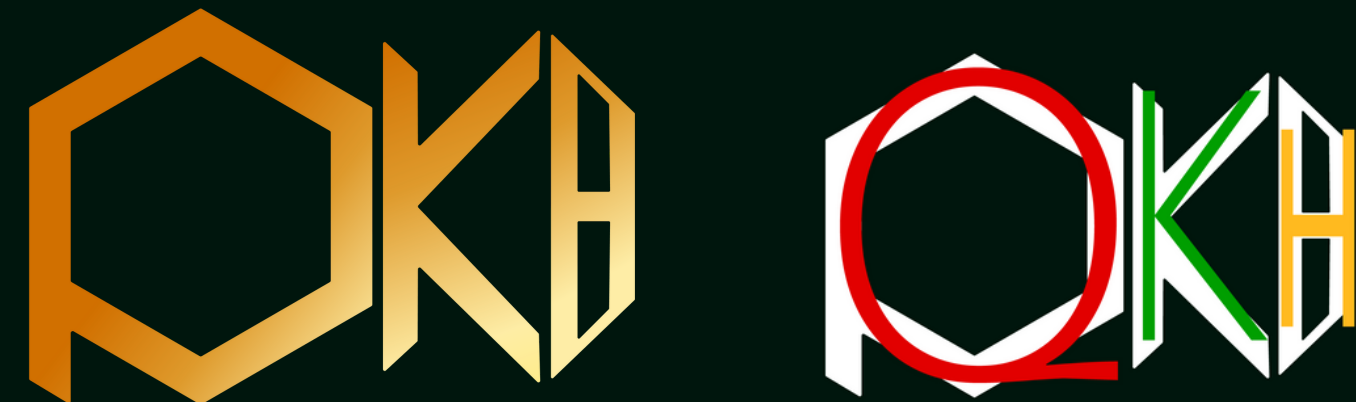
The initial stages of the design process involved a creative exploration of various concepts and possibilities. Experimentation with different arrangements and configurations of the letters "Q," "K," and "H" took place, as the goal was to seamlessly integrate them into an iconic jewelry symbol.

As the design journey continued, it became evident that the most compelling option was one that resembled a diamond ring.



The final design cleverly combines the three initials into a unified, elegant diamond ring motif. The "Q" forms the ring itself, encircling the space where the "K" and "H" harmoniously come together to shape the diamond.

The ring is crafted in a hexagonal form, signifying a strong foundation, stability, and enduring craftsmanship. This geometric choice not only adds a touch of modernity to the design but also reinforces the idea of timeless quality that jewelry represents.



Crucially, the gender-neutral aspect of the logo was a vital consideration. The final design strikes the perfect balance between sophistication and approachability, making it universally appealing. It transcends gender stereotypes and speaks to a diverse audience, welcoming all customers to explore the world of Quy Kim Hue.





Images from client's website.

Thank you!

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