

Hey, Mihai!

I've had a thorough look at your work. Let's go through a few ideas and suggestions that I have:

Scroll to read the critique



Feedback

WHAT I LIKE

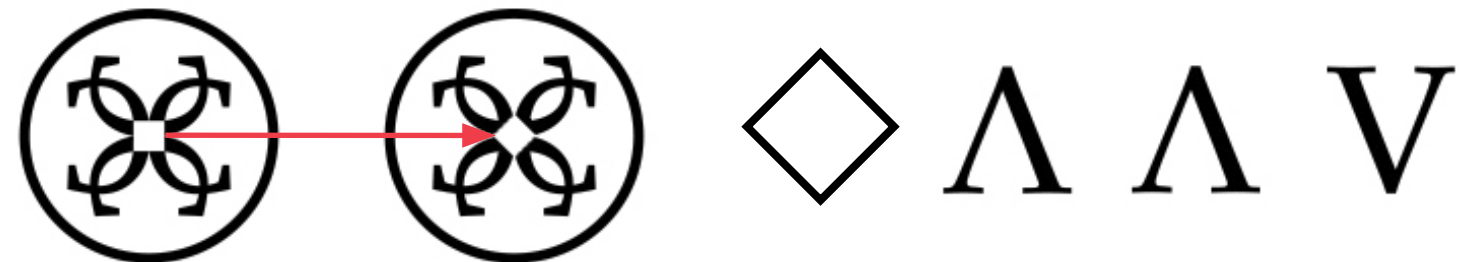
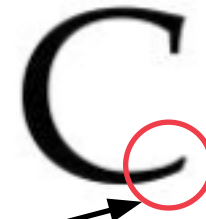
1. I like the logo :) its composition and simplicity
2. Loving the edginess, this definitely associates with the materiality of a diamond.
3. The type is nice, it's sturdy and feel it's been there for a while. The simplified "A" s give a good balance on the overall composition.

OBSERVATIONS

1. In the monogram the letter "C" has serifs but in the main type it doesn't. Feels like 2 different fonts from the same category.
2. The logo is barely distinguishable in smaller size.

ACTION LIST

1. Try to add the second serif to the letter "C" in the name just for consistency (Banca Transilvania did a similar thing with their new logo)
2. Rotate the middle square at a 45° angle so it feels more in line with the simplified "A"s and "V". Basically it reinforces a repetitive pattern and that's great.





Make
the
LOGO Better

Yep, you'll rock!

What do you say? Now that you have my feedback, will you use it to improve your logo? Send me the new version of your logo and get featured on the Mltbetter Instagram.

If you found my feedback helpful, please support the Mltbetter Project by following it on social media. Your feedback is also very important to me, so please, share your thoughts at makethelogobetter@gmail.com

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