



# Communication Design

Logo Critique: Creative Bits

Overall rating: 7/10 Design: 7, Functionality: 7, Representation: 8, Uniqueness: 6

The icon reflects simple pixels, which nicely associated with its online presence. While the overall design isn't clear, it has beautiful form and reveals a 'c' and 'b.'

The font is appealing and has a modern feel, but the curves contradict the basic 90° angles in the icon. We recommend a more angular font.

The color difference enables a nice juxtaposition of the two words in the logotype.



The ligatures are nice and reveal thoughtful design.

While the dots in the 'i's are square, we recommend further reflection of the icon in the logotype or vice versa.

**Disclaimer: This critique is not complete and limited in its scope due to its fast turn around. For a complete critique or redesign, please contact us at the email address below.**



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