

DESIGN SALAD LOGO RATIONALE

The Design Salad logo is a vibrant, dynamic visual representation of the annual TAFE student and industry networking event. Designed to embody energy, creativity, and collaboration, the logo mirrors the rich “mix” of fresh perspectives and established expertise coming together.

The Concept & Structure:

The core of the logo is arranged in a circle representing a bowl. This shape signifies inclusivity and community, illustrating how students and industry professionals gather in a shared space to connect.

Typography:

The words “Design Salad” are hand-made, drawn in Illustrator. Every letter possesses its own unique character, celebrating the raw talent, individuality, and hands-on creativity of TAFE students.

The Colour Palette:

The logo has an intentionally vibrant and multi-coloured palette. These joyful, high-energy tones represent the diverse range of disciplines, backgrounds, and the literal “inter-mingling” of fresh ideas during the event.

Logo Impact:

By combining custom craftsmanship with a bold palette, the final mark delivers a vibrant and strong visual presence. It stands as a confident celebration of design culture, inviting both students and industry leaders to mix, create, and inspire.

