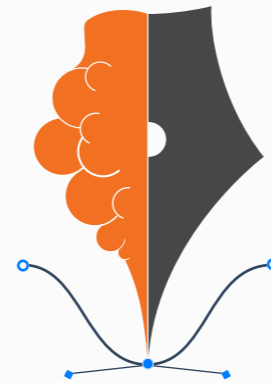


Designing my Personal Brand Identity



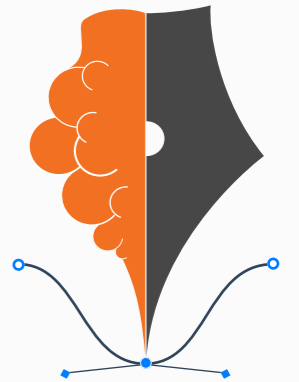
Printo Kallukaran V T

Product/UX Designer

Case study

A self-initiated branding project to represent thinking, clarity, & craft.

Why Personal Logo?



As a product designer, my work focuses on structured thinking and clear execution. However, I lacked a visual identity that consistently represented this duality across my portfolio, resume, and digital presence.

The challenge was to design a logo that balances strategic thinking and design craft, while remaining minimal, scalable, and timeless.

Goals

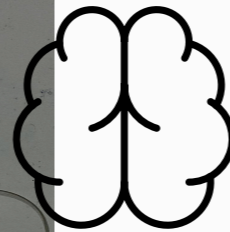
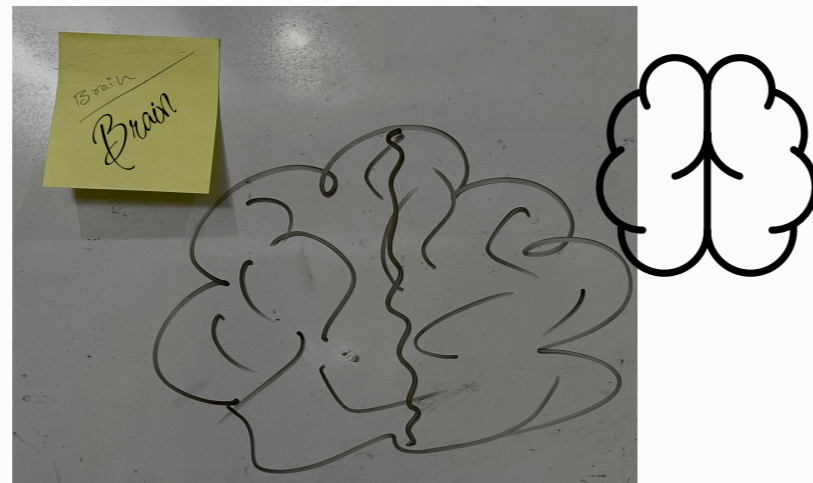
- > Represent thinking + execution
- > Conceptually represent PUX (P = Printo, UX = User Experience)
- > Work across digital & print
- > Stay professional, not trendy
- > Scale from favicon to PDF watermark

Success Metrics

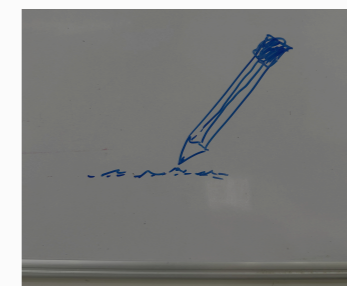
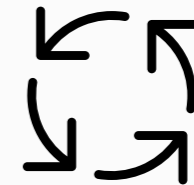
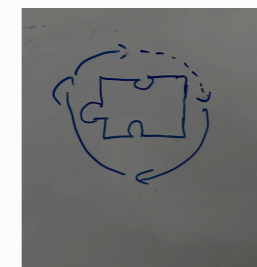
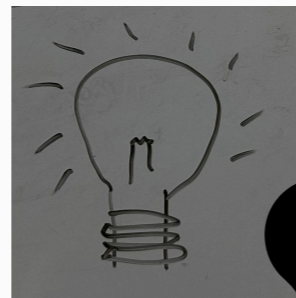
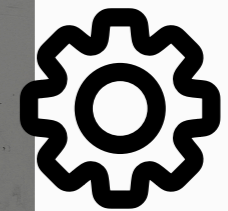
- > Recognizable at small sizes
- > Works in monochrome



Exploration & Ideation

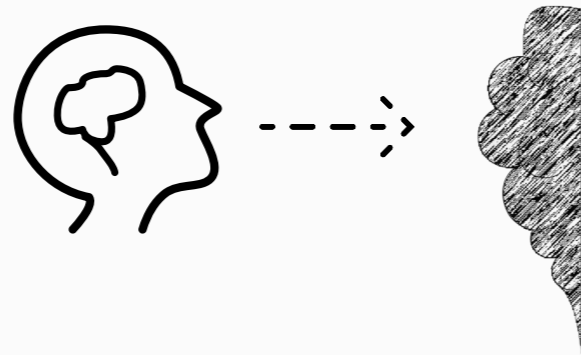


+

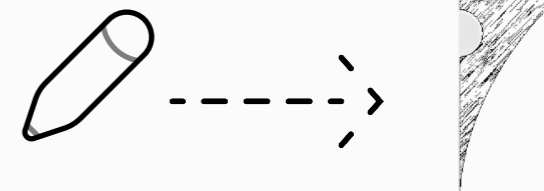


Note: Incorporate **P U X** into the logo without making it literal or typographic

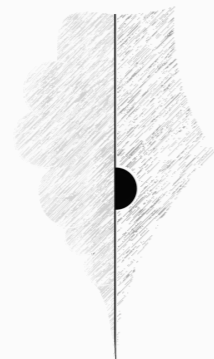
Concept Rationale



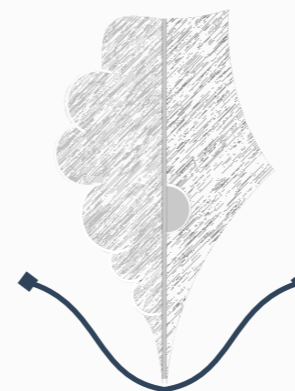
Left brain= Strategy, UX thinking



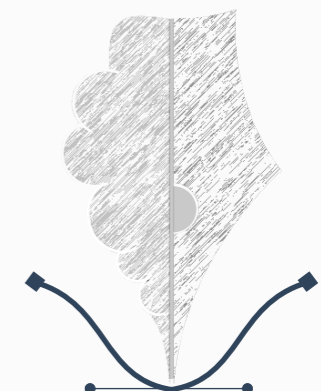
Pen nib= Execution, Design discipline



'P' Indicates my Name.. "**Printo**"



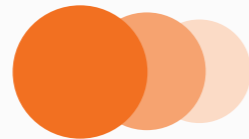
'U' Stands on "**User**".
The U-shaped curve represents the artistic anchor points of the pen tool in the designer's toolbox



'X' stands on "**Experience**"
An X-shape drawn as the direction points of the Pen tool in the Designer's Toolbox

Color & Typography

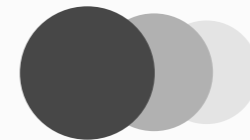
#F37021



Creativity, Energy

Orange is often described as an energetic color. It may call to mind feelings of enthusiasm and excitement.

#484848



Professionalism, Balance

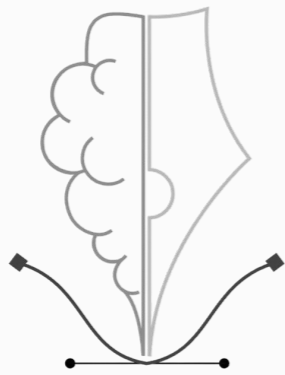
Dark grey conveys stability and professionalism, grounding the identity with a credible, mature tone.

Font - INTER

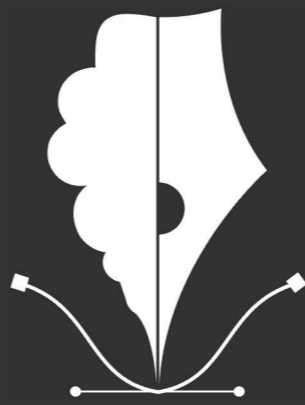
Inter was chosen because it's easy to read, looks clean and neutral, and works well for digital products and professional use.

Scalability & Usage

The logo remains recognizable across sizes and contexts.



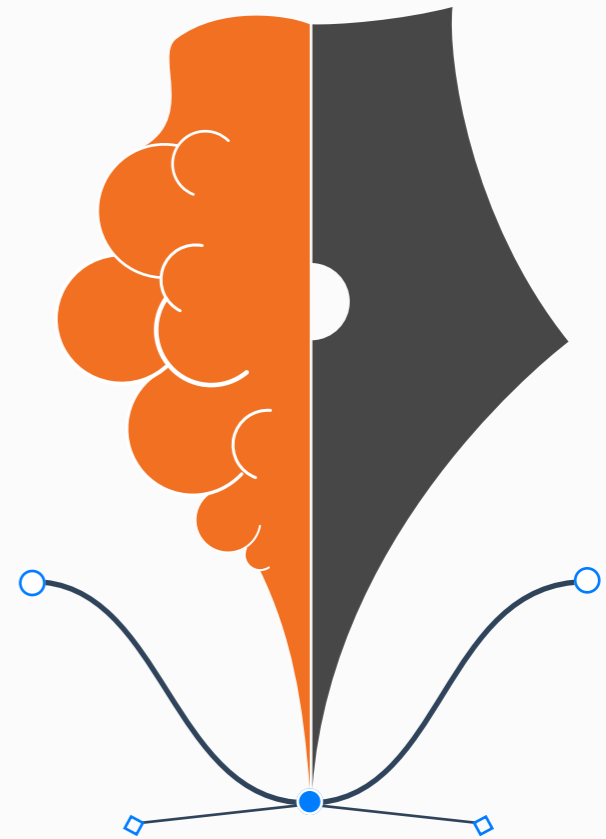
Stroke line



Mono color



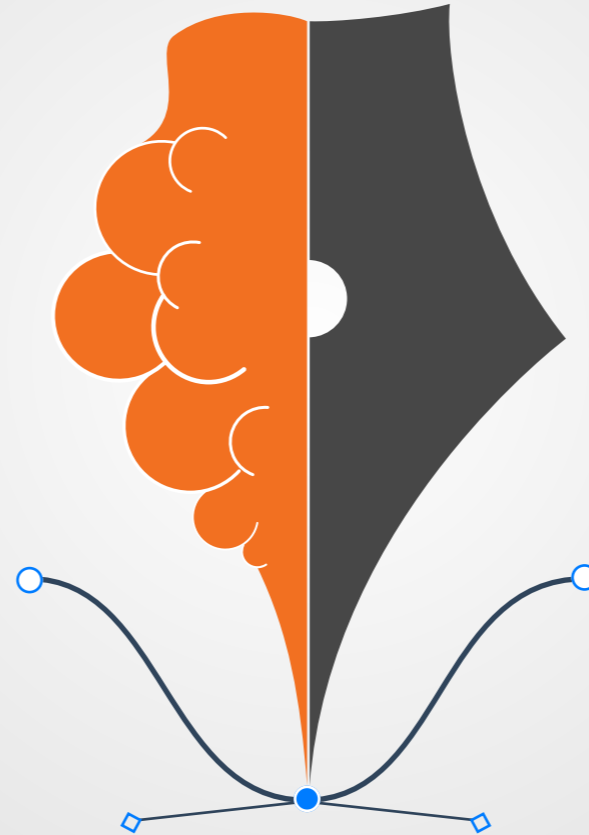
Fav icon



SVG

Final Outcome

The final logo successfully represents my identity as a product designer, combining analytical thinking with disciplined execution while remaining flexible for future brand extensions.



Printo Kallukaran | Design with logic & imagination