



Concept:

This little scary robot remote controlled characterises the “fight” part of the website where users make THEIR ROBOT fight until destruction against other robots of other users.

Rationale:

The robot in the logo is little as in the name of the website. However it looks frightening, dangerous and threatening to show that the fight is until death (or destruction). We have this feeling thanks to the shapes and colors used.

The shape:

The robot looks cylindrical thanks to the rounded shapes used and the reflections in its eyes. The shapes on the right and on the left can be interpreted in two ways.

First as ears to show that the robot listens and obeys the user, secondly as arms crossed in the back in a mischievous way as if it was preparing a bad trick or hiding a weapon.

The colors:

Its big eyes give a frightening feeling thanks in particular to the red bloody color.

The aerials show that the remote controlled robot belongs and obeys to the user.

The text is written with thick font to underline the robustness of the robots.

The words “my little” have the same width of “robot”. This emphasis is used to show that the most important in this website is the robot the user will build.

We can also note that the two “o” of the word “robot” can represent eyes of a robot whereas the “b” can represent the mouth.

The robot is on the left of the text in order we see it first to then discover the text it hidden.

I can see this logo in a Flash animation where the robot would never stop moving from right to up to left to bottom.

The lack of this logo is that it doesn’t cover the “build” part.

Details:

Created in: Illustrator CS

Font: Loveladies

“My little” in 17 p - “ROBOT” in 30 p