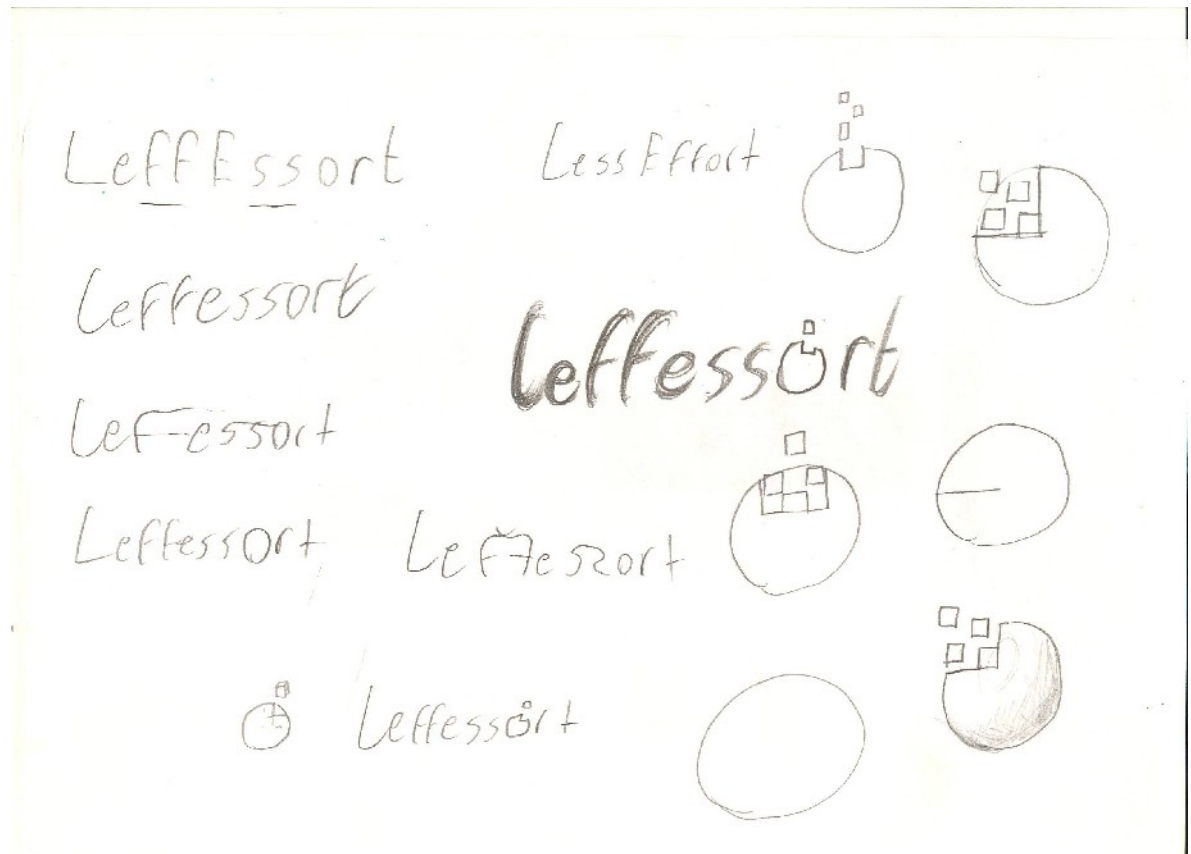


Rationale for Logo





My logo is a design that reflects my perfectionist attitude. The clean curves and the circle represent that. The colours and reflection are also a part of this. The reflection demonstrates pure and cleanliness or shining new good quality which is what I like to produce. The name is a throw on “less effort” which symbolises that I put in more effort so you can put in less effort. The cubes off the circle represent my digital expertise and the colours of them are a symbol of creativity and fun.