

Graphic design
an underappreciated profession
considered to be a meme, a part time job,
and something that anyone with a
computer can do.

Within the past 5 years
small companies worldwide have decided to
make their brand identities and logos in
logo making web pages, erasing the need
of a person behind the idea.

As a result most of them look like this...

This.

This.

That one is not so bad. Sike. It is
And don't get me started on this one.

Universidad Casa Grande, Ecuador's
leading university in graphic design
decided to show that no computerized logo
beats the creativity of the human hand.

Universidad Casa Grande presents:

LOGOMAKER

We went on some of the world's most used
logo making web pages and recreated the
logos of these iconic brands.

We followed the instructions on the site
and using specific keywords that
represented the soul of each company, we
got this as a result for

Apple.

Mcdonalds.

Johnnie Walker.

We couldn't just leave them like that, we needed to put them in their true nature, may this be a computer, a happy meal, a delivery box or a shopping bag.

It wasn't long before this went viral, thousands of users tried to do the same with their favorite brands, and the message was officially received.

But most importantly, we finally proved that nothing will ever beat the human hand

Universidad Casa Grande