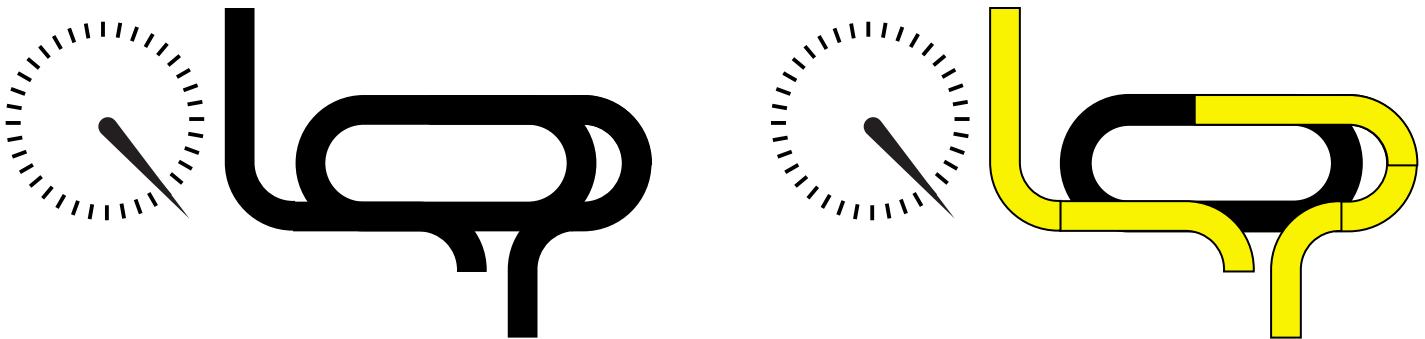




**Quantum Loop** is a music-based social media that allows the trading and use of anonymous sound files to create original works of music, which are rated and sold by the community. Money is split between the artists and Quantum Loop, and made by advertising driven by site traffic.

Below, left, is the original concept, the word "Loop", with the "oo" replaced by an actual loop, preceded by a Q in the form of timer with hashmarks. At right is a variation that perhaps reveals the word "Loop" more clearly.



This led to simplified versions, with a Q and a representation of a loop in the same figure, thus making the initial designs seem redundant and inefficient. While they still look nice on their own, their shapes are too complex to compete with eye-space compared to other simple logos. The version to the right is actually an optical illusion, thus adding dimension and strength to "Quantum Loop".



This in turn led to experiments with color, as well as further warping the original hashmarks. This color scheme is vibrant, scintillating, and youthful, and stands apart from others seen online. The simplicity is easy to remember and easily recognizable. To the right the colors are inverted, but with a slightly darker yellow so that the background is not overwhelmed. In fact this version seems to remove some of the energy, so the one at left was a finalist. The last idea to be considered is an infinity symbol with the tail of a capital glyph Q.

If you're wondering what the aforementioned illusion is, stare at the center of the final logo at top, and move your head towards and then away from the logo and you will note a spinning motion.

