

Logo 1: Made using Wix's default parameters, including a tagline and their clip art



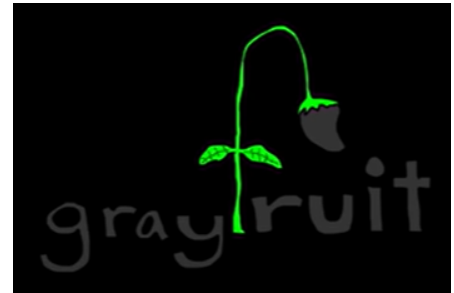
Aesthetic: Plain, formal, monochrome, loud, brutalist

Logo 2: Made with different Wix parameters, with some of my own art



Aesthetic: Colorful, playful, calmer, ball forme

Someone Else's Logo: Below are the various logos for a YouTuber/Streamer named Grayfruit, who's design ethos shares similarities with my personal vision.



Aesthetic: Uses one, simple yet recognizable and common object to represent the whole brand. When the name is written out, the titular 'gray fruit' becomes the 'f' of the name.

From here, I believe it's **obvious** what must be done for the *Turtle* brand...

Logo 3: Using everything I've learned, and with a bit of ~~stealing~~ borrowing from my competition
Also, made exclusively using Illustrator

Aesthetic: Simple, inviting, monochrome, turtleful, and beautiful

But, a higher perfection could be reached with a simple addition:

The extra smiley face increases joy, silliness, invitingness, and turtlefication of the logo.
Overall, it's clear more smile means more goodness.

So, obviously, more perfection can be reached with the addition of yet more smiles:

Put simply, there are no more worlds to conquer, as the new benevolent brand of Turtle stands before you. Praise be smiles.

But in seriousness, the addition of the Turtle head as the 'o' makes a great logo, one I might even use. I could see finding a more unique font, as well as maybe adding more color. Monochrome is kinda the unique style I'm aiming for, but a background color could also go a long way.