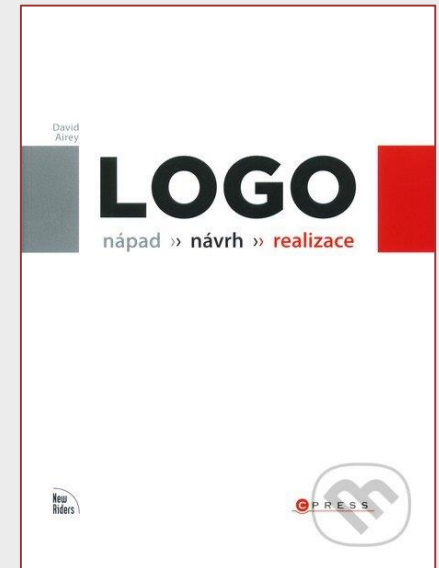# LOGO DESIGN

ANDREW GLASSNER:LOGO DESIGN I, II
SIGGRAPH 1998 course notes

http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf

DAVID AIREY:
LOGO DESIGN LOVE

HTTP://LOGODESIGNLOVE.COM

MATTHEW HEALEY:
DESIGN DNA: LOGOS

LOGO HAS 5 FUNCTIONS

IDENTIFY
the product
DIFFERENTIATE
it from other products
UNIFY
all products in the same line
EXPLAIN
what the product is
ANTHROPOMORPHISE
the product and manufacturer

FUNCTION 1: IDENTIFY

THIS SYMBOL	=	THIS PRODUCT
OTHER SYMBOL	!=	THIS PRODUCT
THIS SYMBOL	!=	OTHER PRODUCT

ESTABLISH A LINK BETWEEN THE LOGO AND THE PRODUCT

LEAVE A SUBCONSCIOUS IMPRINT
Often in product placement (no matter what the logo looks like, the link is important)

FUNCTION 2: DIFFERENTIATE

STAND OUT FROM THE CROWD

ATTRACT ATTENTION

SOME PRODUCTS NEED IT, SOME DON'T
Manager decides, not the designer

BEING DIFFERENT ALWAYS HAS RISKS. THE REWARDS MAY BE WORTH IT, BUT YOU NEED TO KNOW THE RISKS GOING IN.

FUNCTION 3: UNIFY

DIFFERENT PRODUCTS
IN THE SAME LINE

BRANCHES IN
DIFFERENT
COUNTRIES

CORPORATE LOYALTY
& PRIDE

CORPORATE IDENTITY

UNIFYING + DIFFERENTIATING

FUNCTION 4: EXPLAIN

ENCODES INFORMATION ABOUT THE BRAND/PRODUCT

Who makes it
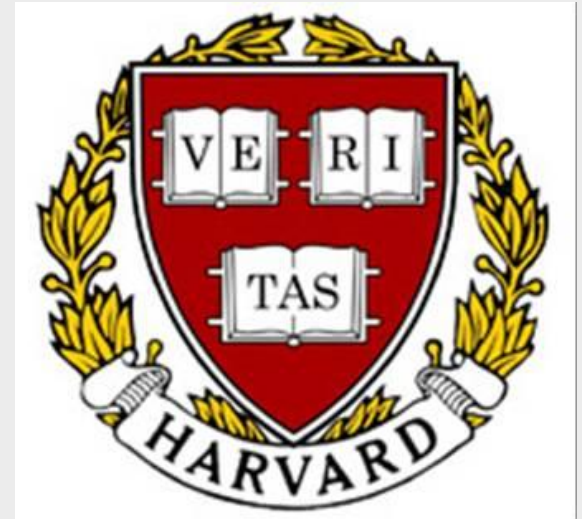Who is it for
What is it for

. . .

FUNCTION 4: EXPLAIN

ENCODE SECONDARY INFORMATION
Quality, price, tradition...

FUNCTION 5: ANTROPOMORPHIZE

BACKDOOR TO OUR MIND
REVOKE PLEASANT EXPERIENCES
PERSONS OR FAMILIAR OBJECTS

ANTHROPOMORPHISM: MASCOTS

PEOPLE PAY ATTENTION TO LIVING THINGS

CONNECTION BETWEEN MASCOT AND BRAND HAS TO BE MADE:
- by colors
- incorporating into logo
- repeated use

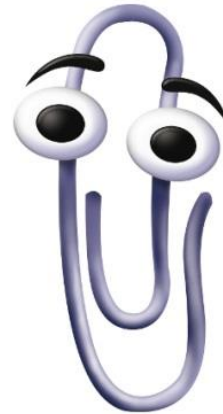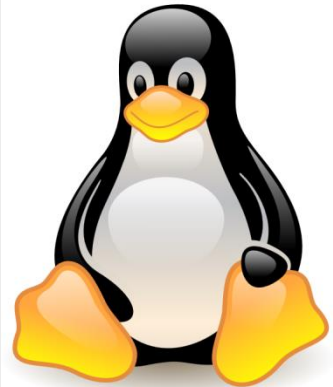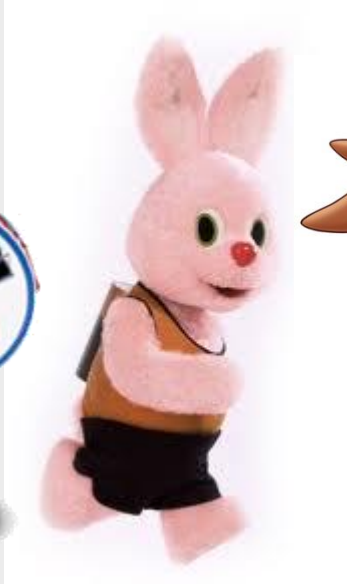# ANTHROPOMORPHISM: MASCOTS

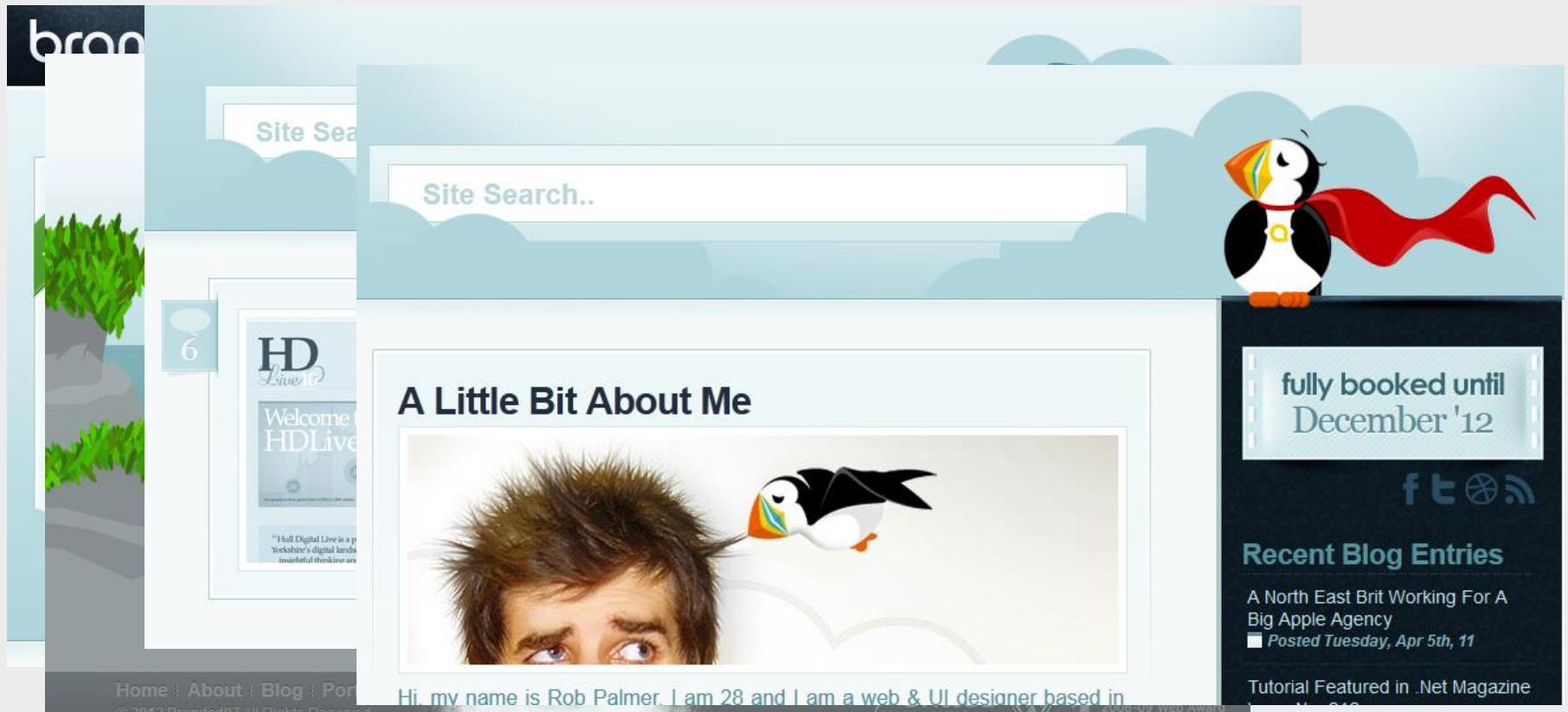TANGIBLE LOGO REPRESENTATION
PROMOTE BRAND IN REAL ENVIRONMENT

MASCOTS IN WEB DESIGN

UNIFYING DESIGN ELEMENT
CAN EXTEND TO BUSINESS CARDS, BANNERS...

Site Search..

A Little Bit About Me

Hi, my name is Rob Palmer. I am 28 and I am a web & UI designer based in

fully booked until
December '12

Recent Blog Entries

A North East Brit Working For A
Big Apple Agency
Posted Tuesday, Apr 5th, 11

Tutorial Featured in .Net Magazine

Rob Palmer - http://www.branded07.com/

TYPES OF LOGOS

1. NAME ONLY

IDENTIFICATION BY NAME
DIFFERENTIATION BY FONT, COLOR

2. INITIALS

FEW LETTERS OFFER LESS OPTIONS

OFTEN VERY UNUSUAL FONTS

SOMETIMES ACCOMPANIED
BY THE ACTUAL FULL TITLE
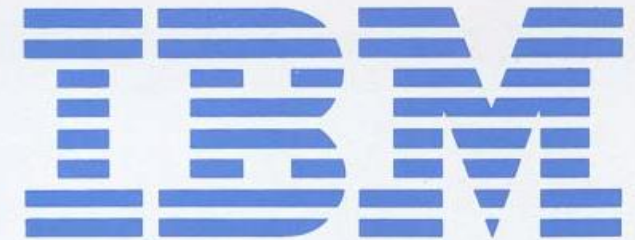
3. NAME AND SYMBOL

CAN TELL MORE (VIA THE SYMBOL)
STILL CONTAINS THE NAME
EMPHASIZE THE MESSAGE BY A SYMBOL
ILLUSTRATE

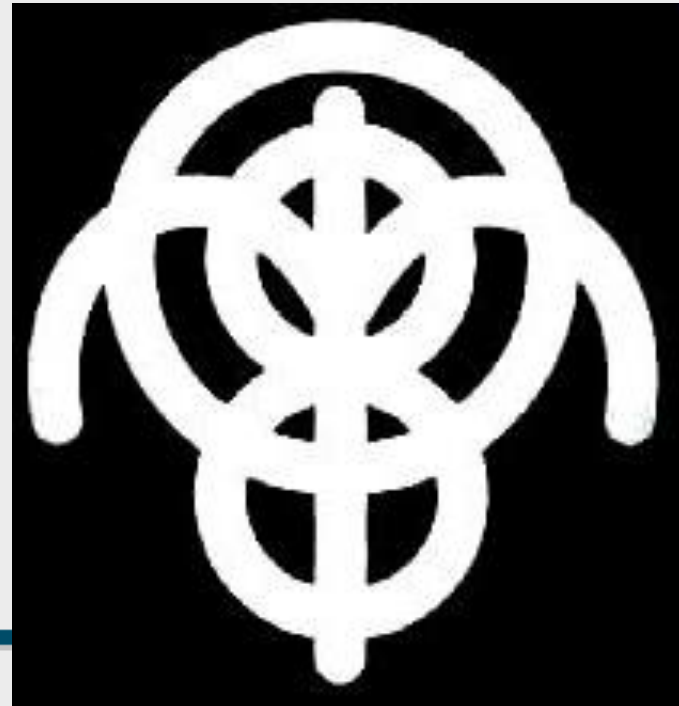INTRODUCE THE SYMBOL AND BIND IT TO THE LABEL. THEN THE SYMBOL CAN STAND ON ITS OWN

4. PICTURE NAME

A WAY TO TRANSFORM
TYPE INTO IMAGERY

SOMETIMES A BIT CRYPTIC

5. ASSOCIATIVE IMAGE

SYMBOL WITH A CLEAR SEMANTIC LINK
TO THE PRODUCT

AN ARTISTIC AND SIMPLIFIED
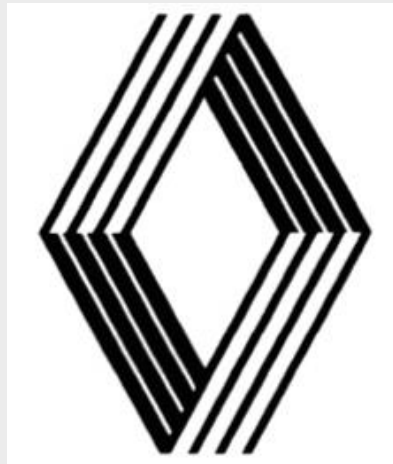REPRESENTATION OF A FAMILIAR
OBJECT

NOT ALWAYS
POSSIBLE

6. ABSTRACT LOGOS

NO CLEAR MEANING
OPTIONAL INTERPRETATION BY THE AUTHOR

IN THIS CASE: THE BRAND IS PROMOTING THE LOGO, NOT THE OTHER WAY ROUND LIKE IT SHOULD!

7. LOGO WITH A STRAPLINE

IMPRINT AND PROMOTE THE CLAIM

EMPHASIZE COMPANY
PHILOSOPHY

ATTACK SUBCONSCIOUS
"connecting people" → nokia

LOGO DESIGN PROCESS

STEPS OF THE PROCESS

1. *SPECIFY* THE DESIRED TRADEMARK
2. *RESEARCH* THE CLIENT, THE MARKET, AND THE AUDIENCE
3. *DEVELOP* SOME IDEAS
4. *CHOOSE* A FEW TO REFINE
5. *PRESENT* THE BEST
6. *REFINE* AS NEEDED, UNTIL THE CLIENT APPROVES

7. *IMPLEMENT* THE FINAL DESIGN

SPECIFY

TALK TO THE CLIENT, FIND OUT ABOUT THEIR NEEDS, CLIENTS, VISION, GOALS...

WHAT'S THE DESIRED IMPRESSION
Comfort, Rebel, Breakthrough, Action, Stability...

WHAT ARE THE CONSTRAINTS
Trademark object (e.g. green cross)
Desired colors, desired aspect ratio

RESEARCH

COLLECT INFORMATION ABOUT THE PRODUCT

RELATION TO THE BRAND OR OTHER PRODUCTS
Is it standalone, or is it part of a line
=> do we have some guidelines?

THE PLANNED LIFESPAN OF THE LOGO
Is it current with short lifetime, or long-lasting?
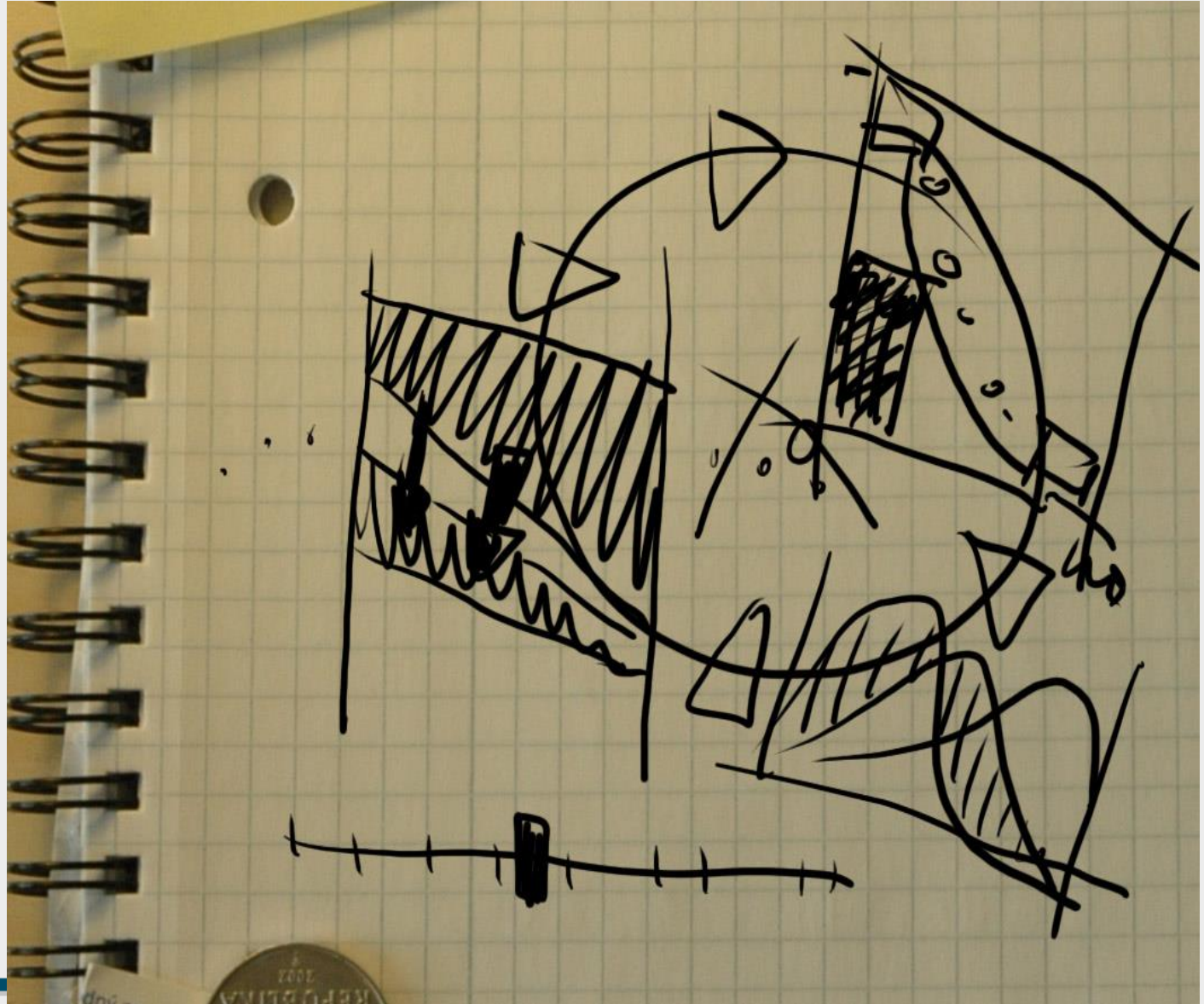=> go with the fashion or be conventional?

DEVELOP

DRAW

DRAW

DRAW

ANY
IDEA
COUNTS

CHOOSE AND PRESENT

PICK A FEW IDEAS THAT WORK

DEFEND THEM USING THE GOALS SPECIFIED IN THE FIRST STAGE

EXPLAIN YOUR DECISIONS AND YOUR DESIGN TO THE CLIENT

COMMUNICATION IS NECESSARY NOW

REFINE AND REPRESENT

TAKE THE OUTPUT FROM THE PREVIOUS STAGE

CHANGE YOUR IDEAS AND PROPOSAL TO INCORPORATE THE CLIENT'S FEEDBACK

DON'T GET OFFENDED IF CLIENT DISAGREES

COMMUNICATION IS VITAL NOW

IMPLEMENT

DIGITALIZE THE DESIGN

CREATE OPTIONAL VARIATIONS

CREATE MULTIPLE VERSIONS (B&W, GRAYSCALE, OUTLINES, INVERTED…)

FORMULATE DESIGN MANUAL AND USAGE GUIDELINES FOR THE LOGO

LANGUAGE OF LOGOS

STABILITY VS. DYNAMICS

STABILITY, TRADITION
Horizontal orientation (energy minimization)
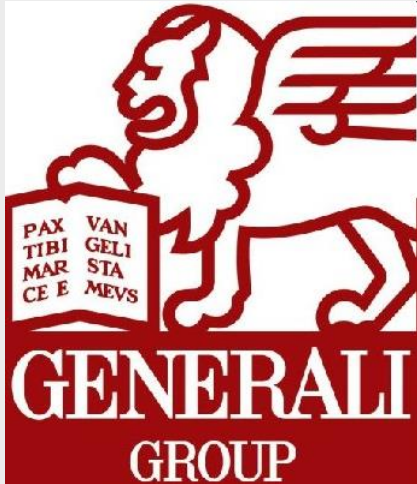Cubic (axis-aligned) shapes
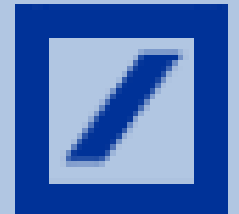
DYNAMICS
Vertical orientation (unstable positions)
Slanted orientation (motion impression)
Ink, handwriting effects

PROSPERITY, VENTURE

GROWTH, INCREASE, BLOOMING
NEW PROSPECTS
VERTICAL MOVEMENT

MATURITY VS. CHILDHOOD

FONT SELECTION

ANTROMOPORPHIC VS. ABSTRACT

SYMBOLS VS. ANIMALS

SHARP EDGES VS. PUFFY VOLUMES

USE WELL ESTABLISHED SYMBOLS

SOMEBODY HAS
ALREADY DONE
THE WORK FOR YOU!

SIGNS
COLORS

TECHNICAL RISKS

BE CAREFUL ABOUT:

SMALL DETAILS OR SHARP SPIKES
Will get lost when logo is small

GRADIENTS
Troubles with printing

OVERLAPPING OBJECTS
Will get lost in B/W print

COLORS
Remember gamut, CMYK, PANTONE

SPECIAL EFFECTS
Lens flares, mirrors, glows, etc.

DESIGN MANUAL AND CORPORATE IDENTITY
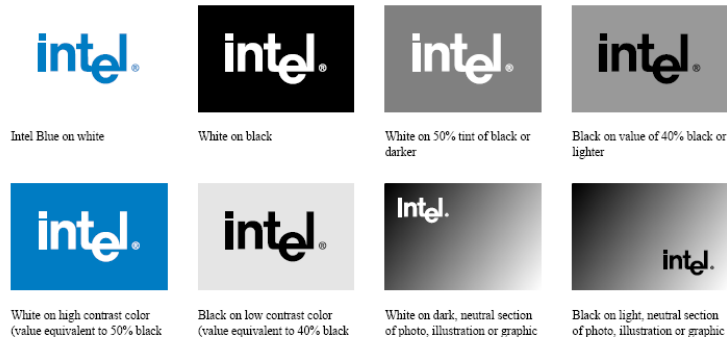
LOGO DESIGN MANUAL

DEFINITION OF LOGO
Variations, versions

DEFINITION OF COLORS (WEB & PRINT)

ALLOWED BACK-GROUNDS

FONT

Correct Backgrounds

Intel Blue on white

White on black

White on 50% tint of black or darker

Black on value of 40% black or lighter

White on high contrast color (value equivalent to 50% black or darker)

Black on low contrast color (value equivalent to 40% black or lighter)

White on dark, neutral section of photo, illustration or graphic

Black on light, neutral section of photo, illustration or graphic

Incorrect Backgrounds

Don't put the logo on a patterned background

Don't use the logo to make a pattern or background

Don't put logo on a busy background

Don't put a black logo on an Intel Blue background

Skype Blue
Pantone Pro. Cyan C
CMYK 100/0/0/0
RGB 0/175/240
HEX #00AFF0
100% General Use
50% Strapline
20% Boxes

Skype Text
Cool Gray 9 C
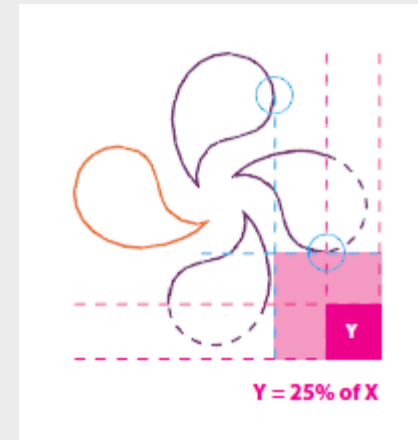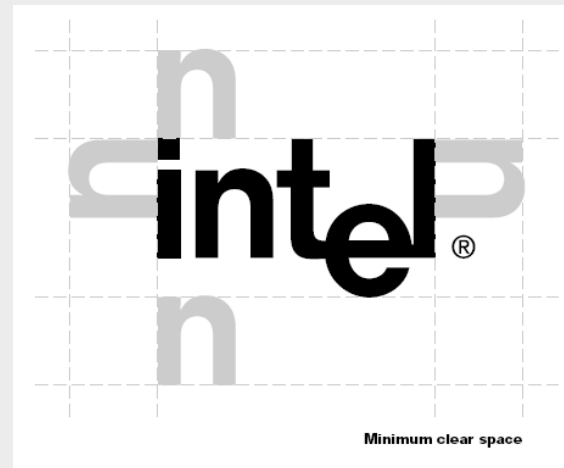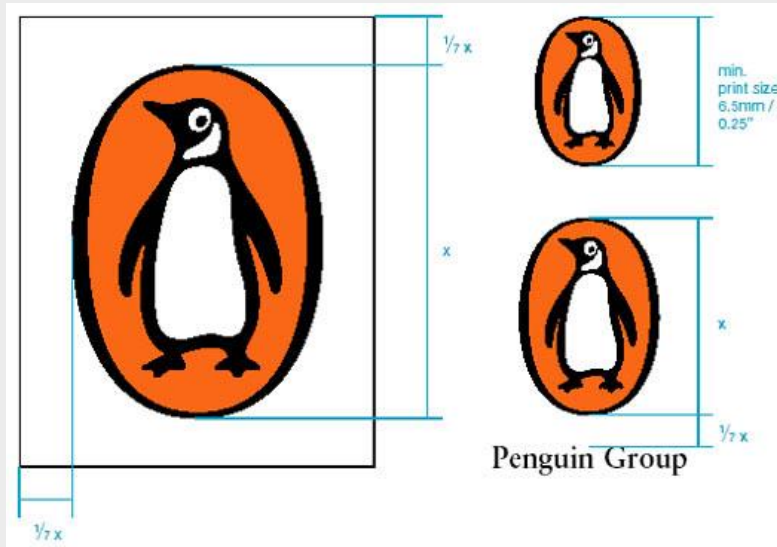CMYK 0/0/0/60
RGB 130/130/130
HEX #666666
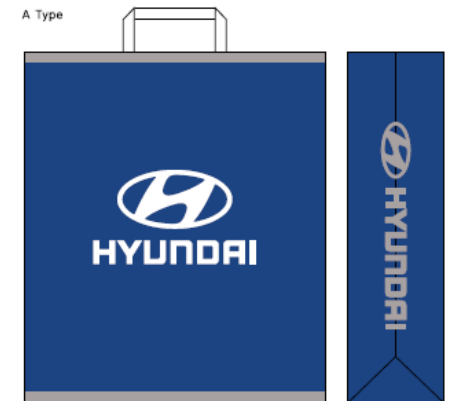
LOGO DESIGN MANUAL

LOGO POSITIONING
Minimum size
Spacing (relative units)
Alignment
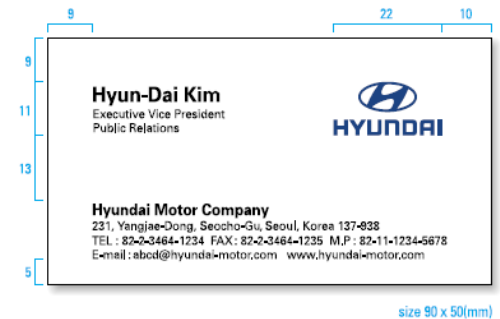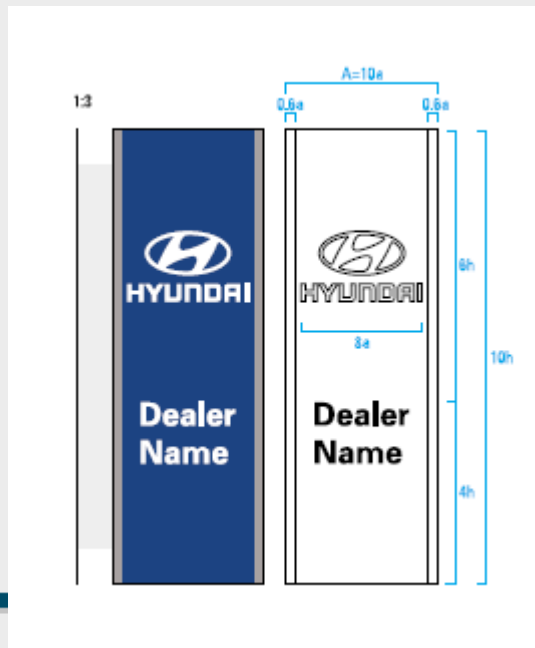
CORPORATE IDENTITY

LOGO DESIGN MANUAL AND BRAND BOOK

CORPORATE COLORS, FONTS

BRANDING RULES

PHILOSOPHY OF THE DESIGN DECISIONS

Overall purpose:
PROTECT THE DESIGN EVEN IF THE ORIGINAL
DESIGNER IS OUT OF REACH

BAD EXAMPLES

TELL ME WHAT'S WRONG HERE:

BLUE BIRD
BAKERY

AND HERE?

COMPANY SELLS HOLIDAY APARTMENTS
DISCUSS THE LOGO

MORE WRONG CHOICES
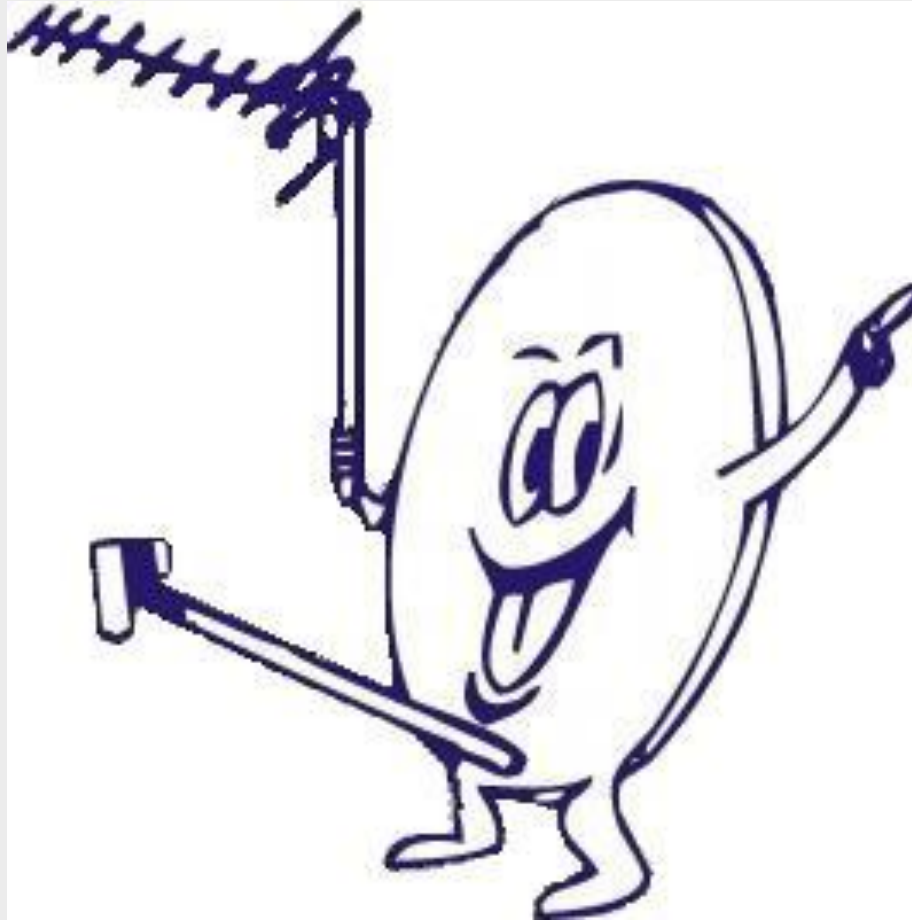

www.witourismfederation.org   www.kudawara.com   www.astyle.it

SEE YOU NEXT WEEK!

www.mont-sat.pl