

Brand Awareness

There are no prescribed success formulas, no secret color combinations or hidden shapes that dictate a logo's success.

The keys to great design can be found in a company's name or business focus, or in the "intangibles" such as its mission or attitude.

~ Marks of Excellence

Logo Design and Identity

“Trade marks are animate/inanimate/organic/
geometric.

They are letters/ideograms/monograms/color
things.

Ideally they do not illustrate/they indicate...
not present/but suggest.../and are stated with
beauty and wit.”

~Paul Rand

Paul Rand

- ◎ Paul Rand: Thought and despair on logo design



Design Fate – Serendipity and Typography

- Started as a red disk, inspired by Paris Metro nameplates
- Initial design had name printed across it in a bar
- Frank Pick, company attorney w/ no design experience, suggested inner circle would pull the eye if it were white, resulted in him becoming the company's ID program director
- Commissioned typographer Edward Johnston to create open, highly legible, masculine typeface
- One of the world's first sans-serif typefaces

London Underground - 1916



Need for Flexibility

- Few design projects require as much flexibility in application as a logo
- Depending on your client, you may know at the onset that your creation not only will appear on stationary and business cards... more likely is that it will eventually be put to uses you can't predict when you're designing it.
- So, a sound flexible design is paramount.

Custom Applications



Words and Pictures

- ◉ Many logos consist of both words and pictures – often a visual icon plus a specific treatment of the company's name
- ◉ Others rely almost entirely on an image, or just words or letters
- ◉ No rule as to which approach is better
- ◉ Non-verbal images are more likely to translate well across international borders

Word and Picture Examples

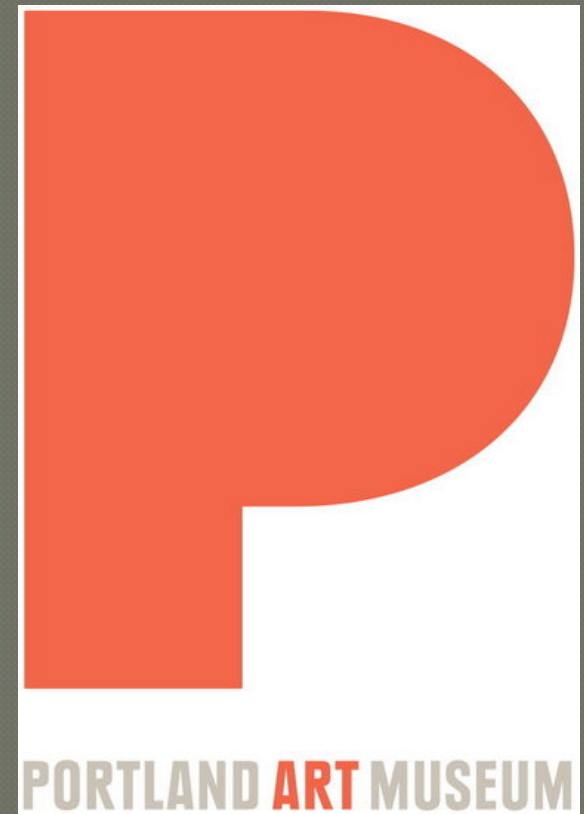


www.freehdlogos.blogspot.com



Westinghouse

Word and Picture Examples 2



Jay Vigon – Complex Simplicity

◎ Jay Vigon - Essential Emotion



Makeovers

- Some logos may have a very long shelf-life, unchanged for decades
- Others get altered or updated – sometimes repeatedly
- Reasons for updating vary widely, sometimes confounding those viewing them
- Typically a logo update or redesign serves a specific business purpose
- As a business matures, it can become apparent that the visual brand needs updating
- Application opportunities and treatment are factors
- Diversification of products or services can drive a redesign or updating

Makeover Example

- ◉ New York City Library Makeover



Makeover Example 2



Design Strategies

- ◉ Subtle Visual Cues, Negative Space
- ◉ Typographic Design
- ◉ Historic/Company Symbolism
- ◉ Genre Specific – Museum Arts
- ◉ Design Psychology, Examples
- ◉ Hidden Meanings

Essentials

- Distilling a company into a single gesture or emotion that visual elements can convey is the core of the logo-design process
- The final result must balance timeliness with timelessness, trading simultaneously on trend and tradition.
- Whether the result is bold or subtle, innovative or conservative, the ultimate goal is to create a logo that stands out in a sea of business identities

Success

FedEx®
Express