

GD-105

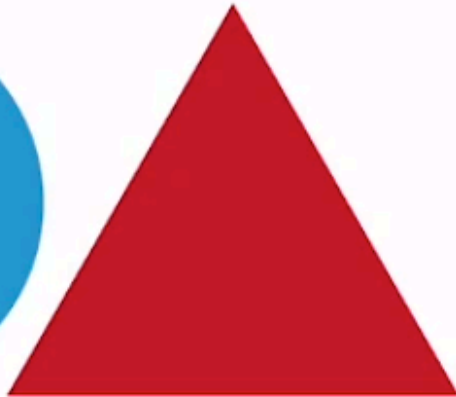
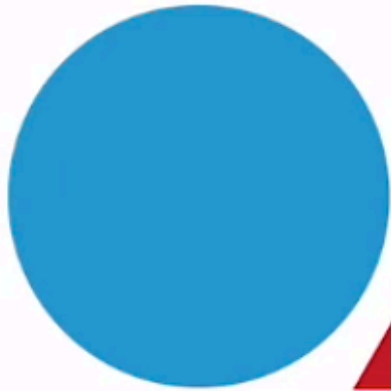
Intro to Visual Design

Shape I

Winny Lucas

Why logo gravitates towards shapes

- Logo design - refine a series of concepts, simplify complex information into an easily consumed visual nugget.
- Circles, squares, triangles and other geometric shapes have been serving as **building blocks & enclosures** since the origins of design.





**USA
TODAY**
A GANNETT COMPANY



Bass



H&R BLOCK®

Circle

Circle

symbolized the coming together and the unity,
The perfect circle shows pure perfection

a ball for sports
a planet, the sun
wheel (s)

Circle

It represents international or global concerns.

It represents the Earth or linkage between people.

It could be as small as a molecule or as large as the universe.

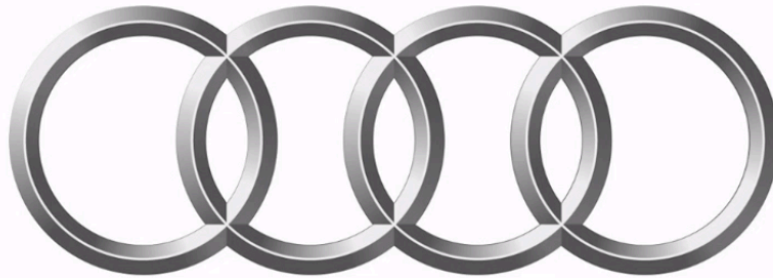
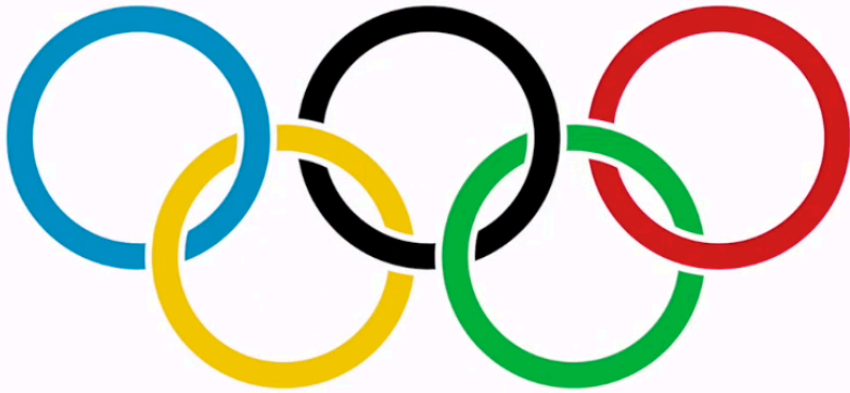
Ring shape

Rings have always carried a mystical, almost magical, quality to them.

Or a portal.

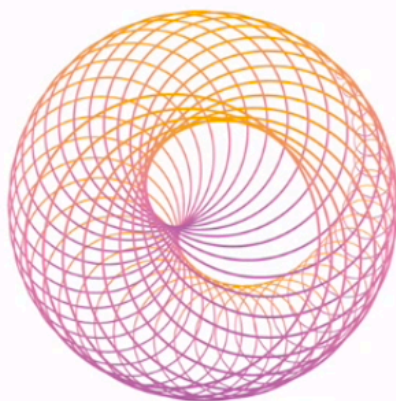
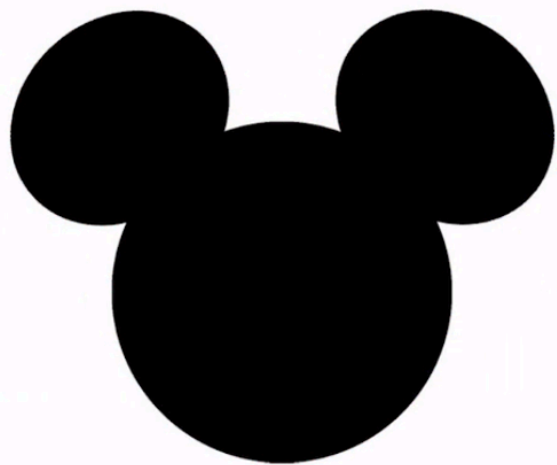






Audi

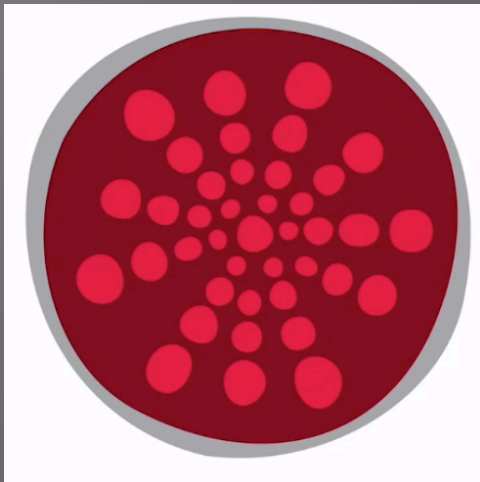




QUANTUM
VIRTUS



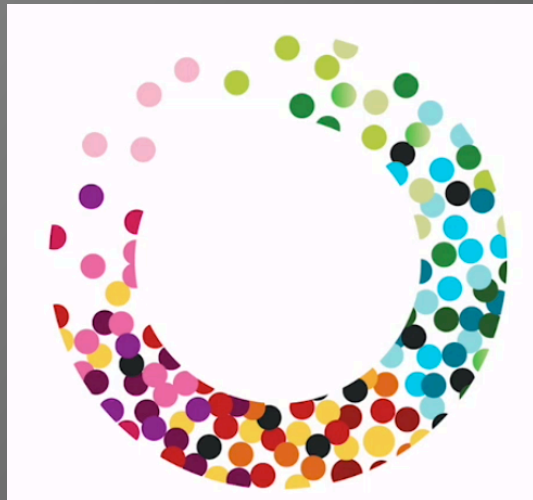
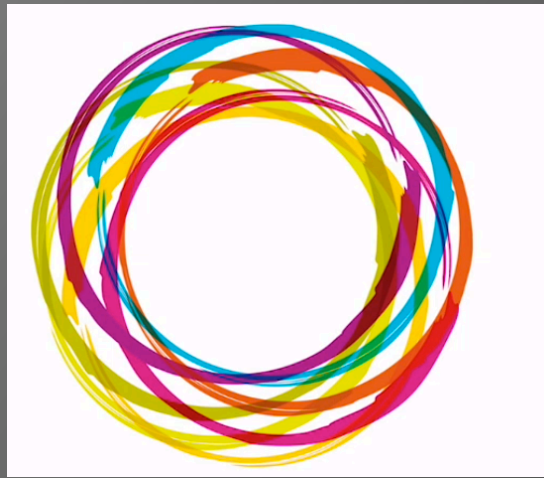
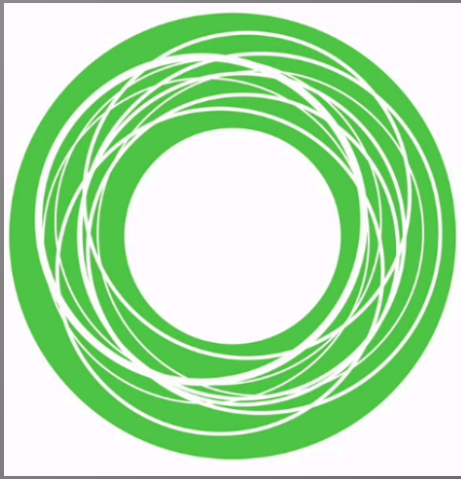
act
research





ColumbusPublicArt2012

lavender & sage



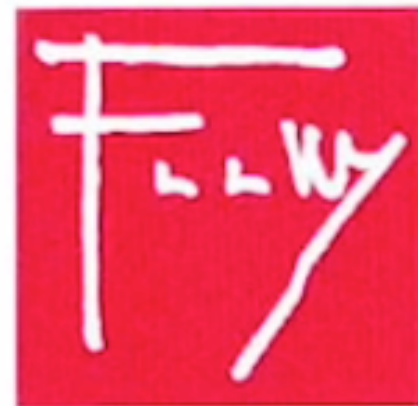
Squares

Squares

- Square becomes somewhat of a metaphor for man, and progress.
- It is very stable and provide equal proportions
- It represents structure or a house or a container.
- It might mean the security of the area, as if it's a safe, or protective shelter created by man.







ГРАФИКА[®]
ИНЖИНИРИНГ

favicon



Triangles

Triangles

Triangles are not the friendliest of shapes.

Structurally, they're considered very strong, but the corners on an equilateral triangle are relatively sharp.

Triangle

- Play button, and universal sign for moving forward
- A triangle sits on a flat bottom, it conveys the idea of ultimate stability.
- A upward pointed triangle is also the Greek letter delta, is the universal symbol for change in science, or finance, or math.
- Pyramid
- upside down triangle - universal sign for dangerous/warning



Google play

V I OTM



vodcast







DELTA

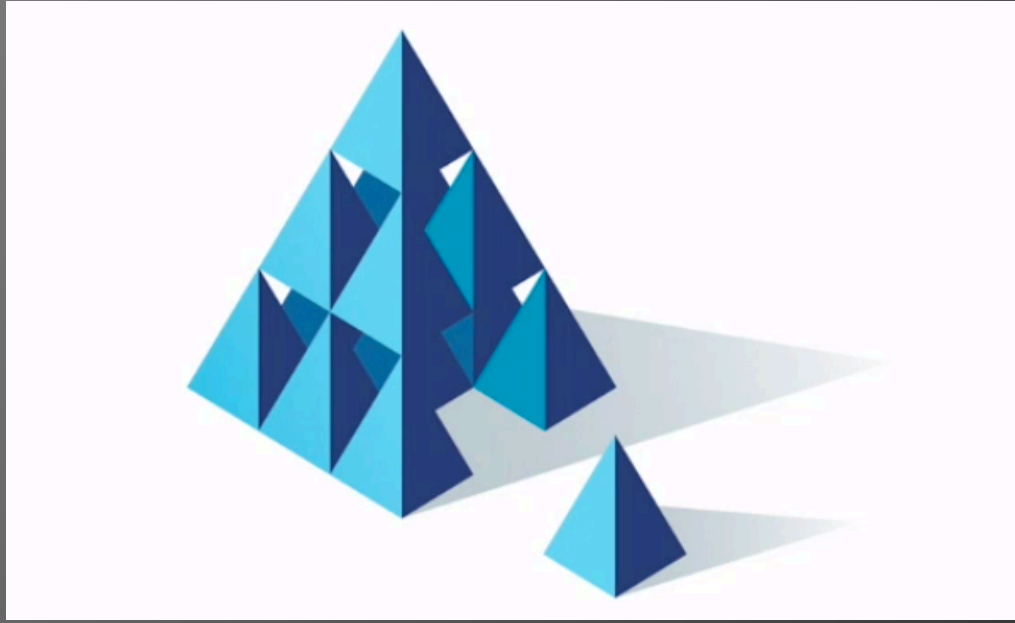


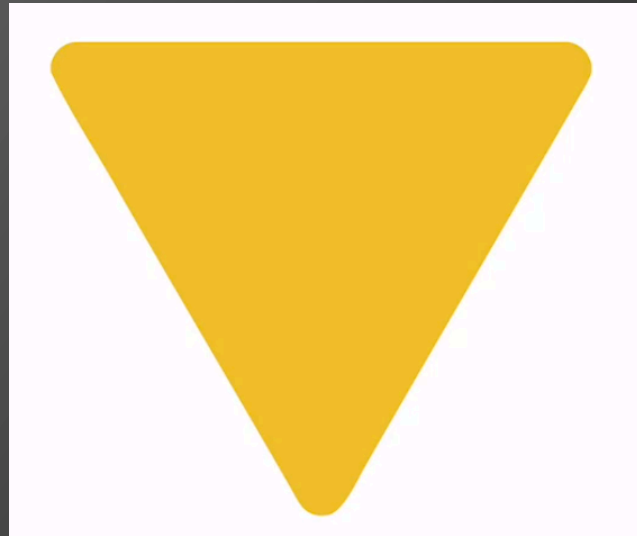
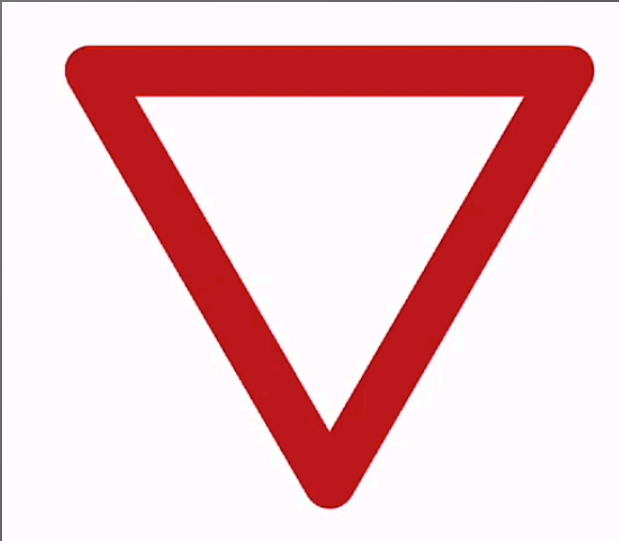
AIR LINES



COLORADO





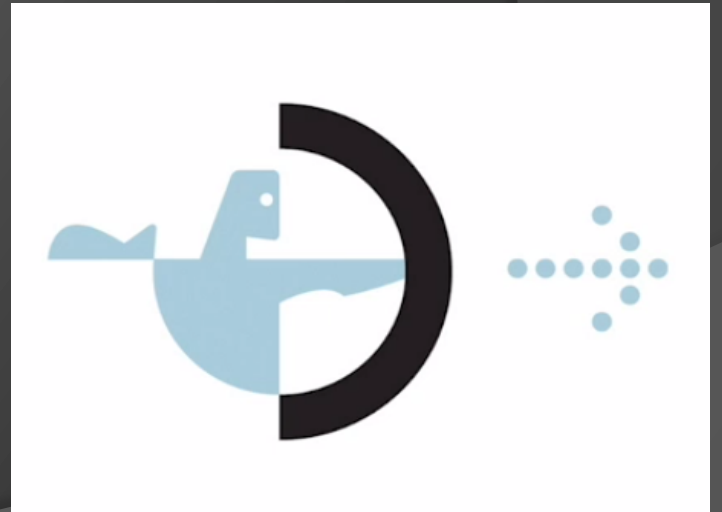


Cliché but fresh.

Something becomes a cliché because it works, and the challenge was not to avoid clichés, but to use them in a fresh way.

Symbols:

Arrows, star, shield, heart, flames, crosses, speech bubbles, @, #, on btn, etc...





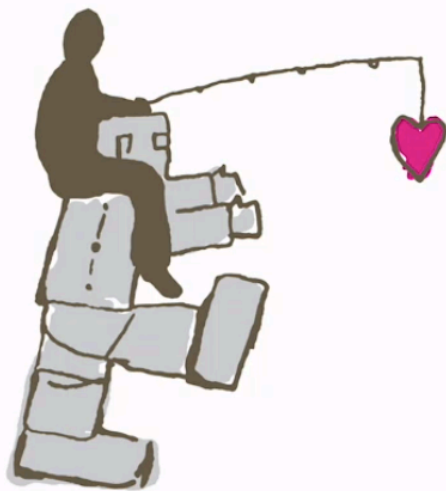


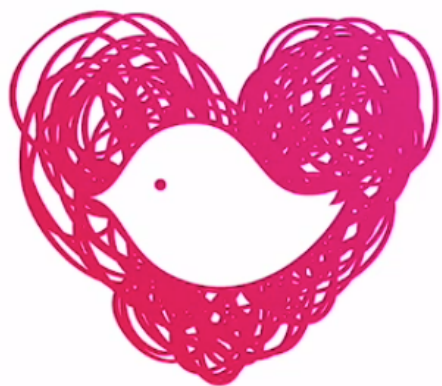






JAPAN 03.11.11





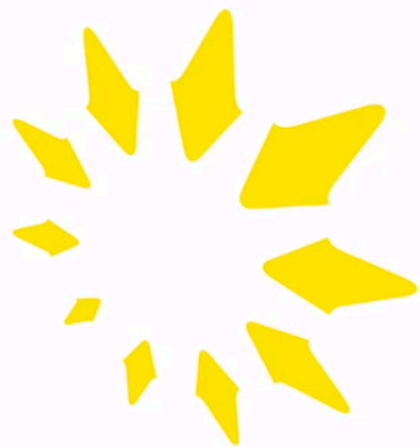
Happynest.kz



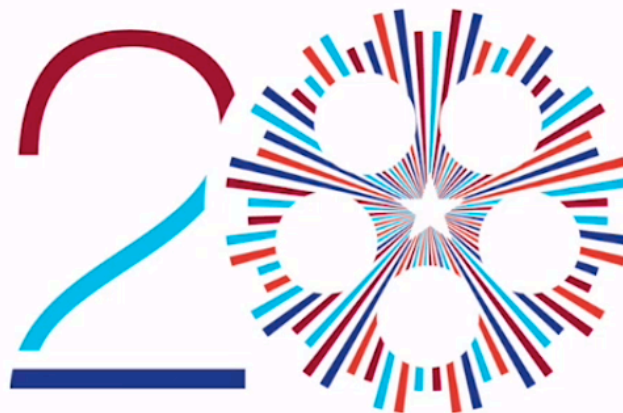


ATHLETES FOR **HOPE**





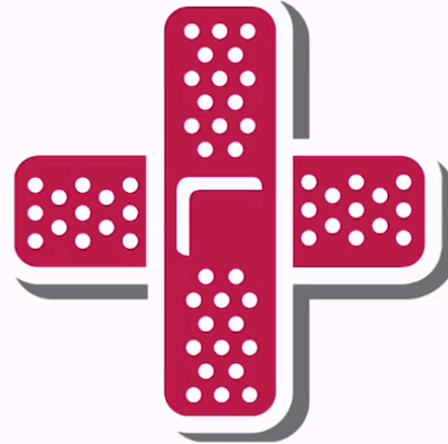
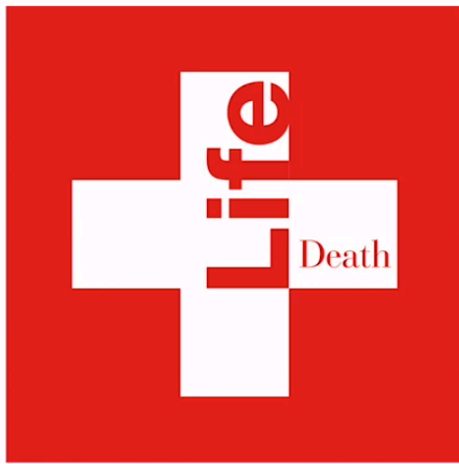
THE MAC

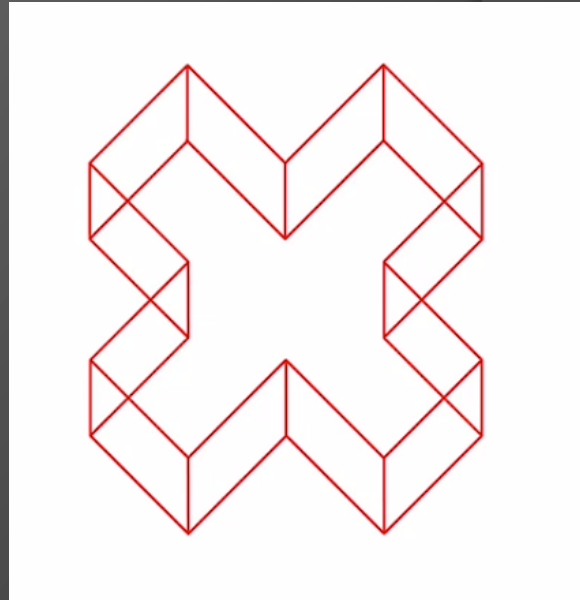


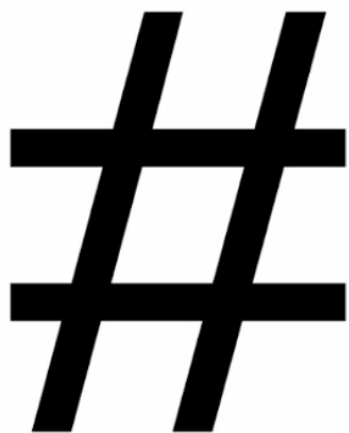
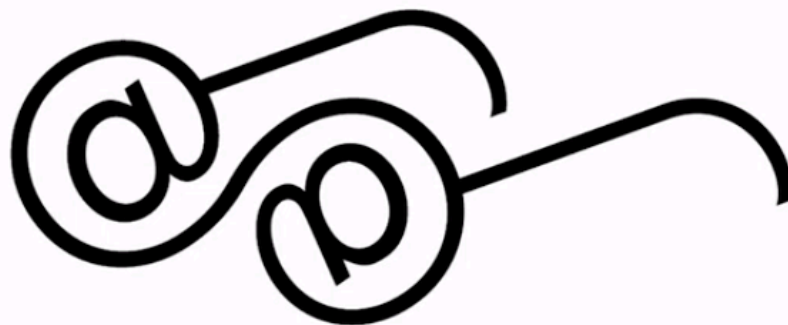




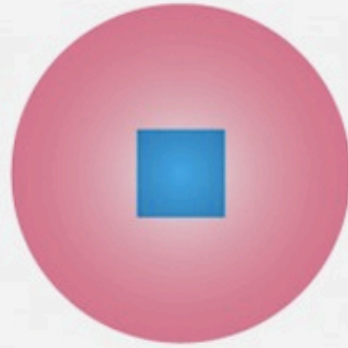
**American
Red Cross**







7 minimalist posters by Patrick Smith



Gender
Identity
Disorder



Dissociative
Identity
Disorder



Agoraphobia



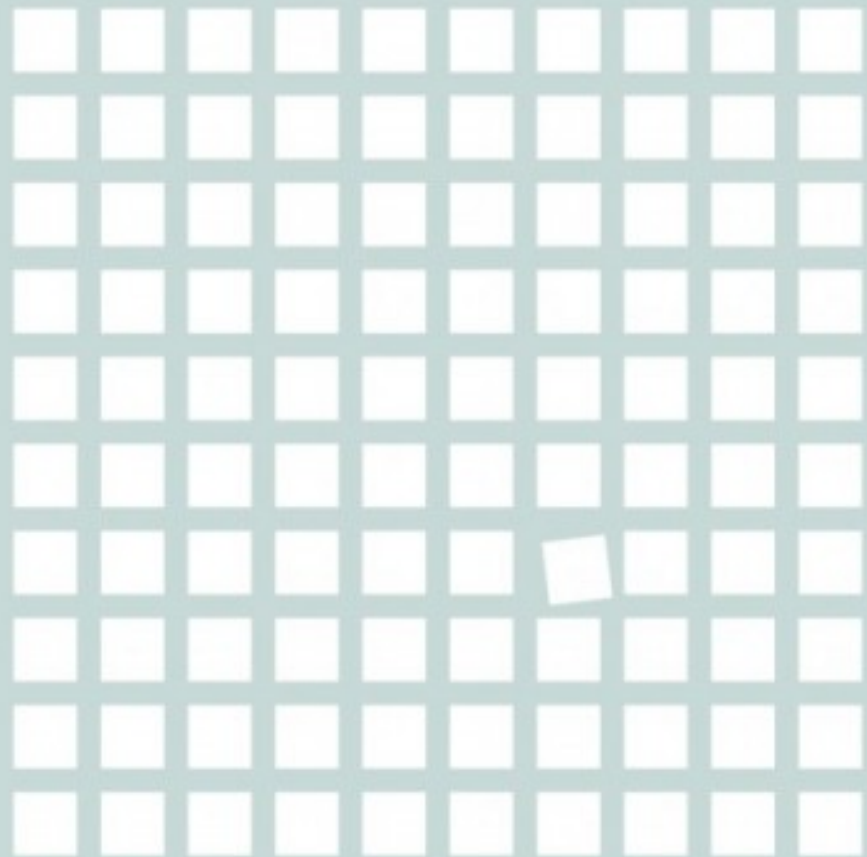
Depression



Anorexia
Nervosa



Narcolepsy



OCD