# *WWW, Web Design, Multimedia*

*Logo*

*Winny Wang*

# *Logo*

- *Visual representation of the brand*
- *What to include*
- *How the logo can be used*
- *Alternate versions*
- *How the logo should NOT be used.*

# *Logo*

*Logorama - Óscar (2010)*

*http://www.youtube.com/watch?v=N5lwyCp72Rs*

*Type only logos*

- *Choose the right typeface*
- *Changing one thing.*

*Logo Symbol*

- *Work with line and shapes*

# *Type treatment- change a thing*

# *Use of the line*

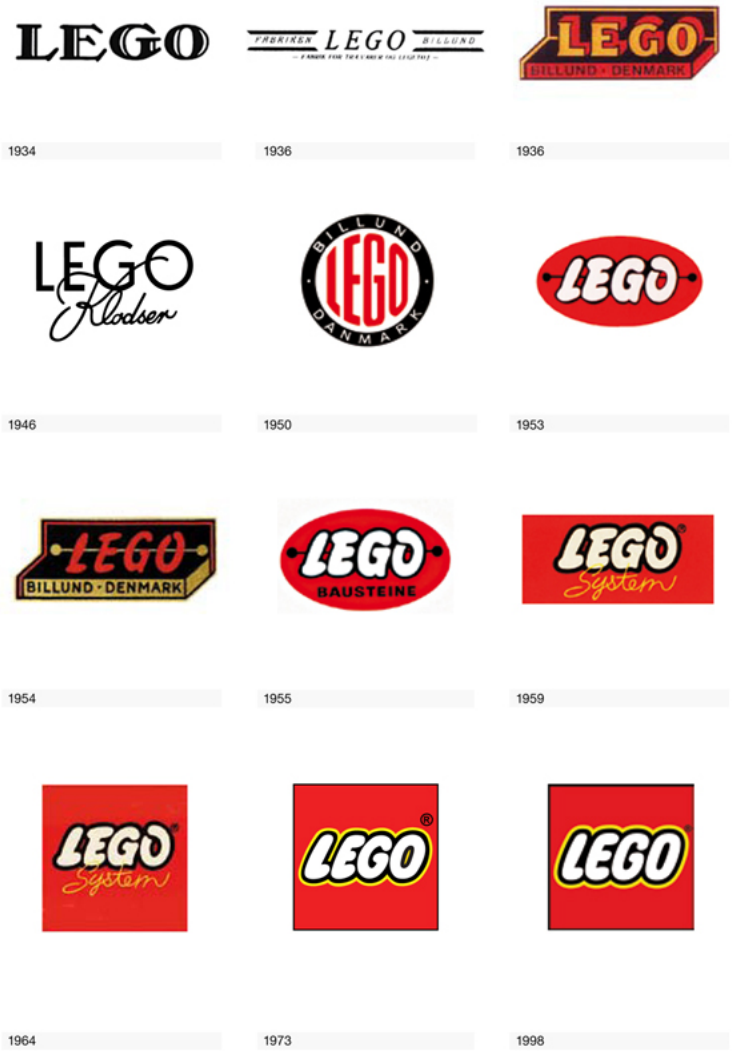
# *Use rectangles and circles*

# *Use abstract imagery*

# *Use representational imagery*

# *Use negative space effectively*

# Consider trend, logo life



# *Consider trend, logo life*

1903

1909

1913

1913 *(logo for double-faced sign at filling stations)*

1948

1963

# *Consider trend, logo life*

1948

1950

1960

1960

1951

1952

1961, Gerald Stahl & Associates

1954

1954

1955

1956

1978, Siegel & Gale

# Consider trend, logo life

1881

1886

1895

1904, Hans Schneider

*(logo used for export)*

1929

1989

2002 *(added logotype is used only in exceptional circumstances)*

2010

# *Consider trend, logo life*

ca 1920

1920, AR Saunders

1922

1947

1958, Raymond Loewy

1989, Siegel & Gale

2000, Landor Associates

# *Consider trend, logo life*

BEFORE

AFTER

1888

1891

1911

1924

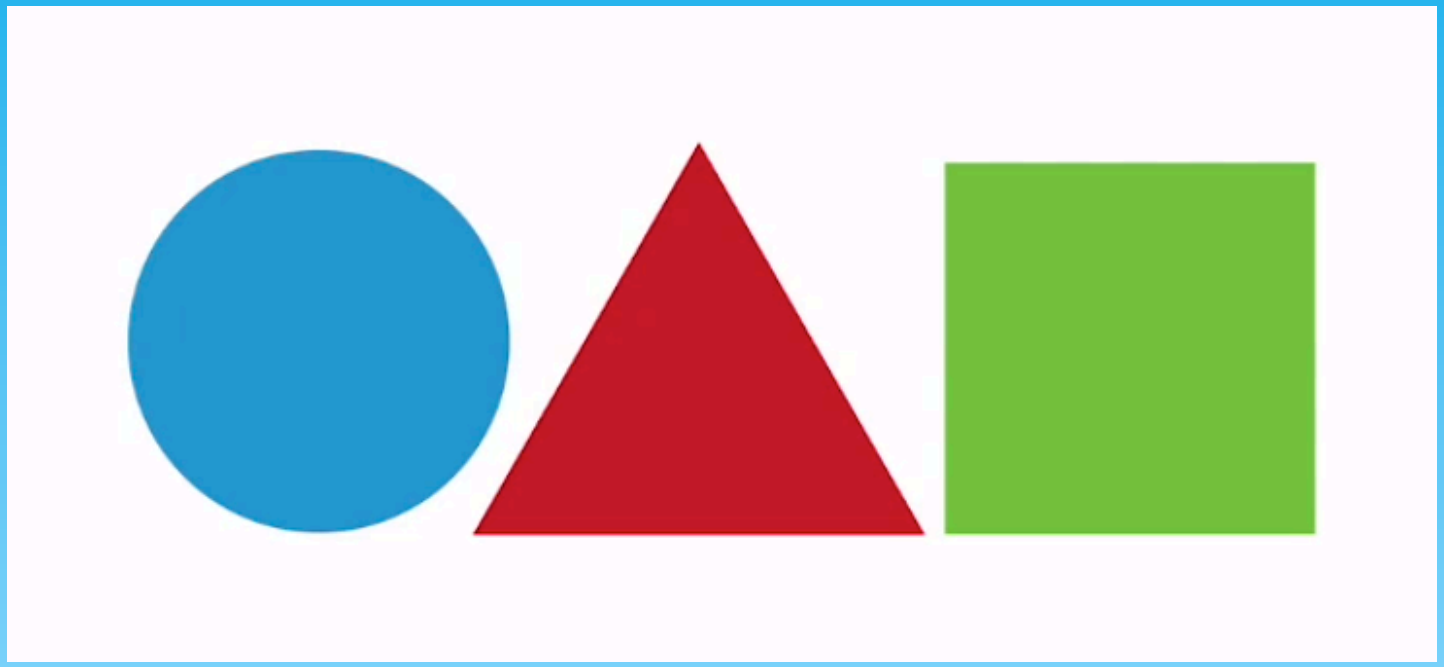
1947

1956

1972

# 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*

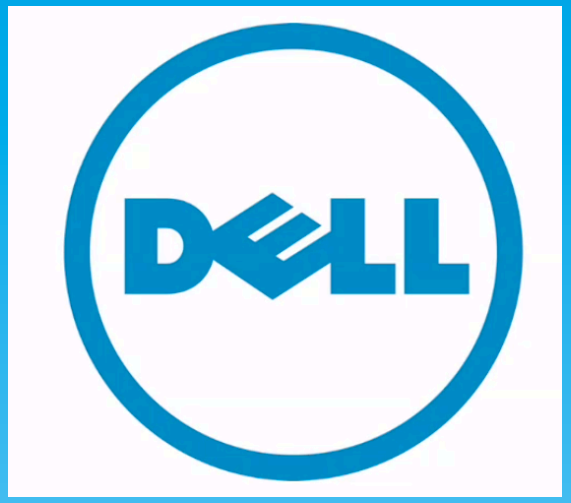
*a ball for sports*
*a planet, the sun*
*wheel (s)*

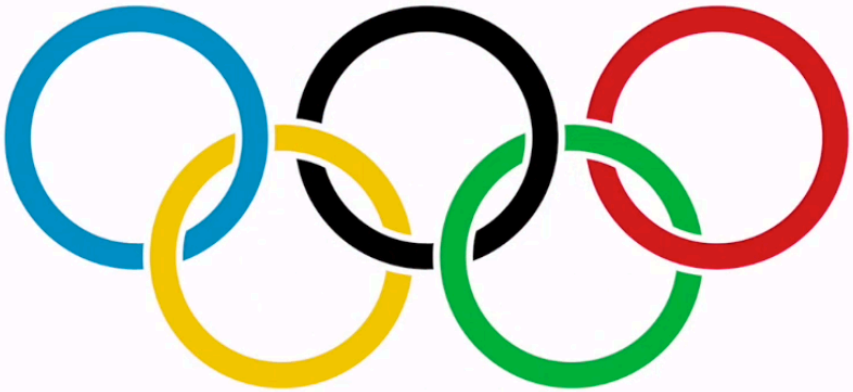
*Circle*

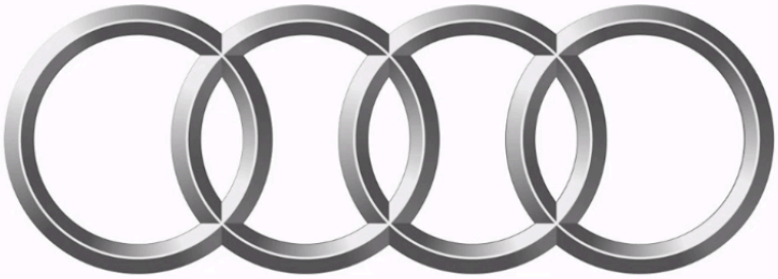
*It represents international or global concerns.*
*It represents the Earth or linkage between people.*
*It could be as small as a molecule or as large as the universe.*

*Ring shape*
*Rings have always carried a mystical, almost magical, quality to them.*
*Or a portal.*

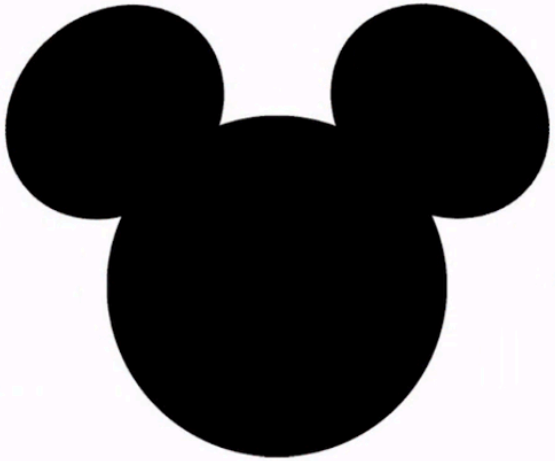
abc

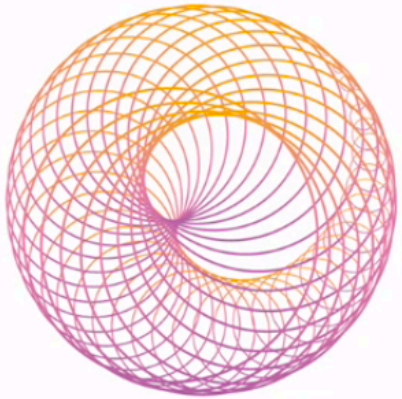

DELL




Audi

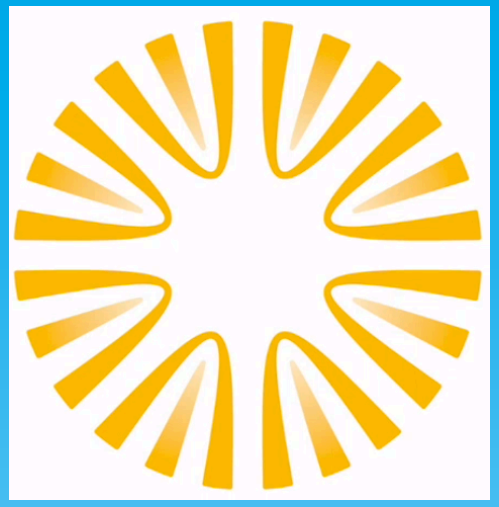
MasterCard

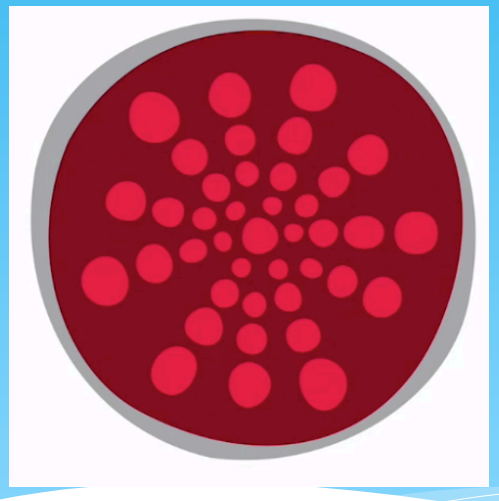




QUANTUM
VIRTUS

act
research



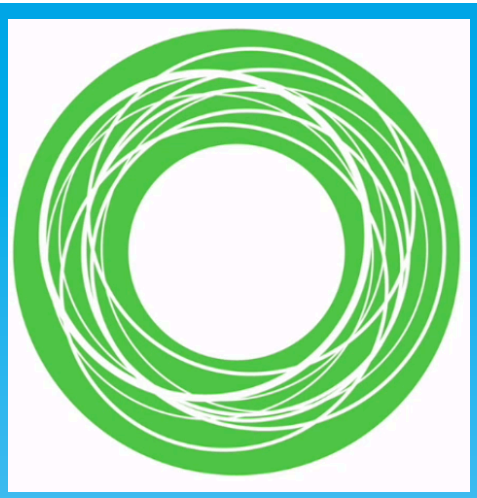


The
FOUNDATION
FIGHTING
BLINDNESS

KARMA
CAFÉ

FINDING
TIME
ColumbusPublicArt2012

lavender & sage



Coca-Cola
Freestyle

JANA HICKS
PHOTOGRAPHY

OASIS

# *Squares*

## *Squares*

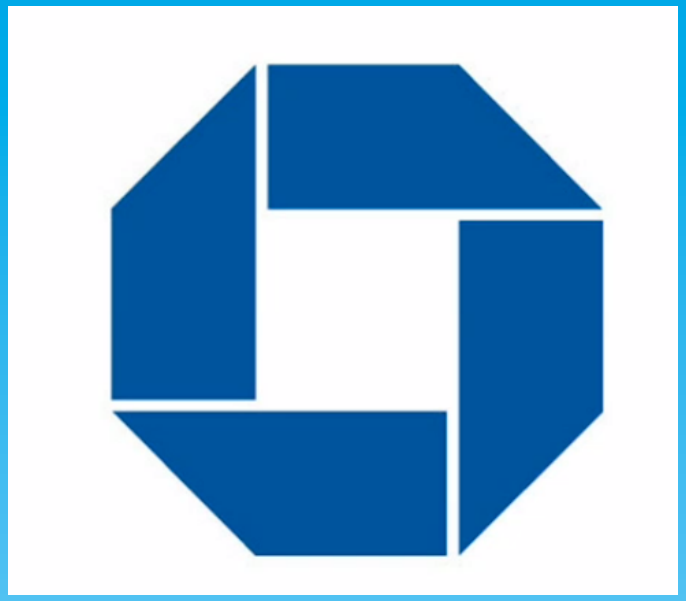
- *Square becomes somewhat of a metaphor for man, and progress.*
- *It is very stable and provide equal proportions*
- *It represents structure or a house or a container.*
- *It might mean the security of the area, as if it's a safe, or protective shelter created by man.*

AMERICAN
EXPRESS

Microsoft

Sam's
CLUB

NeXT



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*

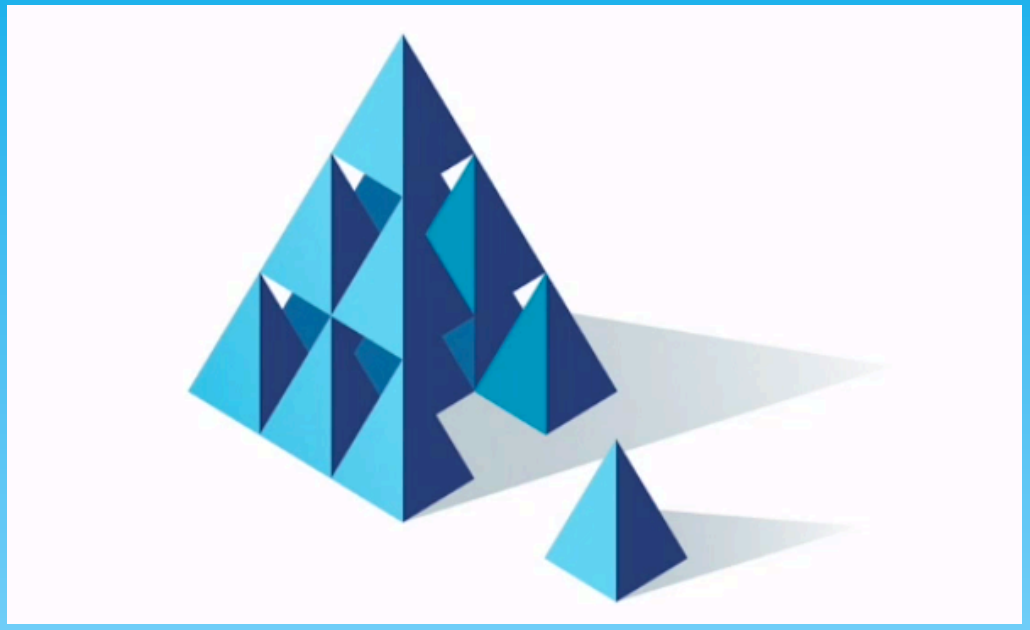
Google play

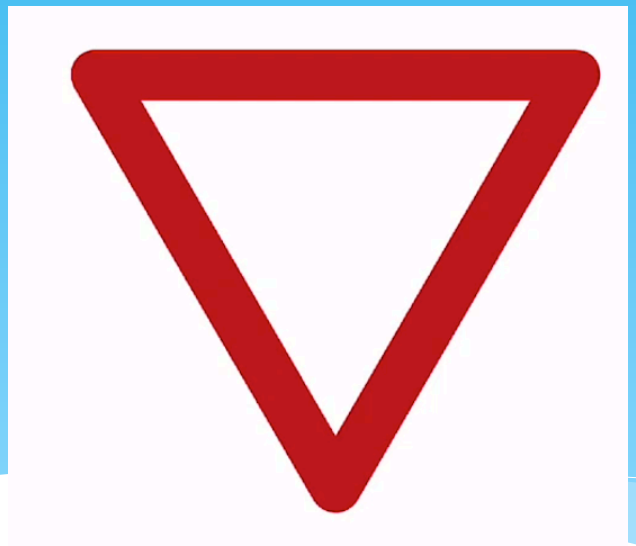
VIDIO™

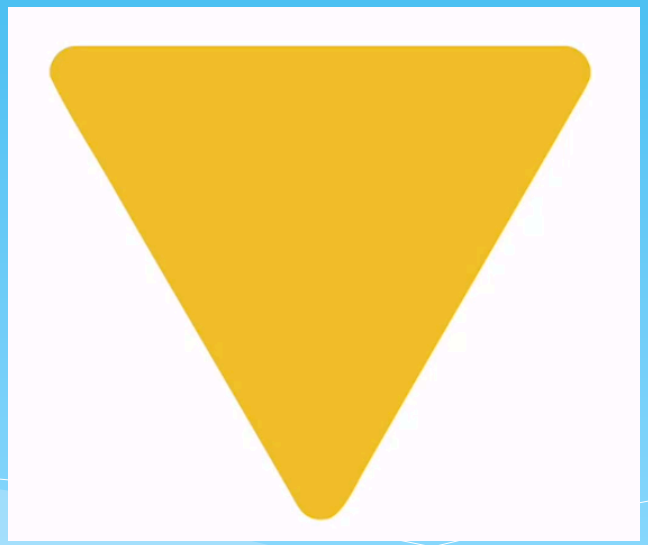
voscast

DELTA
SKYTEAM
AIR LINES

CO
COLORADO



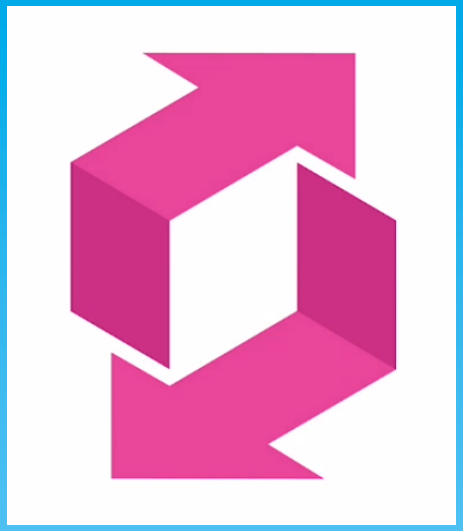


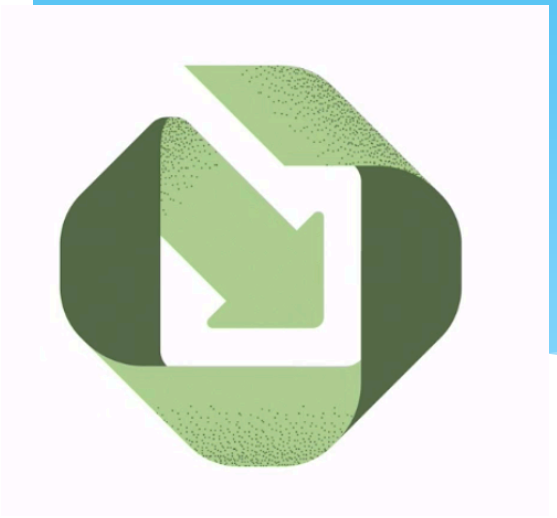


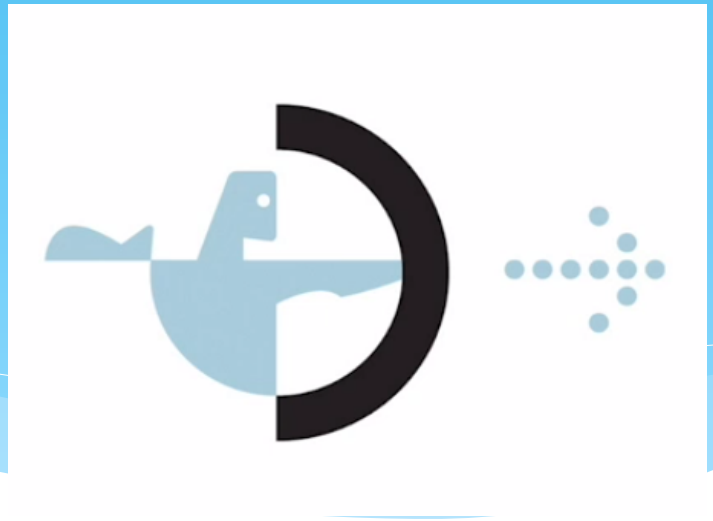
*Cliché but fresh.*

*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…*







ups
FedEx

ups

FedEx

NHL
TM

RECORDS

FOREST SERVICE
US
DEPARTMENT OF AGRICULTURE

NHL

MOTOR
HARLEY-DAVIDSON
CYCLES

ups

THE
SALVATION
ARMY

UNION
PACIFIC

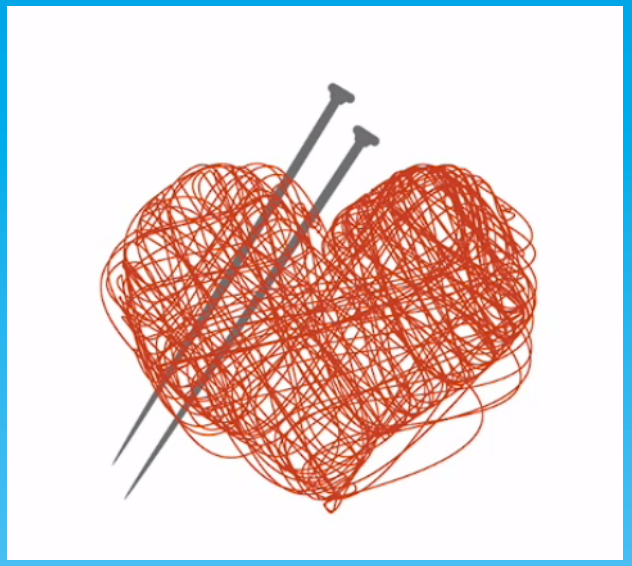
NFL

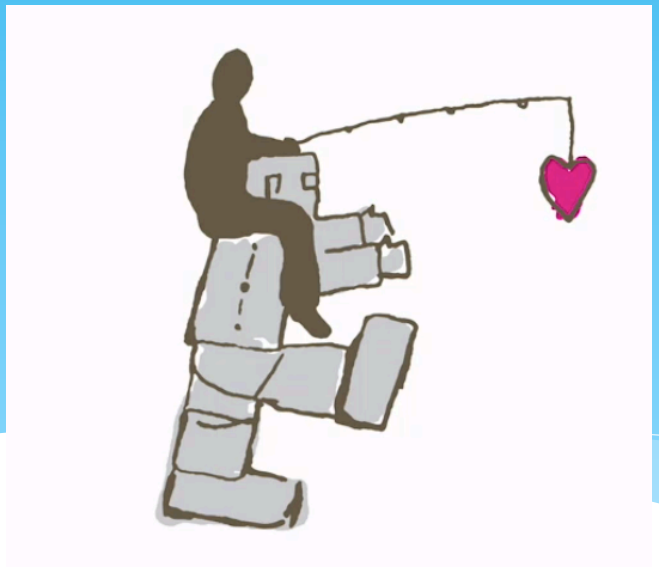
PORSCHE
PORSCHE

SHELTER
INSURANCE
AUTO • HOME • LIFE

I
NY
®

JAPAN 03.11.11



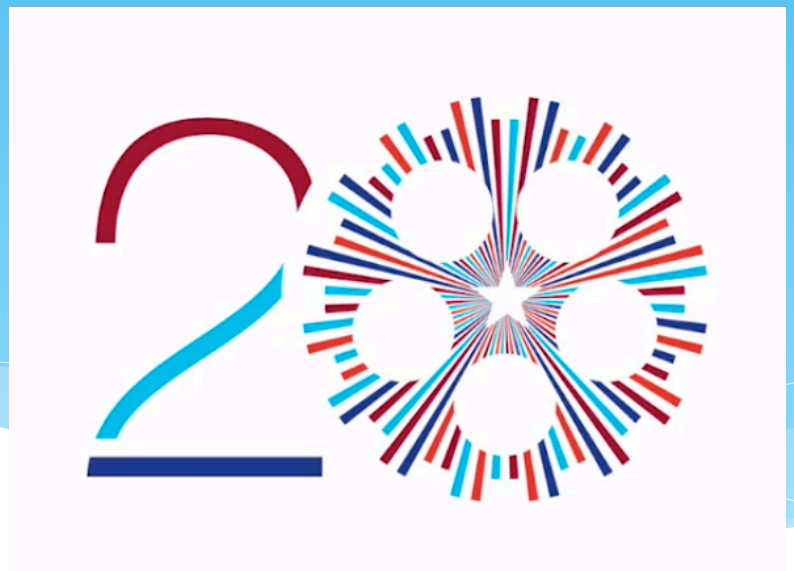


Hope
for
HAITI

Happynest.kz

ATHLETES FOR **HOPE**

THE MAC

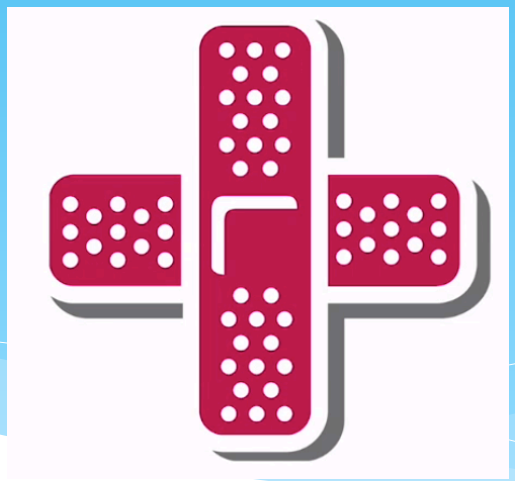


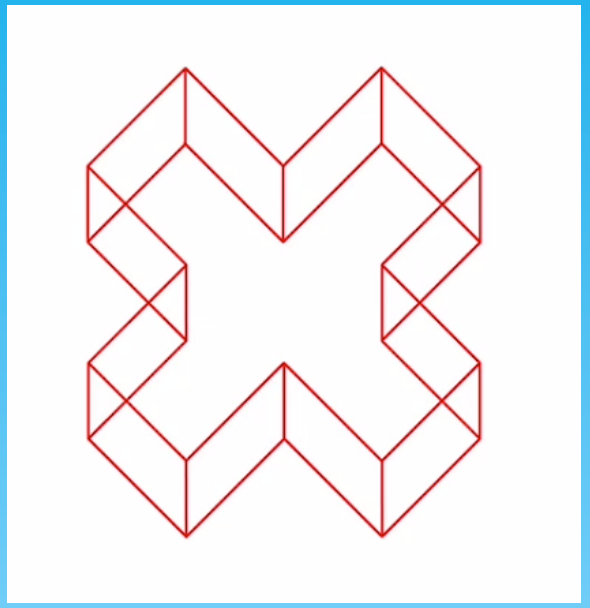
CHICOS
CHICKEN

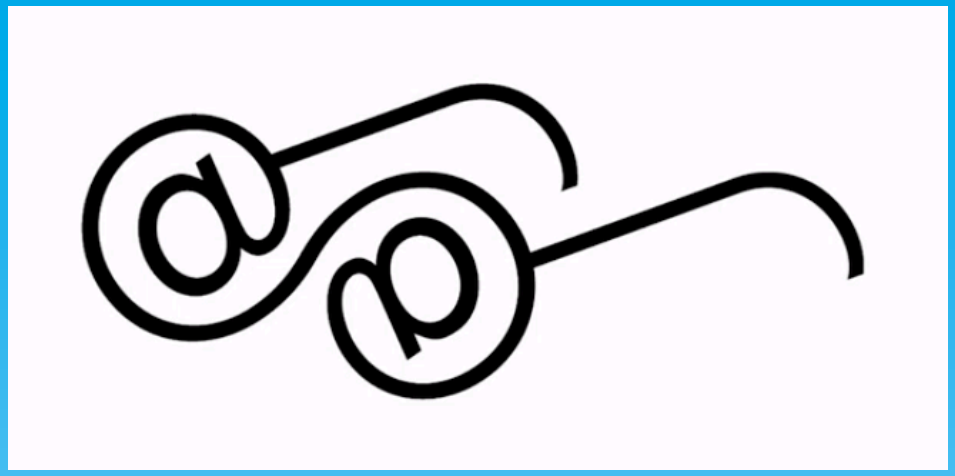
OTC

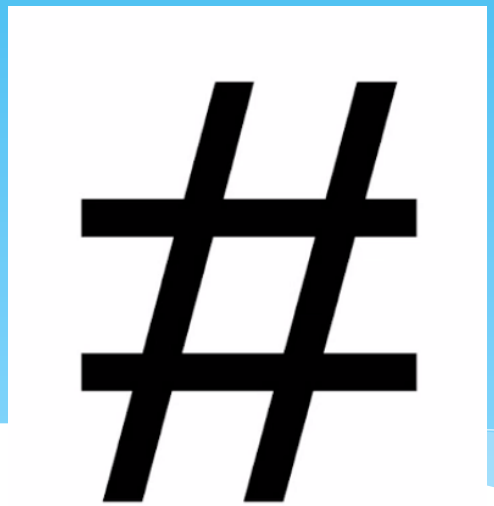
American
Red Cross

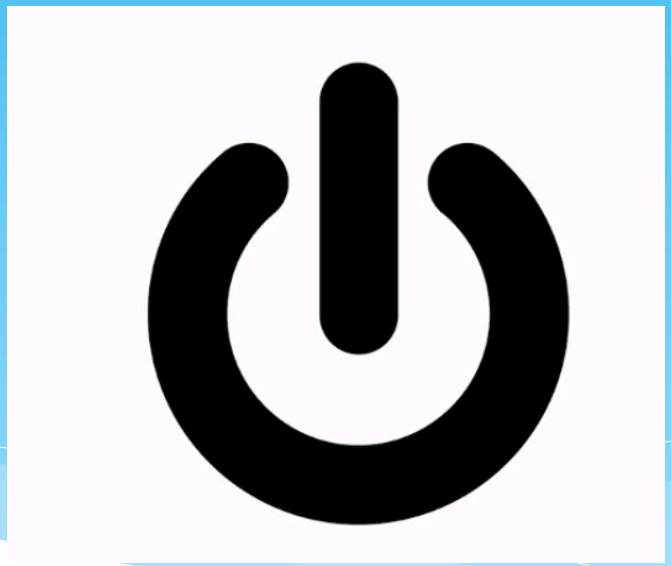
Life
Death



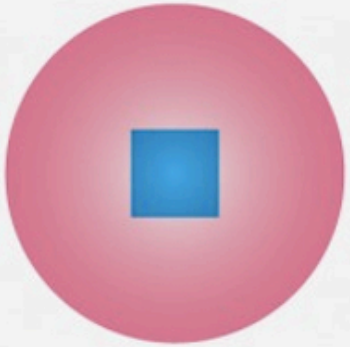




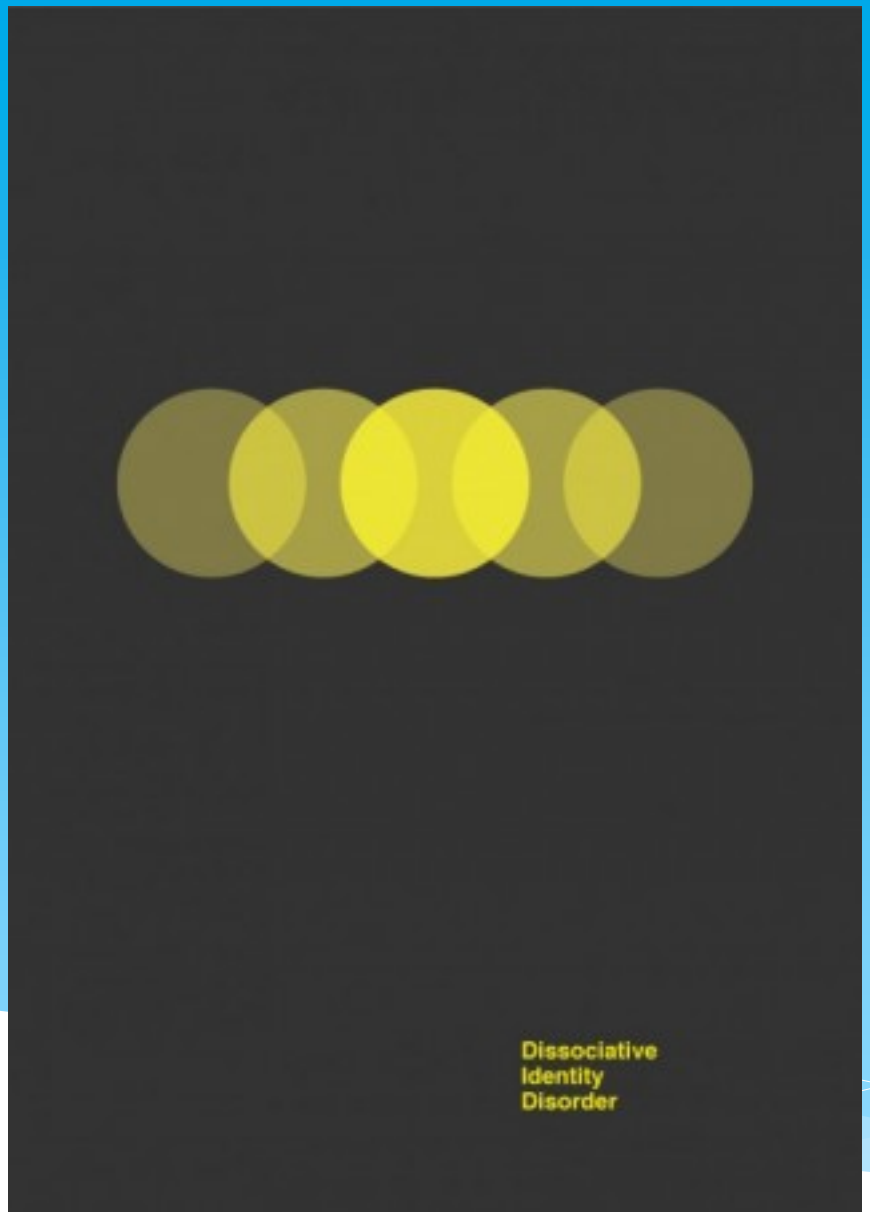




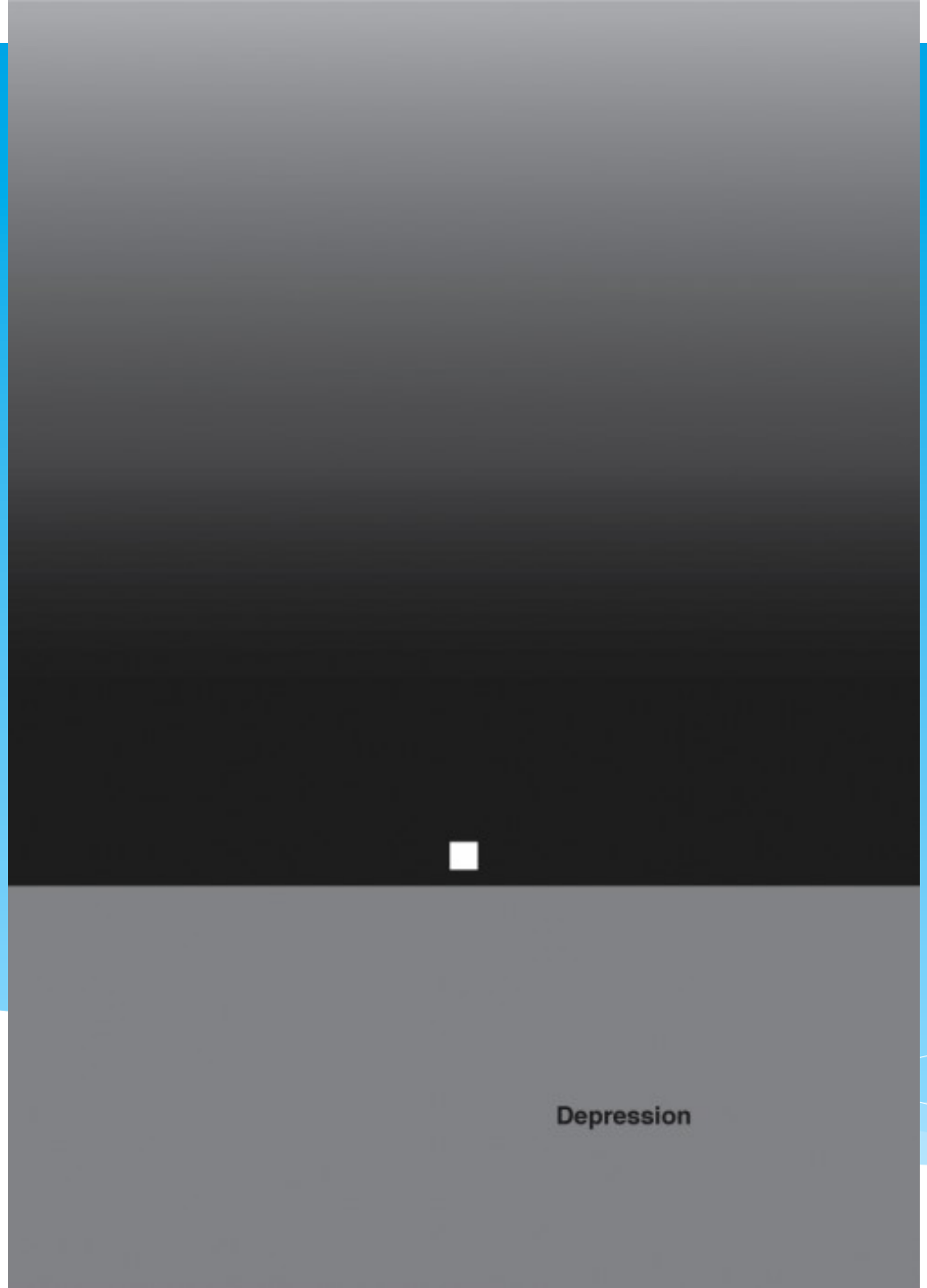
# *7 minimalist posters by Patrick Smith*

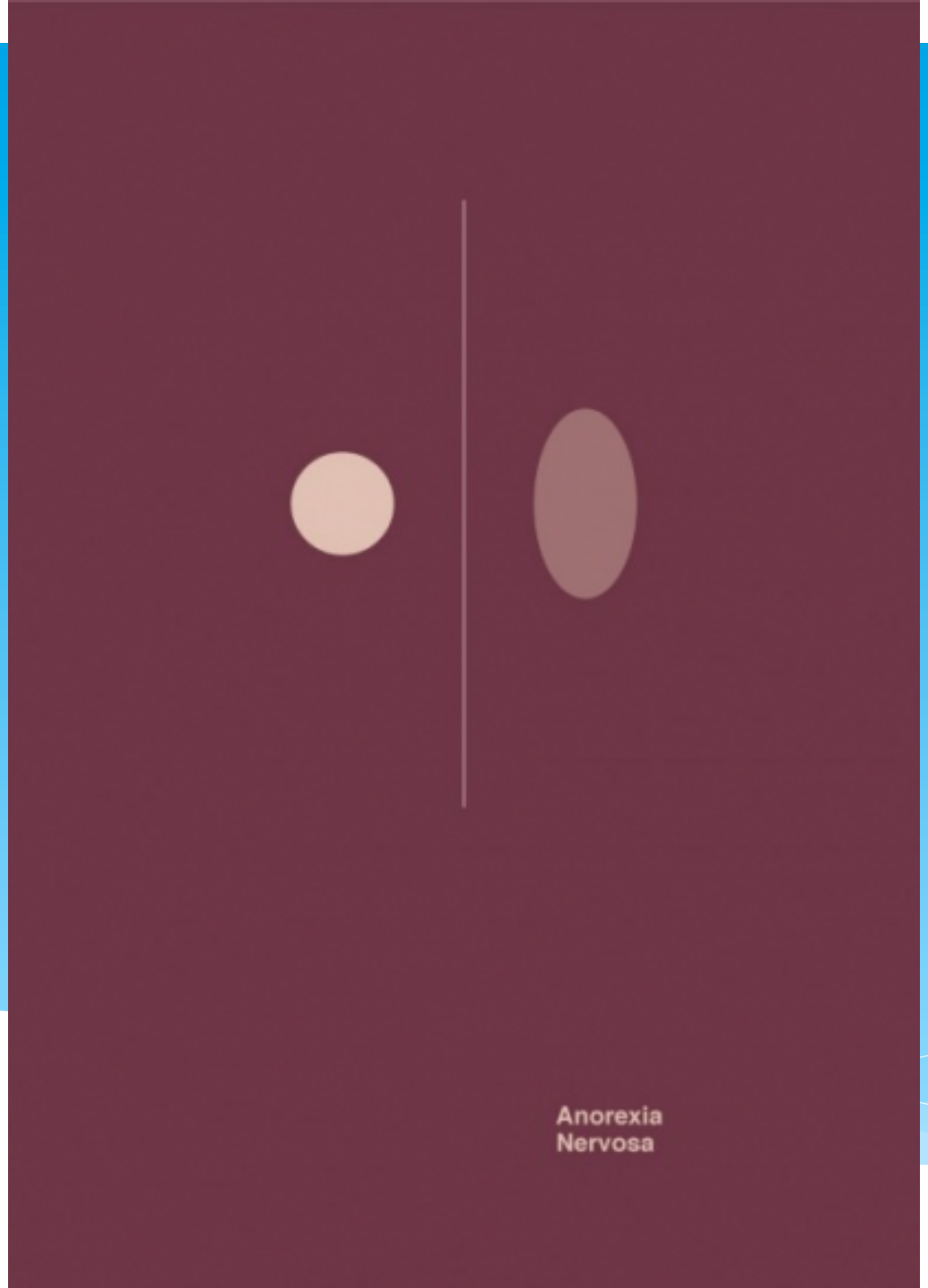


Gender
Identity
Disorder


Dissociative
Identity
Disorder

Agoraphobia


Depression


Anorexia
Nervosa

Narcolepsy

OCD

# Line and ribbon

* Lift a line off the page and give it three dimensions.
* Line and Ribbon are generally free-flowing, we can tell it symbolize flexible.

FREIHEIT,
RECHT UND
EINIGKEIT

SYDNEY
EVENTS

TM

PARTY

Соседи
посёлок

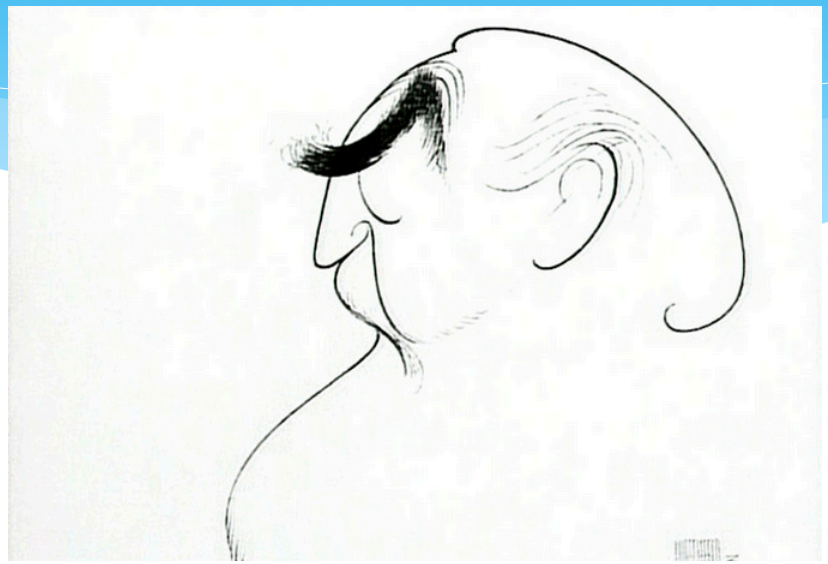
LOVE WATER
never thirsty again

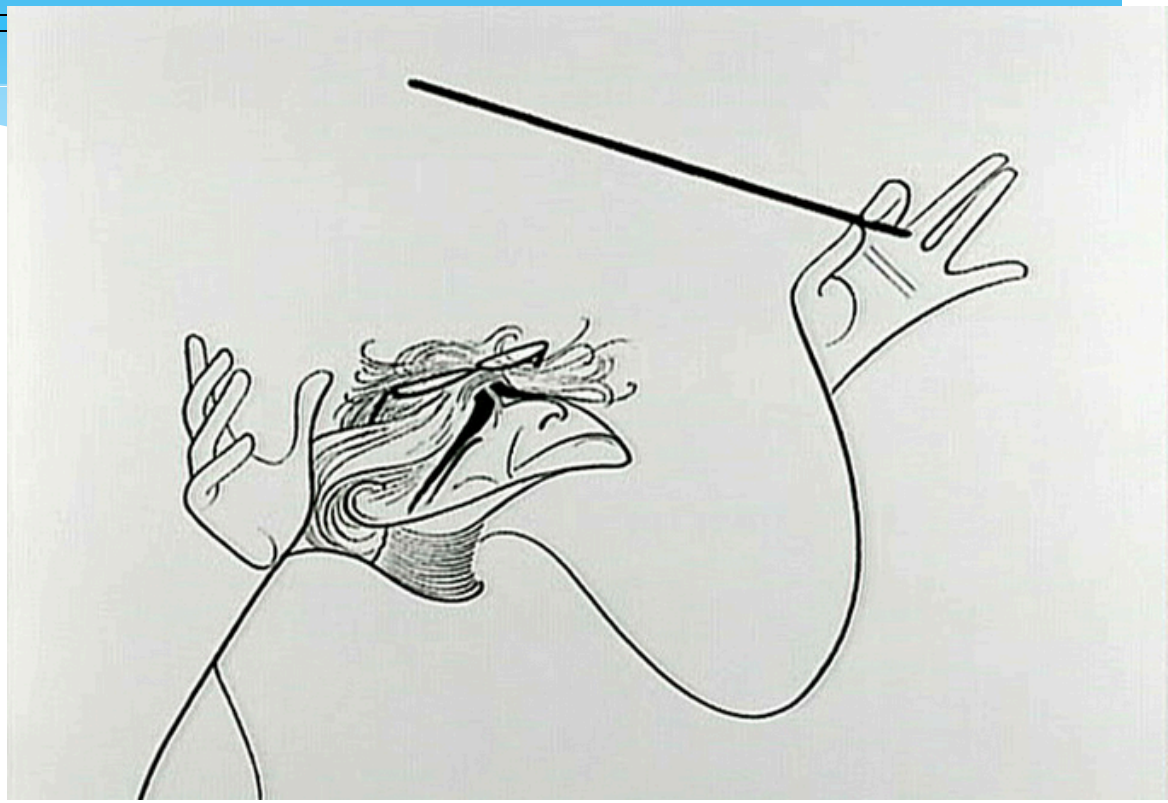
Power
TM

307

# Character (horse) visually look like a horse

# The Line King





# Repetition

* Imagine the beauty of a mosaic, and your reaction the first time you realized the image was crafted from thousands of individual pieces strategically placed, to create one seamless scene.

* Form in motion

ARENA
NAHARIYA

MUZEUM
WSI KIELECKIEJ

haciendo

HUMANWARE360

*Anthropomorphism*

*loose translation of the word means interpretation of human characteristics in something that is not human, like a god, animal, or object.*

*Team logos, mascots and company emblems are selected because they represent the essence or the personality of the client.*

*Look at the following animals, and think about their personality, and see just how different the feel is that they convey.*

RAM

COLORADO
PARKS • WILDLIFE

Merrill Lynch

LACOSTE

SWAROVSKI

AUSTRALIA

Aflac
TM

DEPAUL
TM

DEPAUL
BLUE DEMONS

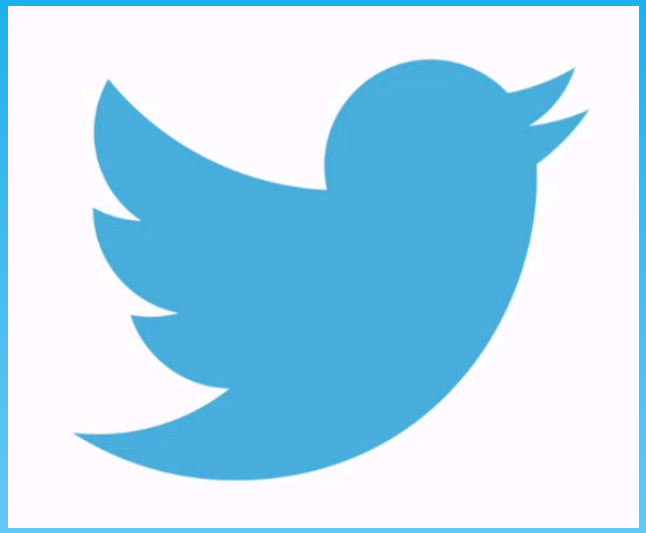
D
TM

®

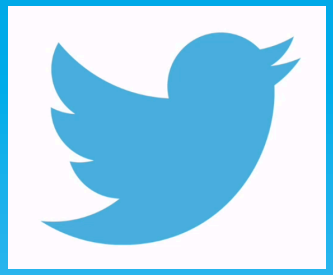
*Animals: An amazing shortcut!*

*As a designer, all these implied equities and preconceptions can do 80% of the lifting for us if handled properly.*

*Case study*



*What this blue bird implies?*



- *Bluebirds tweet,*
- *viewed as an omen of good luck worldwide,*
- *the bird is winged, quick as a messenger.*
- *It's not challenging or cunning like a hawk or a falcon. And it doesn't carry the stigmas of a pigeon.*

*And this list could certainly go on. But, are you starting to see how this works? You already know all of this information.*

# Brainstorm more birds

* Ducks: water, water proof, all terrain, migratory, flocks
* Penguins: cold, formal b/w, swimmers, cute
* Dove: peace, love, Christian, purity, white
* peacocks: colorful, proud, show-off, loud, beautiful
* Falcon: aggressive, hunter, great eye sight, sport of kings
* Chickens: eggs, dinner, weathervanes, alarm clock, farms, country
* Hummingbirds: nimble, hovering, fast, flower lovers, tiny

*Let's look into more similes.*
*Wise as an*

*Loyal as a*

*Clever as a*

*Memory storage as big as an …*

*Are they industrious and work together like…?*

*Are they nurturing and graceful like …*

*Are they aggressive and protective as …*

GIVE a
BUCK

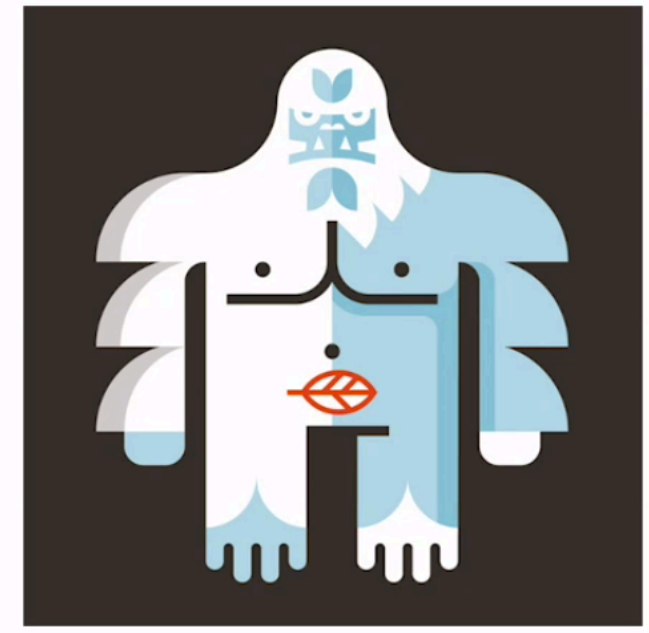
* One of the reasons animals make such a rich source of visual analogies for design is because they're woven into our culture.
* From the bedtime stories to the literature our popular culture is based on.
* Mythology of many cultures, especially Greek mythology.
* The designer's trick is to allow animals to possess their own superpowers is what we call a transformation,

*winged horse that stood for Mobil Oil for years was actually named Pegasus.*

*Mercury was a messenger for the gods, wearing wing feet and a helmet. So, think of him as the communications infrastructure for the gods.*

*Starbucks logo: mermaid?*
*She has a split tail which makes her a siren,*
*capable of creating such a beautiful sound,*
*that no man could ignore her.*

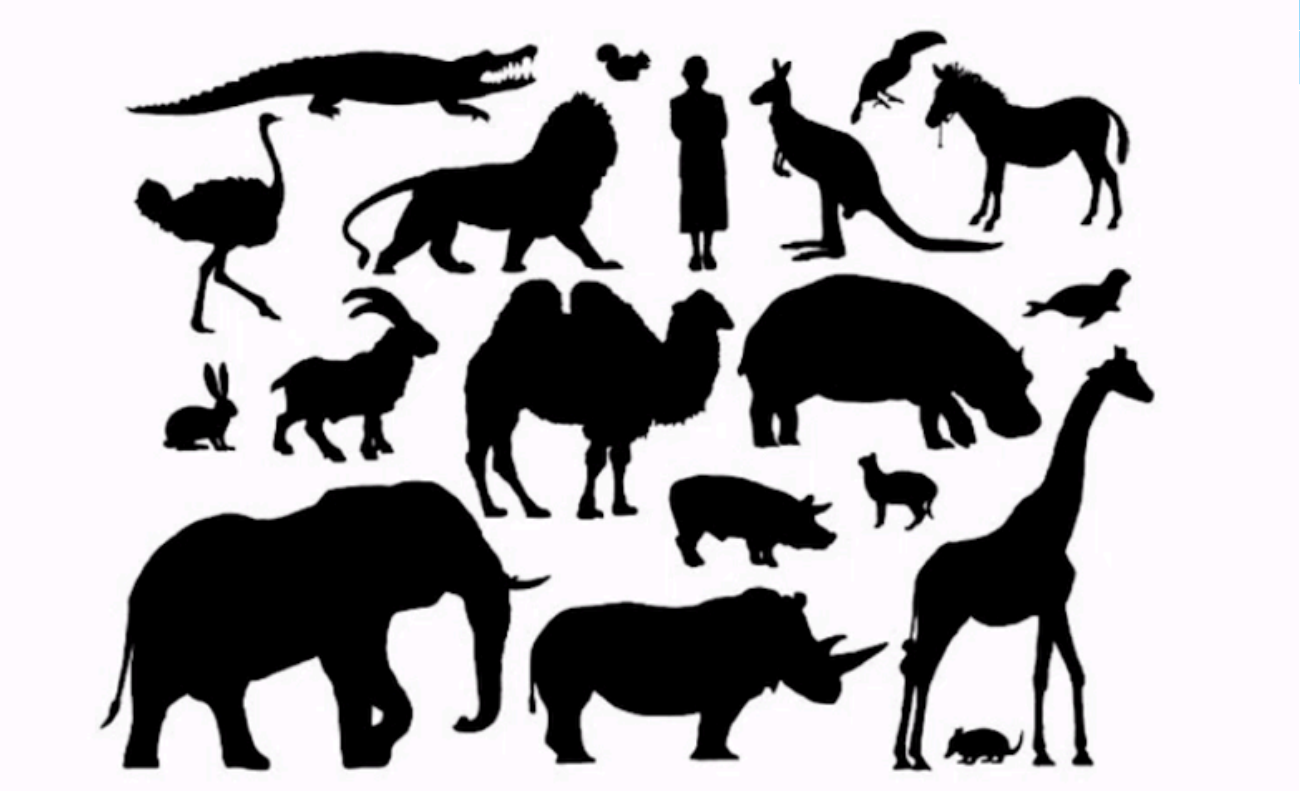
PINOCCHIO
a play



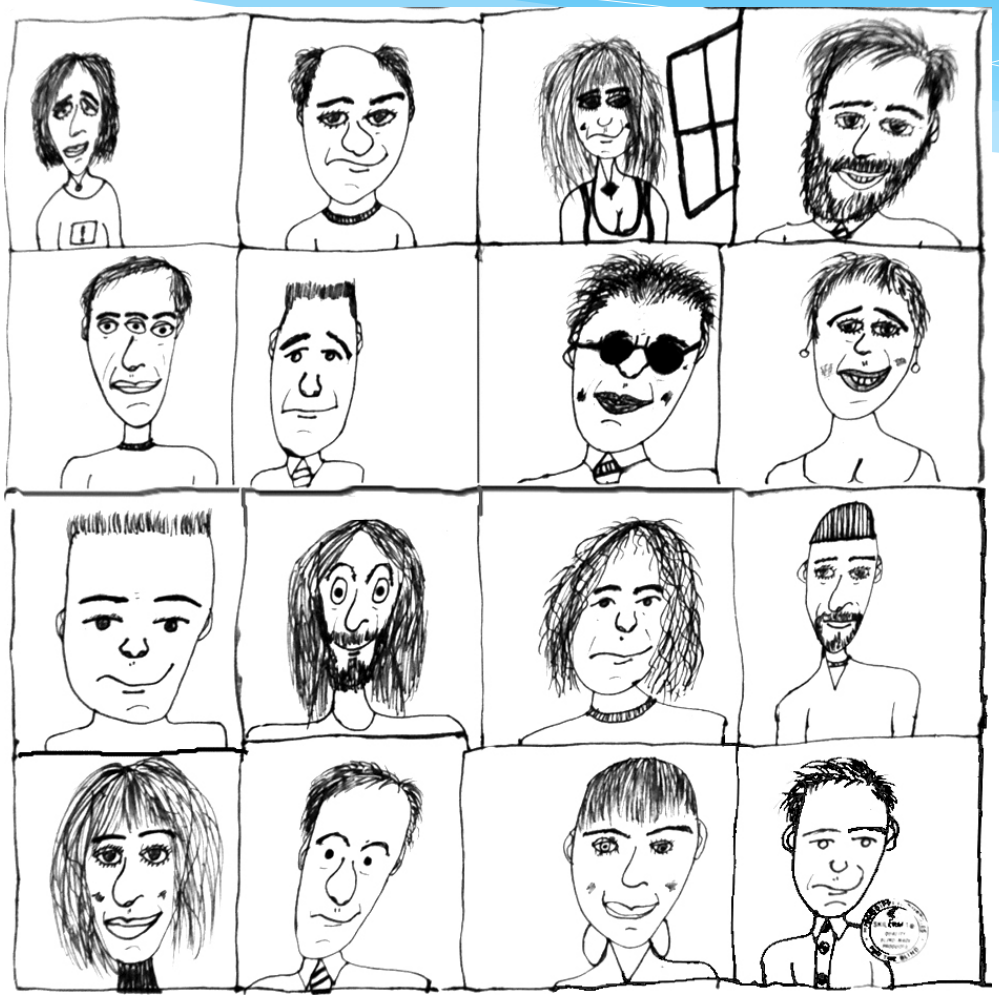
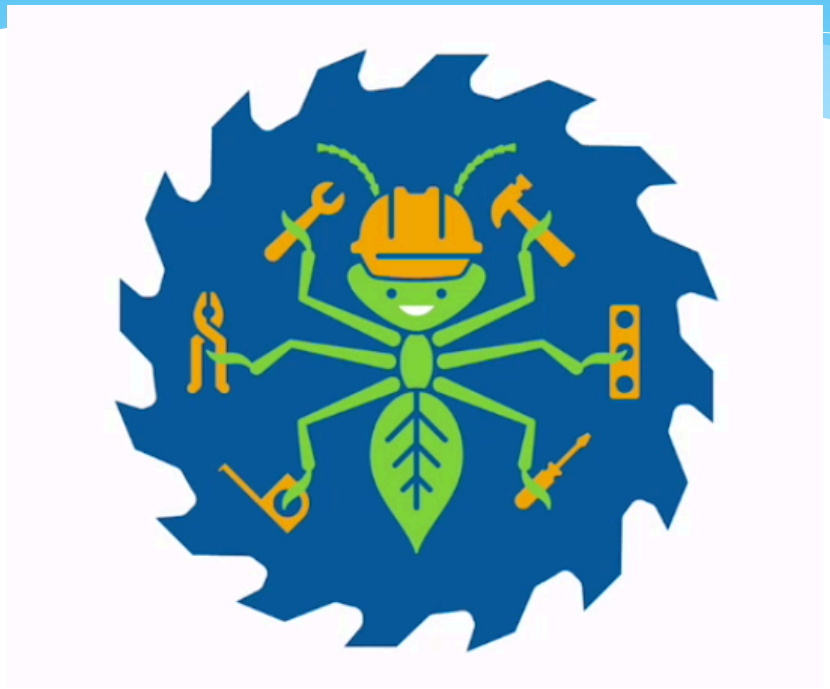
FIRE
SQUAD

*The ability of the designer, Eugene Kolkey, to personify the Tiger with a scarf, a winning smile, and human characteristics, turned him into a breakfast buddy as opposed to a menacing carnivore.*

*When you ask someone to draw a picture of a certain animal they will almost always draw it in profile, a side view.*



*When you ask someone to draw a person, they will almost always draw from a head-on perspective and not a profile.*



*Trick: try putting an animal into a head-on position if using it in a personification design.*