Ben Stone

Logo Research: Seagull Rock Animation Co.

What I like:
I like the use of ripples in the logo, making it look like it is emerging from the water. The logo is symmetrical and easy to remember.

What I could utilise:
The reflection and ripple effect is something I could include in my logo. Blue is used as the main colour as it is associated with water.

What I like:
I like the clever letter 'W' and how it incorporates two glasses. The font is very round like a water droplet. Apart from the *W* the letters are very curved and rounded just like a water droplet.

What I could utilise:
I could use the text and logo in combination. The letter W is perfect for holding water and it brings a sense of harmony to the logo.

What I like:
Another example of the typography and the logo working together. The use of the colour blue effectively conveys the meaning of the company and also has your attention. It is not symmetrical and does not please the mind. If you look closely you see that the grey type are actually pipes, also signifying what the company does.

What I could utilise:
Like the logo before, the logo and the text both work in harmony together as a design element. The pipes work together with the water.

What I like:
This logo is clever as it includes the form by creating a three dimensional crown out of water.

What I could utilise:
There is a lot of potential to use this in my logo as you can move the water how you want it. From just a splatter of water you can create a resemblance of most things.

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What I like:
The cartoon style of Colonel Sanders. I believe KFC are trying to create a trustworthy, old fashioned, honest image.

What I could utilise:
I would like to use the same sort of cartoon design that has been used to create the image of Colonel Sanders, but in my case, Seagull Rock. The thick lines and strong colours make the logo simpler and easier to remember.

What I like:
The expression on the shark's face gains attention instantly. It is a fun image and would appeal to young people.

What I could utilise:
This design is similar to the KFC design in that it has black, bold outlines that I would use for Seagull Rock. The fin coming out of the circle at the top makes the shark look like it is coming out at you.

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What I like:
I like the tough looking text. It is all bold and in capitals, giving a sense of strength and durability. This is also enhanced by having splatter, scratch lines and broken off bits throughout the text. The most prominent design element is texture and is a great example of it.

What I could utilise:
This type of text would work for my Seagull Rock Animations; the tough text would complement the wild weather surrounding the battered rock. It also gives a hard-hitting, tough and aged look, I believe, making you feel the company is strong and can be trusted.

I also appreciate that there is a pun in the title; with mudder sounding like mother but really meaning you get muddy. To have a dual meaning in the title adds to its 'rememberability' and is something I would consider.

What I like:
I admire how simplistic this logo is. When you get to the bottom of it, it is just two colours and a good use of blank space and it all comes together to look like a section of an orange. Furthermore, the logo also has text included in it and is three-dimensional.

What I could utilise:
This is a good example of using the negative space to my advantage. The three dimensionality and just the cleverness of this logo is something I could seek to add to my design. The logo uses the word 'Fresh' and an orange – I could use water and wave.

What I like:

I like this logo because of the banner around the front, it gives a more three dimensional effect. Apart from the banner at the front, the logo isn't that special as it is very stock standard.

What I could utilise:

I could incorporate the banner into my logo as I have a rock that it could go around giving a three dimensional effect. This would also make my logo look bigger and bolder, also potentially more important.

What I like:

Even though this isn't a logo, the image conveys the same sort of idea that I want to achieve with my seagull.
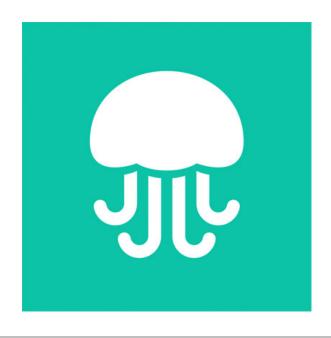
What I could utilise:

I want to show a camera lens in the eye of the seagull or have a video camera as the head of a seagull, (done to signify an animation company), but have it clearly appear as a seagull. This remote control penguin was used by the BBC to film closer to wildlife.

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What I like:
The camera part of the seagull is based around a super 8 video camera. I chose this as it could slightly resemble a bird's head, with the handle being a neck, having a boxy top resembling the head and the lens could be the eyes.

What I could utilise:
I could use the super 8 cameras as the base shape for the head of the seagull. I might add a couple of feathers and other bird like features, but keeping the head recognisable as a super 8 video camera.

What I like:
The logo is ultra-clean, simply, stylish, clear and distinct. By making it simple, having only two colours and only shape as an art element, it is easy to remember. I can imagine this design on an app on your phone. It's a bit quirky.

What I could utilise:
Flat design.

What I like:
The circle banner with text is a design that makes it clear of what the logo is, even if the design inside the banner does not represent what the company is. This logo design has a circular shape and is well balanced; this circular logo would be useful for the company as they could use it for or put on anything.

What I could utilise:
The circle banner around the outside on my design.

What I like:
This logo creates the three dimensional and immense look. It does this by looking up at the focal point and parts of the rocket slide over the circular banner and some parts inside. It uses shape well having multiple circles of different colours. This logo has both the circular banner and the curved banner at the front, which is another option I could use.

What I could utilise:
Using a low angle to make my logo look bigger and having parts of my logo (rock) inside and outside the banner.

What I like:
I like the look of having the image in a circle, I find that this is a simpler clean design whereas the other circle banners are more complicated. The logo centralised and the text around the outside.

What I could utilise:
The text in a circle shape, without a banner. Gives it a neater look.