

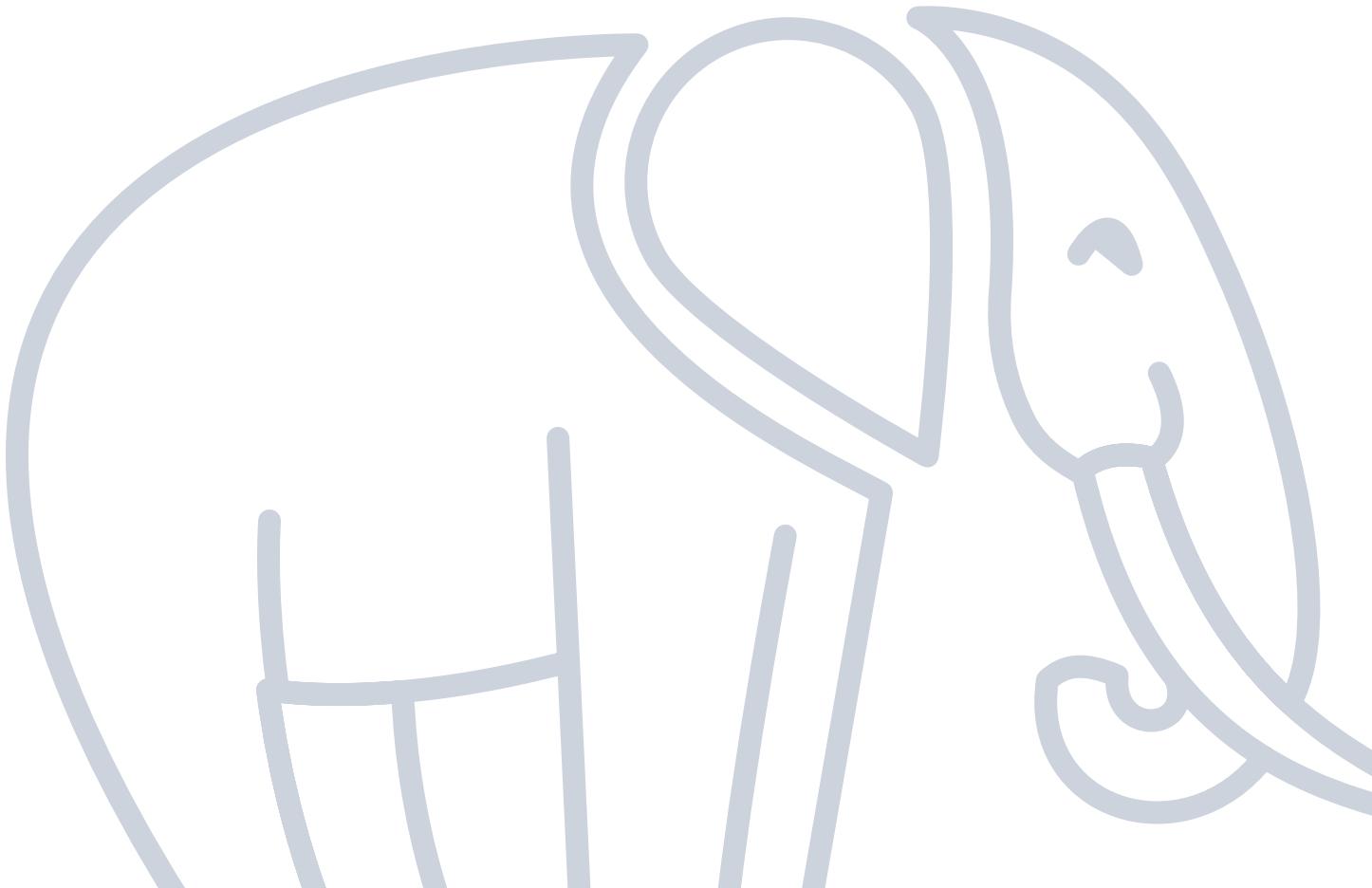
# Symbol and Logotype

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AD 206 Section 4

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# Assignment

## Objectives

- Refine visual communication through symbol and logotype design.
- Distill ideas to essential elements while maintaining communication.
- Understand the universal impact of well-developed symbols.

### Simplified Drawing:

- Identify and render only essential details.
- Explore different angles and styles in sketches.

### Abstracted Graphic:

- Simplify or distort to communicate an essential aspect.
- Move beyond obvious and cliché representations.

### Logotype:

- Manipulate letterforms to create visual illusions.
- Experiment with spacing, case, implied edges, and negative space.
- The goal is to evoke the concept rather than literally depict it.

### Combination Mark:

- Integrate the verbal logotype with the abstracted graphic symbol.
- Maintain a consistent spatial relationship (e.g., Nike + Swoosh).
- Apply color strategically to enhance meaning.
- Experiment with different techniques (solid, gradient, pattern, etc.).

# Design Statement

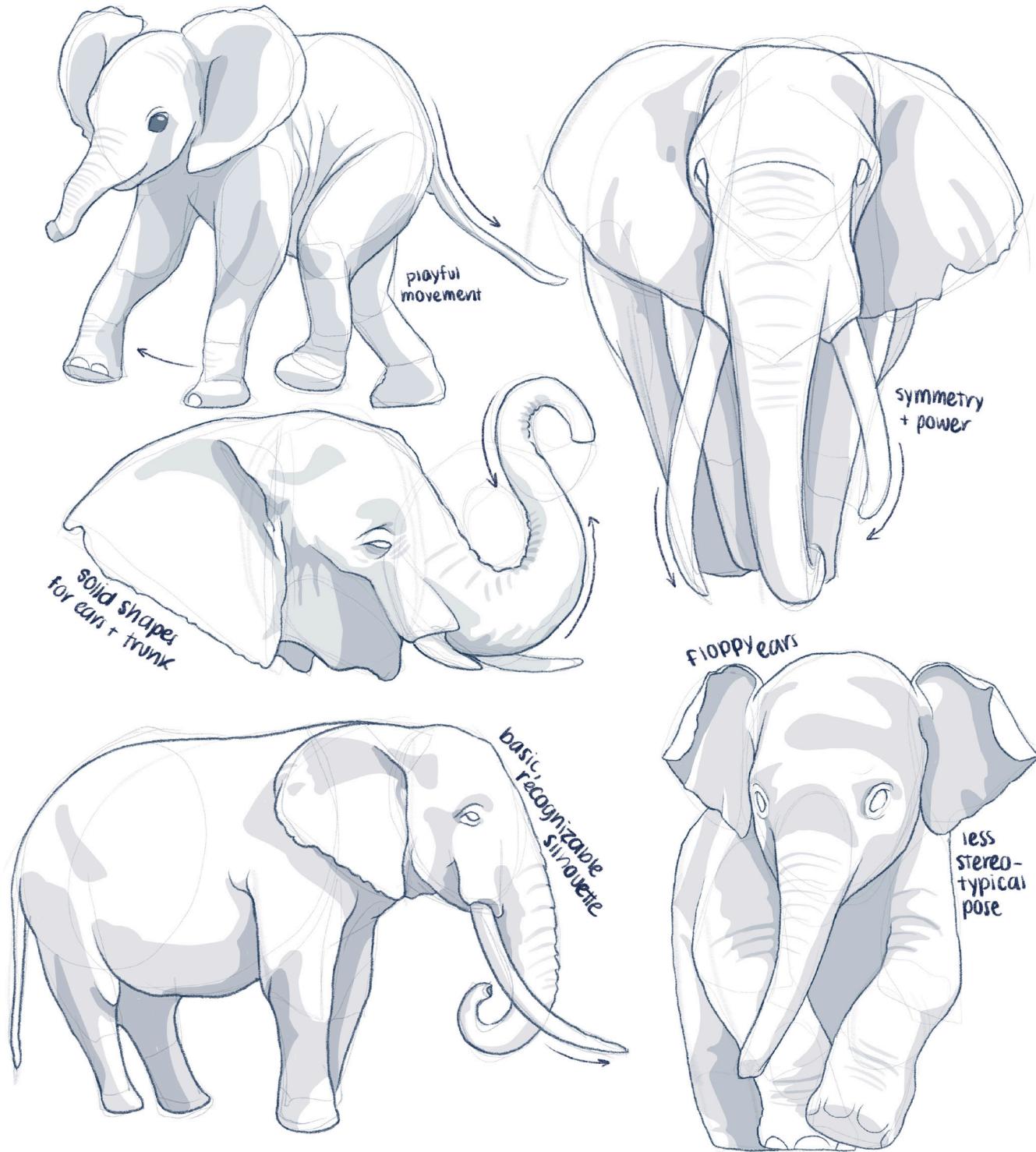
For this project, I chose the elephant as my subject and focused on distilling its form to the most essential elements while capturing its playful nature. I explored different ways to simplify the elephant's defining features, such as its trunk, ears, and tusks, while maintaining a sense of movement and personality.

Through abstraction, I experimented with shapes and negative space to create a balanced composition that felt both minimal and expressive. In the typographic portion, I considered how letterforms could echo the elephant's organic shapes, using curves and subtle modifications to reinforce the theme. By refining my sketches and adjusting the relationship between the symbol and logotype, I developed a cohesive mark that conveys both the strength and playfulness of the elephant in a clean, memorable design.

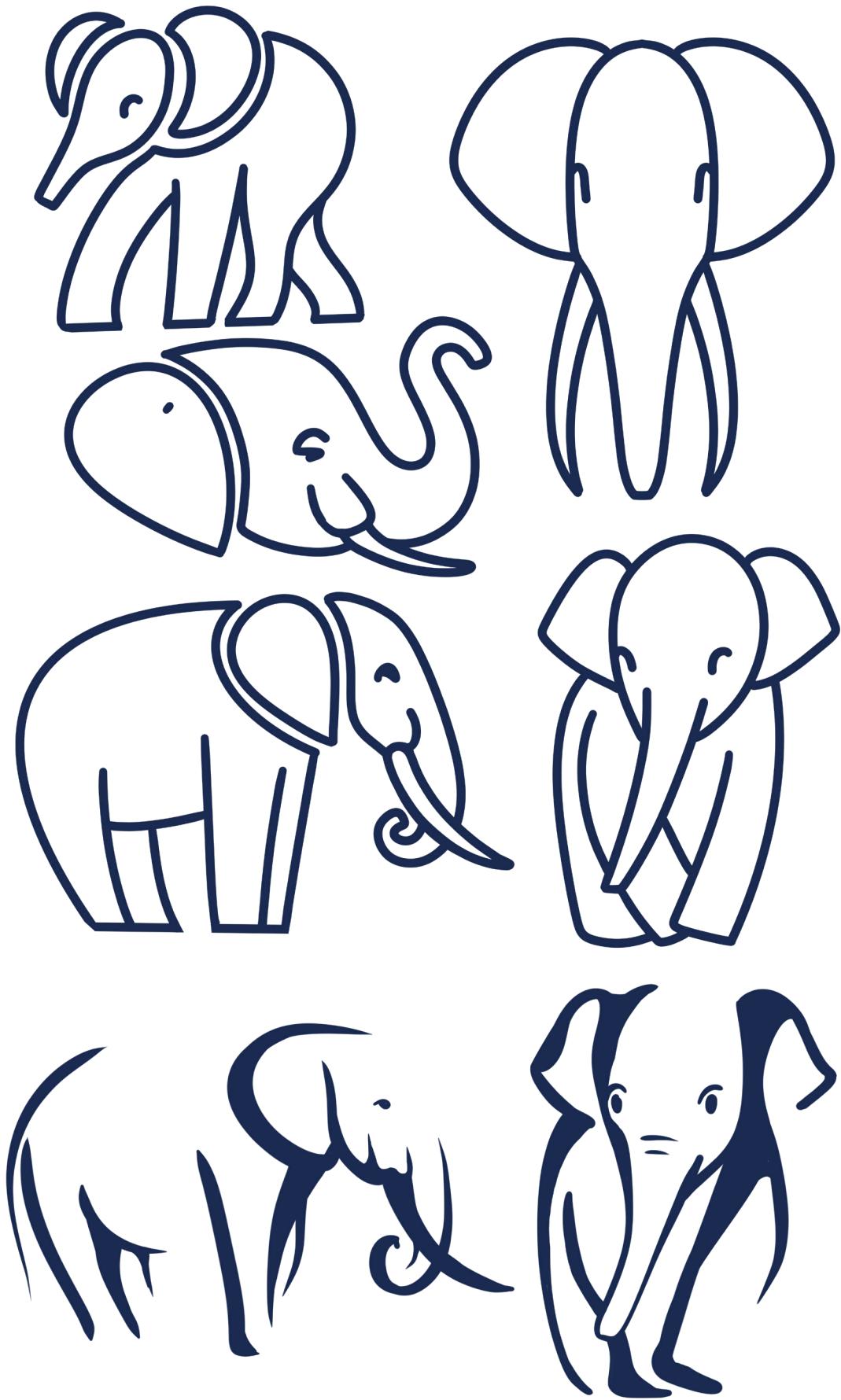
# Research

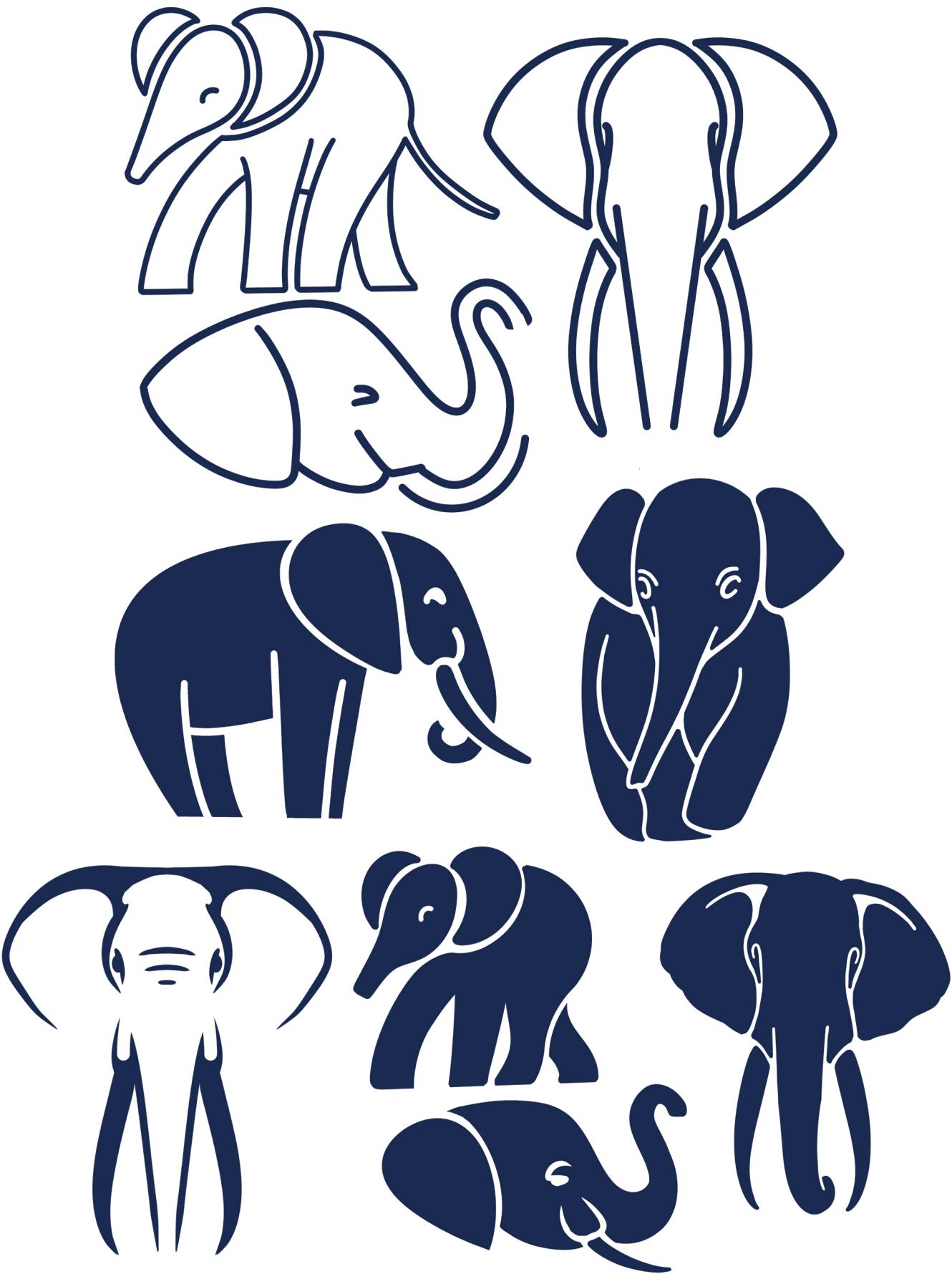


# Sketches

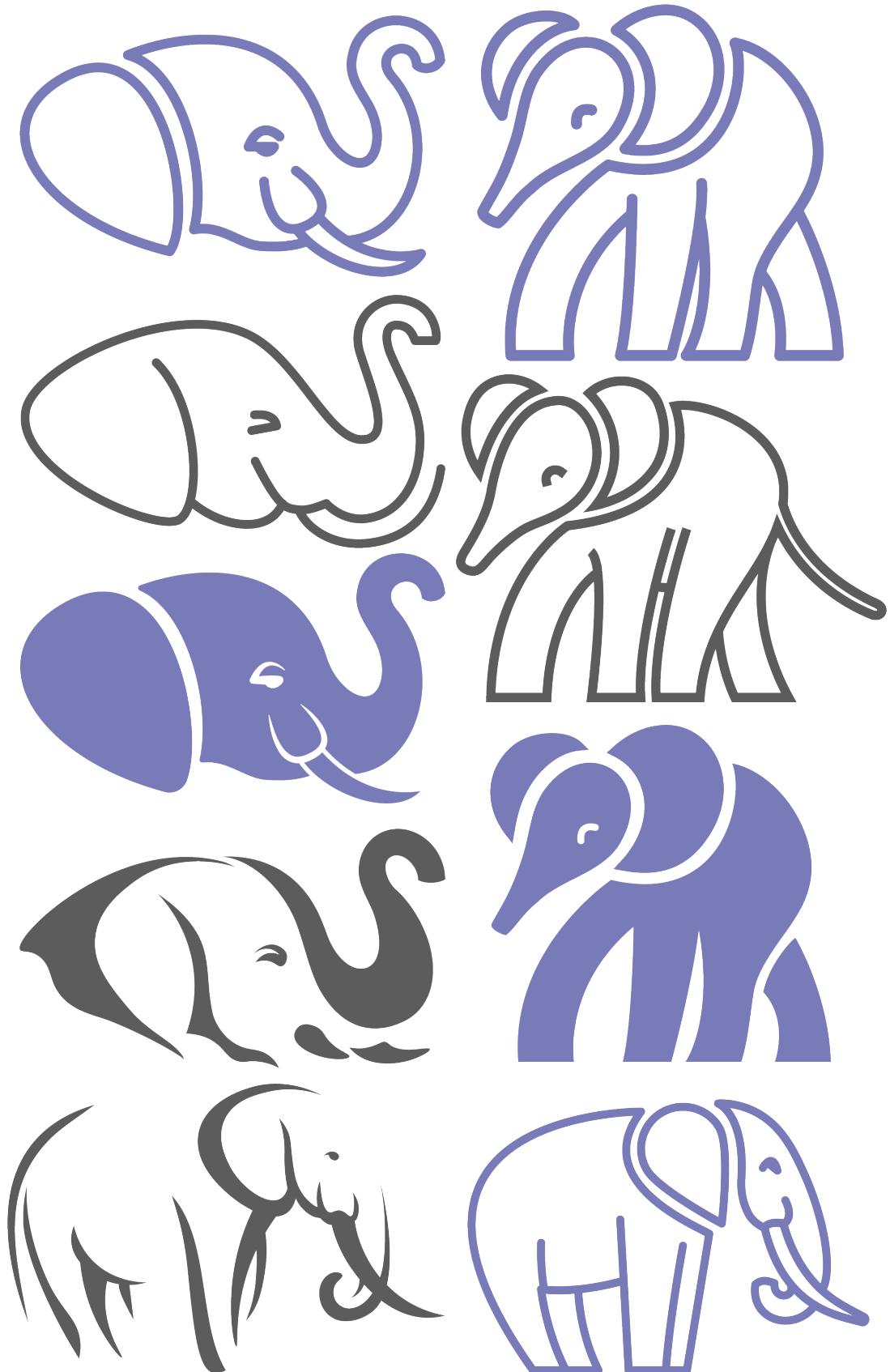


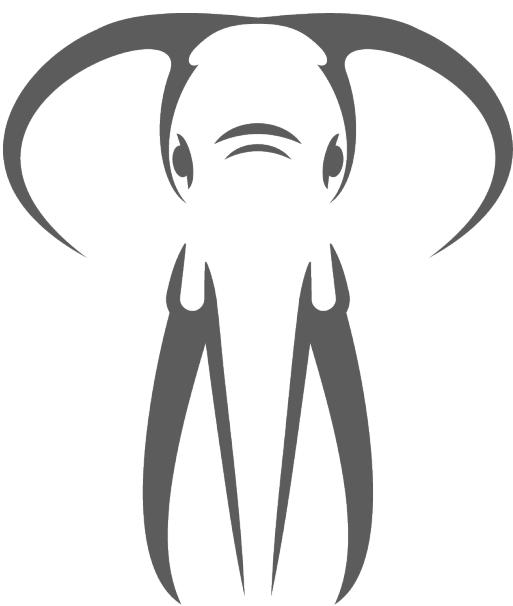
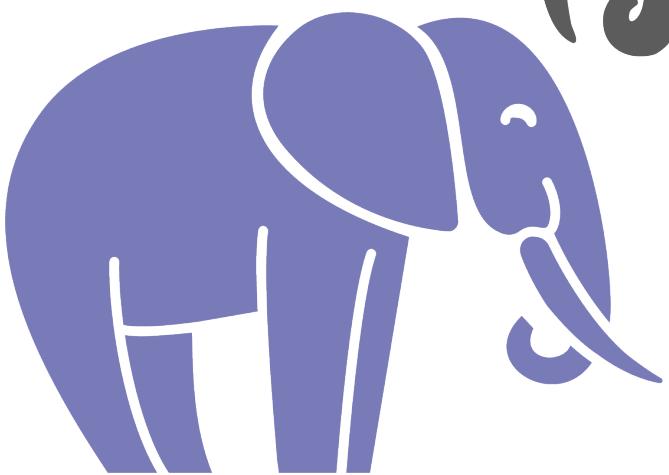
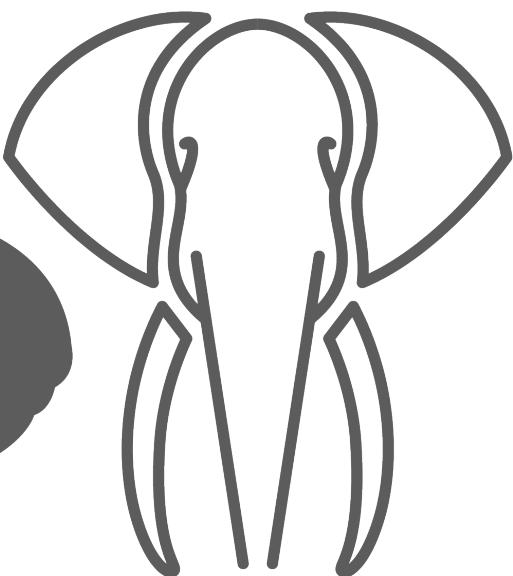
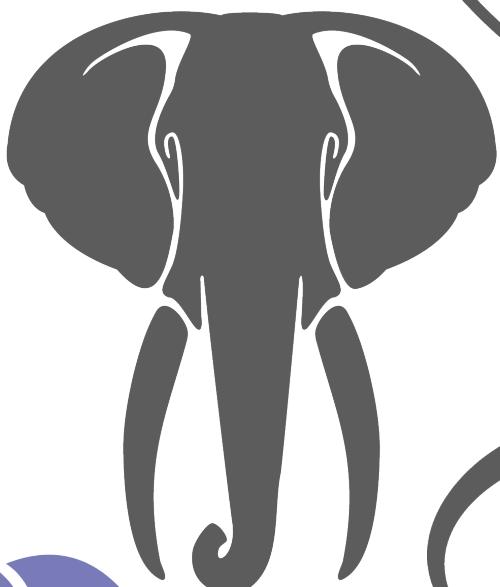
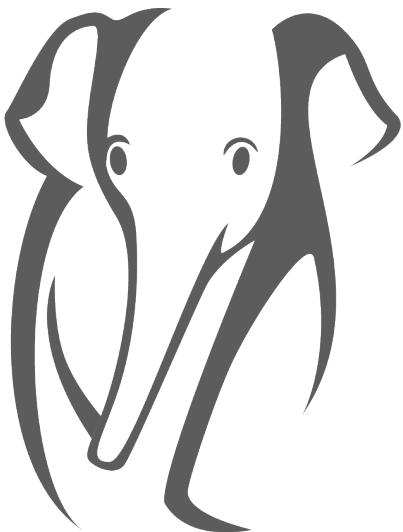
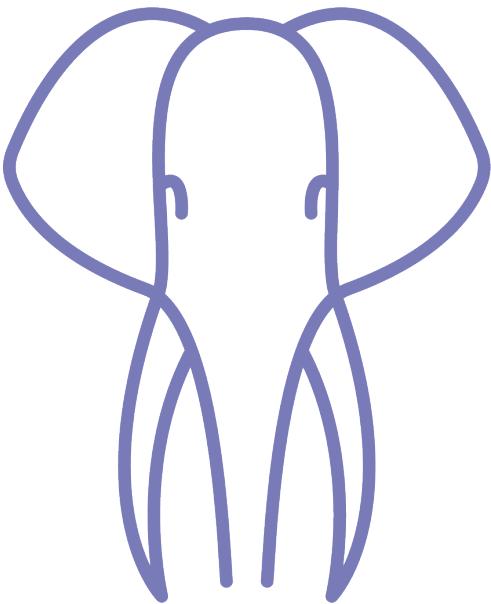
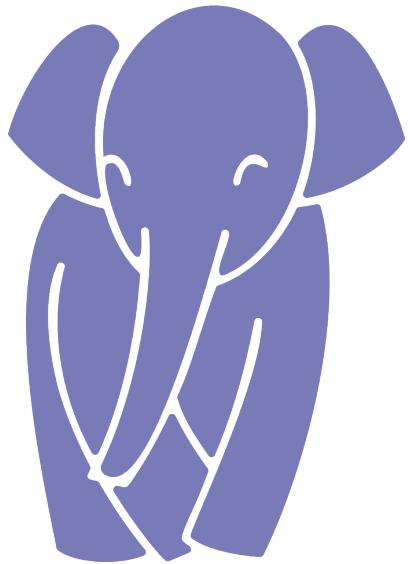
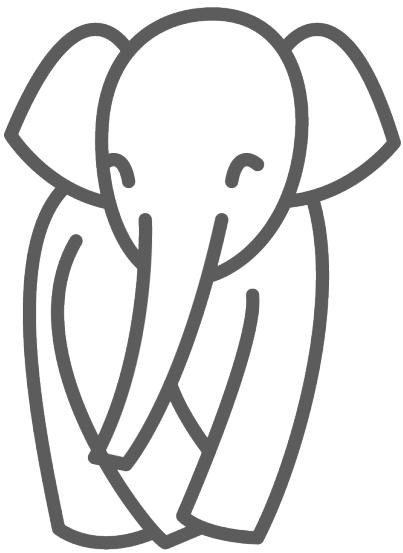
# abstractions





# illustrator



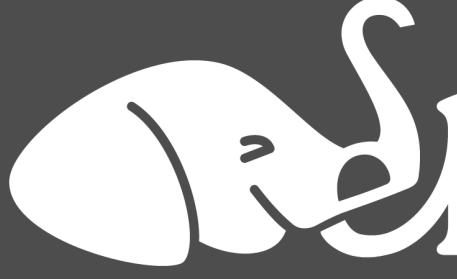


# Ideation

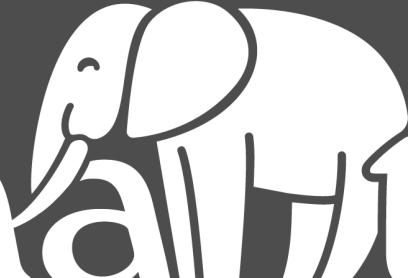




Elephant



Elephant



elephant



elephant



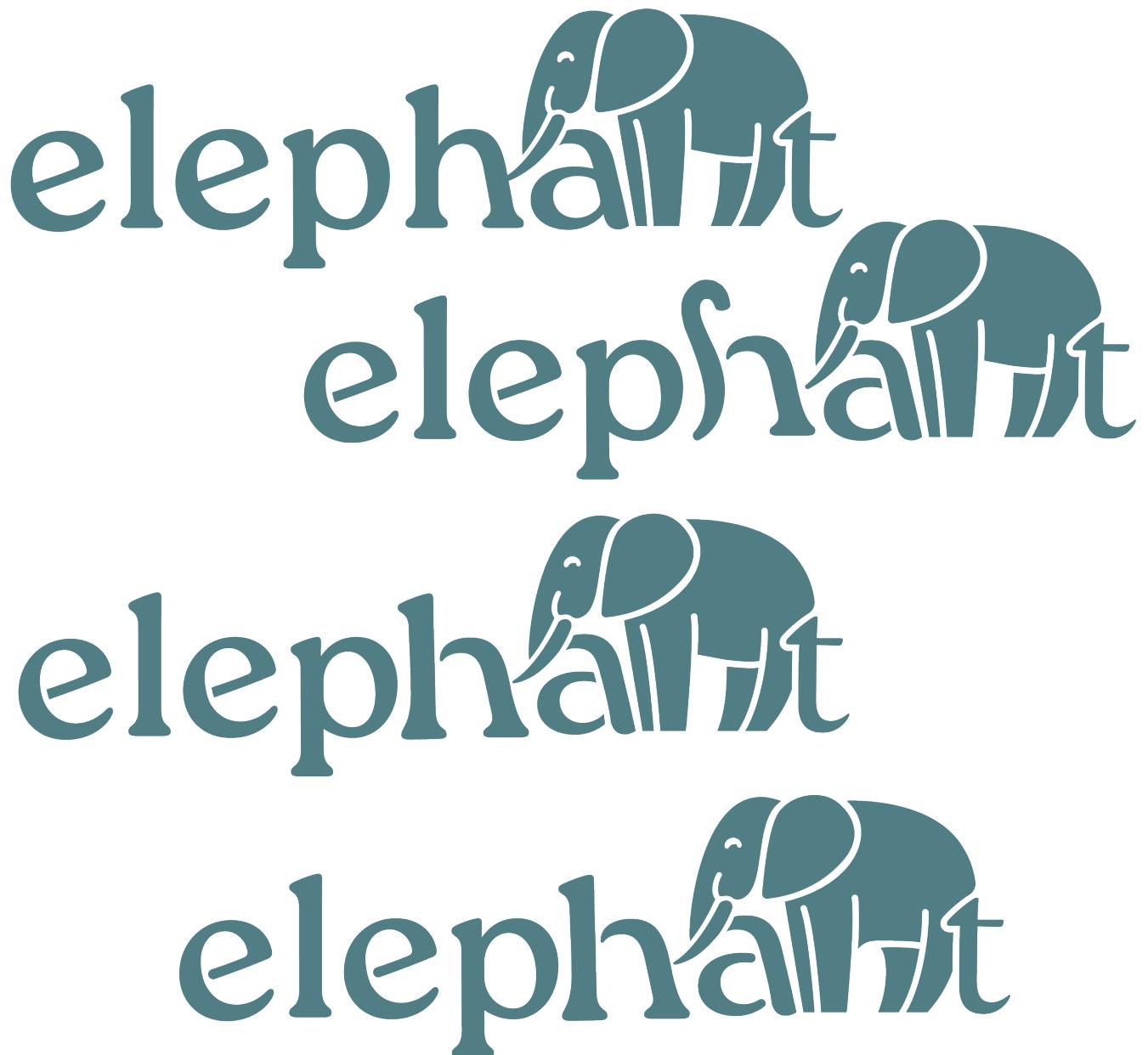
elephant

# Logotype

For my logotype my goal was to emanate a few defining traits of an elephant: the trunk, the weight, and the roundness of the animal. I matched the curves of the type with the illustration to mirror the arc of the trunk. I also rounded all of the hard edges and edited the serifs to appear similar to an elephant's foot.

elephant

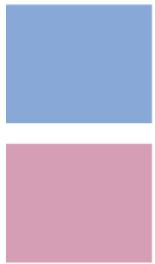




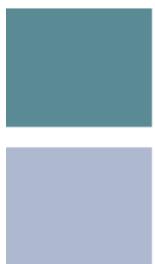
## Combination Mark

I decided on the variation of my combinatino mark using the elephant's legs as the 'n'. I went through multiple iterations, some using more elements from my logotype, some more focused on the graphic.

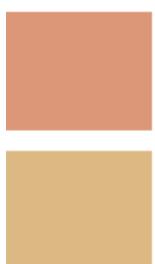
# Color Variations



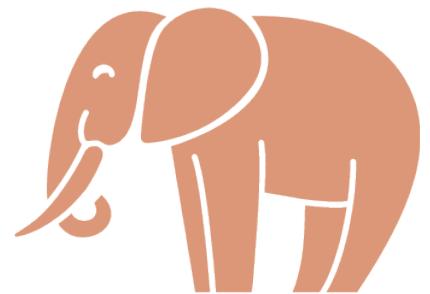
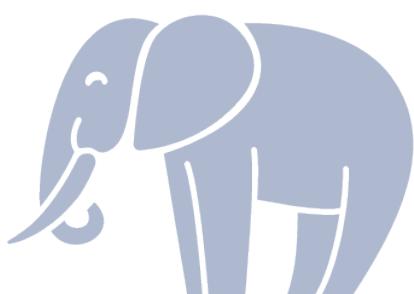
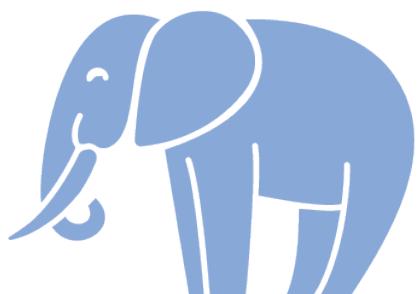
elephant

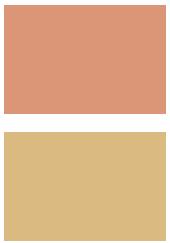
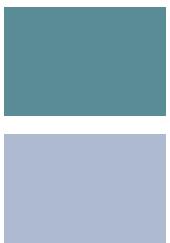
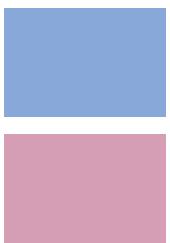


elephant



elephant





For my final design chose pastel pink and blue for the logo because these colors evoke calmness and playfulness. The light blue, in particular, helps the elephant symbol stand out, ensuring that it remains the focal point of the design without being overshadowed by the typography. This creates a balanced composition where the elephant is the primary visual element. The pastel pink and blue offer a soft, inviting aesthetic that enhances the overall design while maintaining



elephant

Final Combination Mark



elephant

Final Logotype

# mockups



# Final Statement

Throughout this project, I experimented with different ways to break down the elephant's form, focusing on its most recognizable features. My goal was to balance abstraction and clarity, ensuring that the symbol remained both visually engaging and easily identifiable. Through multiple iterations, I refined the composition by adjusting proportions, simplifying curves, and using negative space to enhance the design's readability and impact.

In the typographic portion, I sought to complement the organic shapes of the elephant by manipulating letterforms in a way that echoed its playful characteristics. I experimented with curved strokes, spacing, and subtle modifications to integrate the logo-type harmoniously with the symbol. One of the biggest challenges was ensuring that the typography did not overpower the mark but instead reinforced the overall theme. By carefully refining details, I created a cohesive design that communicates the elephant's personality while maintaining a clean and modern aesthetic.

Reflecting on the process, I learned the importance of iteration in achieving a successful design. Overall, this project helped me better understand how to create a balanced and effective visual identity through abstraction, composition, and typography.