

Symbolic Form

For your assignment, find a contemporary example that incorporates symbols or symbolic language in its design.



Auckland Council is the local government body administrating the Auckland Region, New Zealand. It was established in 2010 after the amalgamation of seven city and district councils. Auckland Council logo was designed by Jim Dean, a retired commercial artist living in Auckland. The logo is a symbol of Auckland Council and is used on various occasions for council business.

The plant is an abstract of Pohutukawa, also known as Christmas Tree in New Zealand. Pohutukawa holds a prominent place in Maori (indigenous New Zealander) mythology; and therefore, connoting Council's link to Maori community. Auckland nowadays is home to 1.66 million residents who came from almost every corner of the Globe. The stamens of the blossom connote the diverse people of Auckland who come together as one; whereas, those leaves symbolise the regions across Auckland Isthmus. Auckland is surrounded by water with the Pacific Ocean to its east and the Tasman Sea to its west. This geographical feature is represented in the logo by water waves.

The logo is concise, elegant and compelling. Its image is able to relate all residents of Auckland, while also reflects Auckland's geographical location. Its high readability, flexibility and adaptability mean it could be used in various places from letterheads to rubbish bins.

Source:

<http://ourbrand.aucklandcouncil.govt.nz/logos/auckland-council-logo/>