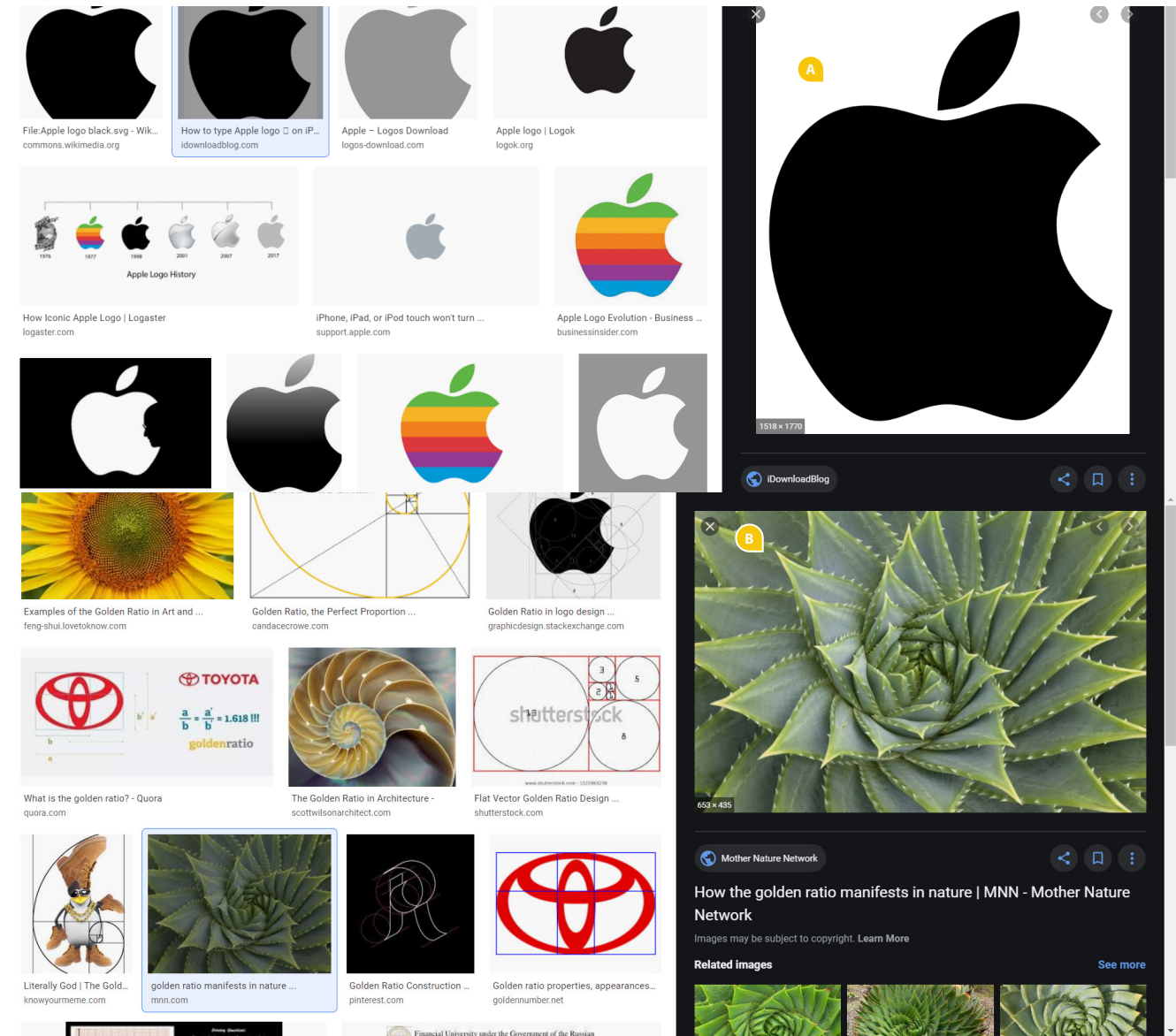


Design Principle Sheet

Golden Ratio in Nature/Logos

With the apple logo they use the golden ratio perfectly. Notice how the base or body of the apple is the biggest part of the logo and they use the top leaf as the smallest. This is using the ratio because the designer divided the top leaf by the body of the apple and it approx is .618. If you do it in reverse you can get 1.618 as the ratio

Plant in nature use the golden ratio to. This plans shows the ratio in a spiral form. With each leaf it is getting .612 times smaller than the one closer to the outside. That is why it is so photogenic. You can also take the length of 2 leafs and compare it to 2 closer to the middle to show the golden ratio.



Golden Ratio

The ratio within a design element like height and width that approximate to .618. For example you use the large section divide by the longest section and it should equal .618 roughly. You can also add 1 to make sure shapes use the ratio this is also part of the Golden Ratio.

A The thing that is tough with logos is they can change ratio if they are not vector. This apple logo image itself changed the dimensions to not have use of the golden ratio. This particular image actually has the ratio at about .85 and not the .618. This is because the person with this picture stretched out the apple logo.

B This plant itself does show the ratio but with nature you can never have this consistent ratio in all living things. With trees that grow natural without human interference usually don't have the golden ratio. Different species have different ratios due to adaptations and other variables. Small plants like the one shown usually are better with a ratio close to .618 but pretty much anything else will be a little to very off.