PR 488: INTRO TO VISUAL COMMUNICATION

# THE ART OF LOGOS

## LOGOS, IN A NUTSHELL

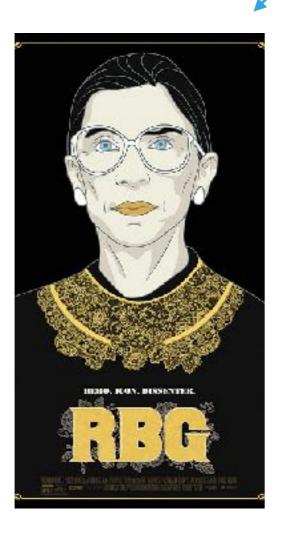
- ▶ Are a visual mark/representation of your company.
- Should be somewhat memorable so that when it's seen, people immediately associate it with your company.
- Should be able to be rendered in all sorts of conditions, hospitable or not:
  - Tiny sizes to large sizes (even on billboards)
  - Different mediums (from paper to embroidery to even buildings and floors)
  - Color and black and white and grayscale

## THINGS TO THINK ABOUT WHEN CREATING A LOGO

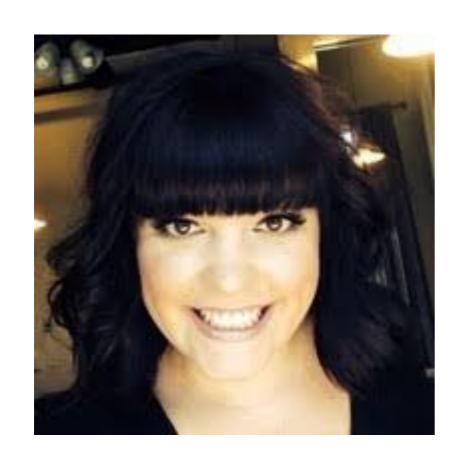
#### Photographs rarely make a good logo.

- There's too much detail in a photograph. This can hinder blowing it up for large-scale use, or using it for tiny purposes. It can also be difficult to replicate for certain mediums.
- Your inspiration can come from a photograph, but you should keep it simple and either create a line art version, or take certain distinguishing elements and work with that, like a distinctive hairstyle or eyeglasses or a piece of a landscape?











## THINGS TO THINK ABOUT WHEN CREATING A LOGO

#### Simplicity is your friend.

- Simple shapes can go a long way, especially if you feel like you're not good at drawing.
- A mixture of shapes and letters/words and make your logo visually interesting and still not be terribly difficult to execute.



## SAUL BASS

## PAUL RAND





# THESE ARE SOME OF SAUL BASS' MOST FAMOUS LOGOS.



























































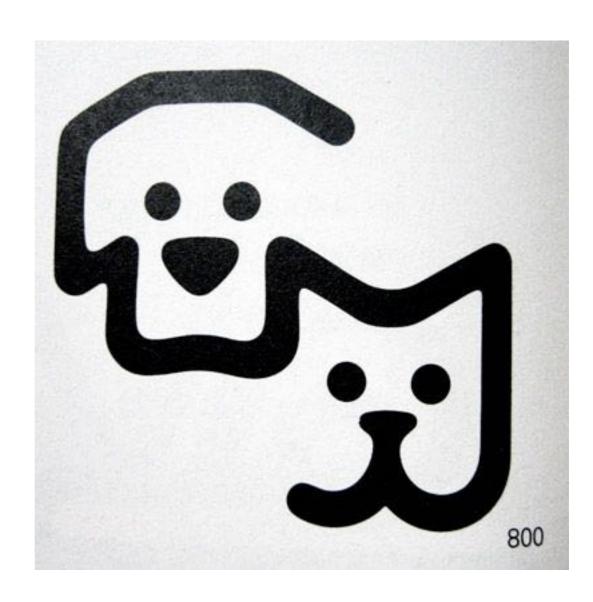


## THESE ARE SOME OF PAUL RAND'S MOST FAMOUS LOGOS.









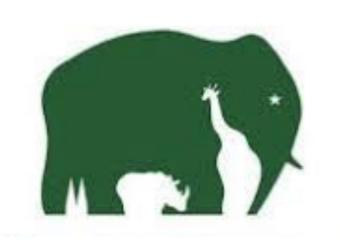
## THINGS TO THINK ABOUT WHEN CREATING A LOGO

### Play with the concept of positive and negative space.

- Sometimes it is the absence of something that draws someone's eye to something.
- These can be among the most fun and interesting logos you can create, and you can convey hidden meaning if you wish.















"The difference between copying and stealing in this case is not one of intellectual property rights. It's not about taking someone else's idea and pretending it's yours. If you copy someone else's type choice or technique without thinking, you'll be using something that worked for them in their circumstances. By stealing an approach, you are making it your own. You'll have to ascertain why it worked for the originator, and how it can work for you, adapting and moulding the approach as necessary, completely changing the context if necessary."

- Richard Rutter, author and typographer