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graphic and media design
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Quote for visual identity for Cosic

Package #1 — 1300€ excl. V.A.T.
– static logo
– business cards
– letterheads Word, LaTeX

Package #2 — 3120€ excl. V.A.T.
– generative logo Word, LaTeX
– static logo offset, other formats
– business cards
– letterheads Word, LaTeX

Extension — 1430€ excl. V.A.T.
– PowerPoint templates
– website CSS (for one website)

A generative visual identity

cryptography, hash, public/private, privacy, anonymity, trust, theory, discrete mathematics, algorithms, international

Cosic's field of action is quite large, from public cryptography to embedded devices, not to forget social networks and privacy. A logo is a synthetic image and can only express a limited number of ideas. What we would like to reveal in the Cosic identity are discrete mathematics and the uniqueness of an identifier (uid, hash…).

Although the first proposed package is cheaper for it won't involve any programming skills, we are much more excited by the second option where we could be much more creative. Generative design is not a medium we always strive for, we recommend it only when it is meaningful. We think it would really fit your field of research as it takes advantage of the discrete and generative nature of cryptographic algorithms. Reflecting those algorithms would create a rich and original visual identity system. We are also quite interested, in a broader concern, about a design revealing its own machinery, giving some clues about its construction. It is, we think, necessary in the case of generative design not to be blinded by a technological pirouette. Moreover, since the letterheads are not pre-printed, we can make LaTeX (and Word if necessary) templates with a logo which would be different everytime. Such a feature would accentuate the fact that this logo would be a program and not just an image.

One might be afraid that the identity is not recognizable for it is generated, but generative design doesn't end up in several identities: every produced design is part of a set, a system, which *makes* the identity (see examples of variable/generative identities on the annexe page).

Extension package

The extension can be added to any of the two packages. We understand that you cannot always use your own PowerPoint templates, but in the few cases that you are allowed to, it would be great to have your own. Also, in the field of science, slides presentation seem to be a much more present media than a letterhead or a business card. The public would associate your research and results to your identity much more easily. That's why we think it's important that you display your identity through these.

As for the website design we talked about during our meeting, it would only include CSS stylesheets as you said the structure could change from time to time. It is not so clear to us which website we are talking about, we found several URLs:
- http://www.esat.kuleuven.be/cosic/
- https://www.cosic.esat.kuleuven.be
- https://www.cosic.esat.kuleuven.be/course/index.shtml

Collaboration

We would like to work on this project with the design collective we belong too, Open Source Publishing (http://osp.constantvzw.org), for they would be as excited as we are about this project. Moreover, if we choose the generative design package, it would be much easier/faster to do it with them as one of the member is a Scribus developer (a *free* DTP software), and another member is part of the ConTeXt board (another flavor of TeX).

Examples of variable or generative visual identities

Google
http://www.google.com/logos/
various authors
A logo you might have seen somewhere…
Although it is not generative, it had
numerous versions (called "doodles"),
commemorating
or celebrating special events. What makes
the logo always recognizable, throughout
its variations, is the typeface and/or
the colors.

30/08/1998 — Burning Festival,
very first doodle

04/01/2006 — Louis Braille

17/03/2000 — Saint Patrick's Day


28/01/2008 — 50 years of LEGO

Monadnock architects
http://www.monadnock.nl/
design by Catalog Tree and Lutz Issler
Logo for Rotterdam-based architects
Monadnock. With each save, export or
print command, the logo is automatically
generated from a postscript file. The
generated shape seems to be one step of
a morphing between the different letters
of the studio name (A, C, D, O, K, N, M).
The symbol created always goes along the
full name of the studio, which makes
the logo easily recognizable. The reader
then associates those chromosome-like
shapes with the name.
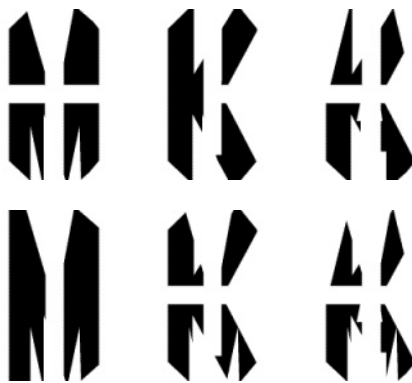
Festival MakeArt 2010
http://makeart.goto10.org/
design by Lafkon
Visual identity for the free/*libre* media
art festival Make Art. A set of fonts and
of shapes have been chosen by the
designers. The different elements can
change their place, their font… The
constant elements here are the colors,
the aesthetic of the shapes, the
duplication/movement effect and the
main zones of layout (top: generated
composition, bottom: main information,
middle: an oblique line separating the two
parts). Note that the "MAKE ART" logo
typeface changes but stays at the
same place.