

LOG@TYPE

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Introductin

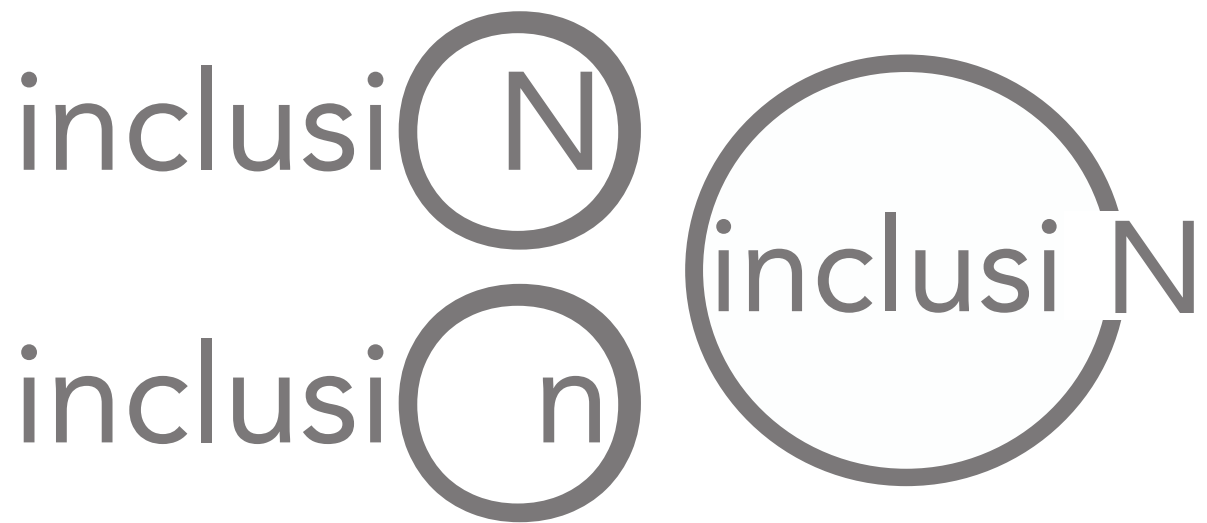
This project had us design a logotype from an assigned word, which was drawn at random. Our logotype could only be made up of the letterforms that make up the word and nothing else. We had to manipulate the letters to portray the meaning of the word.

The word I was assigned is inclusion. By definition inclusion means the action or state of including or of being included within a group or structure. To portray this meaning I wanted to make one of the letters look singled out and have the rest of the letters look like they are including it. I decided to single out the letter n, enlarge the o, and place the n inside of the o to make it look like it was being included. I also made the n lowercase and the rest of the word uppercase to emphasize that the n was different and felt left out, and was being included. I think this idea works well and portrays the meaning perfectly. I really like how the rest of the word appears to be making an effort to include the n.

I decided to go with a sans serif because I wanted this logo to look simple and clean in order to have no distractions from the meaning I was trying to get across. In the color version I chose to make the n yellow because I wanted it to stand out, so I used a bright color.

This project taught me how as a designer it is really important to not only interpret text as written information, but as an image that you can use to convey a message.

Preliminary Sketches



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