

Vortex
Logo development

by Ummocrono

01_Vortexlogo_last-version.eps

VORTEX



02_Vortexlogo_original.jpg

VORTEX

Brief:

Re-design of logotype while maintaining central idea (vortex in “O”)

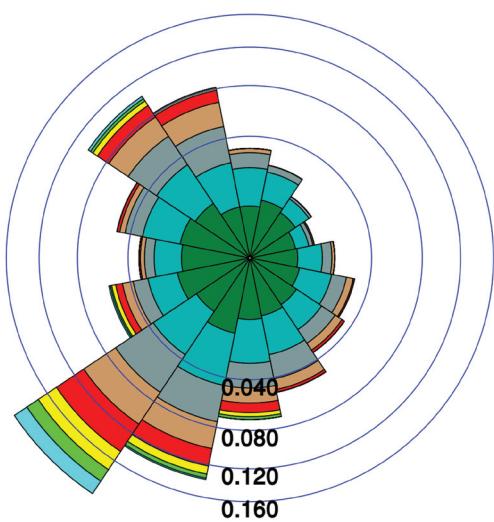
Solution:

After researching the sector we found that one of the key actors on the market use a very similar idea in their logo and we therefore suggested a new approach – moving away from the altered ‘O’ and establishing a logo separate from the wordmark.

The company offers a web-based wind modelling service and key aspects are precision, accuracy and speed. We wanted the new logo to reflect this. Wind power is a maturing sector visually dominated by identities that emphasise the environmental aspects of renewable energy. While conforming to a conventional colour scheme, we introduced a more contemporary visual language to position Vortex as a technology-driven company.

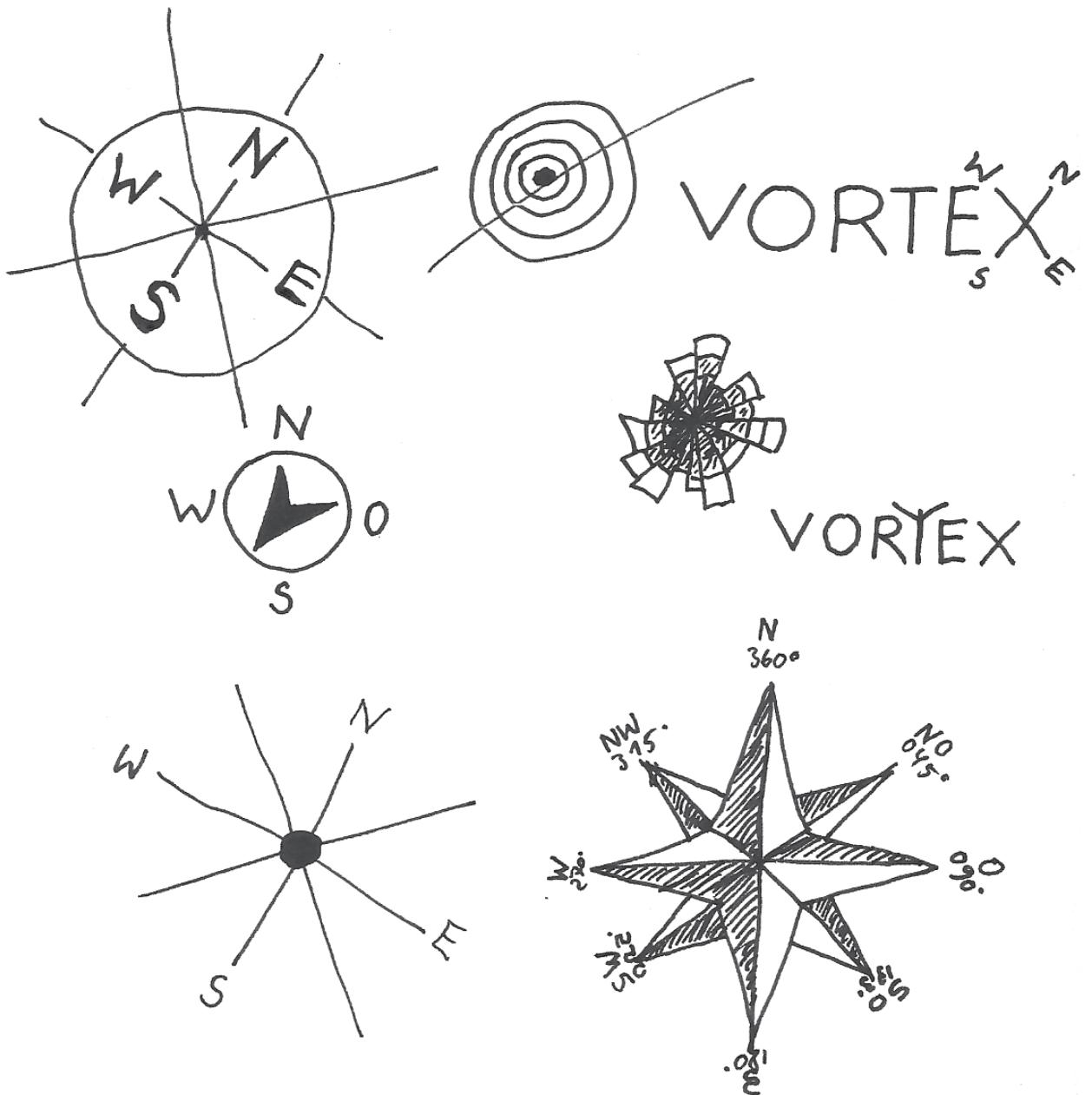


03_research.jpg



04_research.jpg

The two references at the heart of our solution: a vortex and a wind-rose.



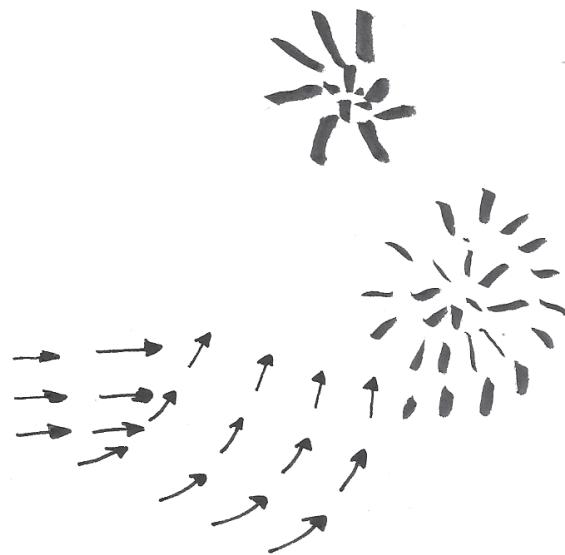
05_drawing_Vortex.tif

Logo explorations

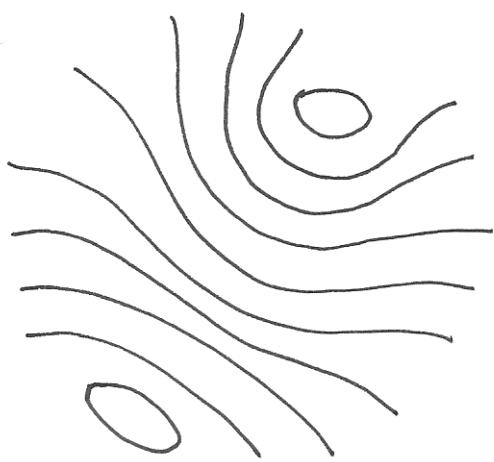
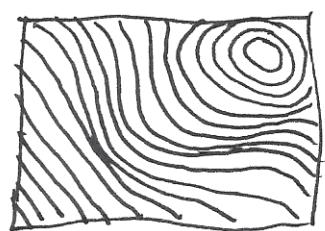
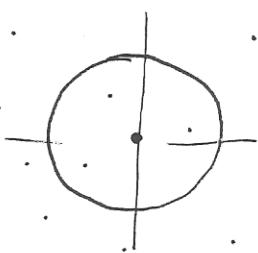
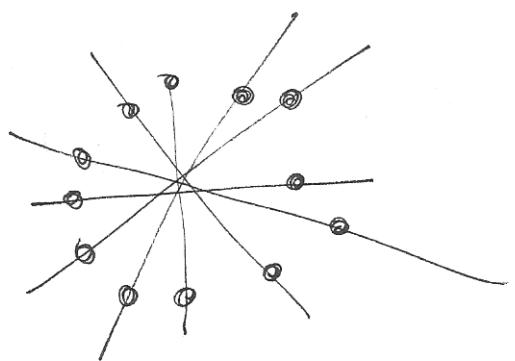
Looking into the visual language of wind measuring, and abstracting the shape of vortices.



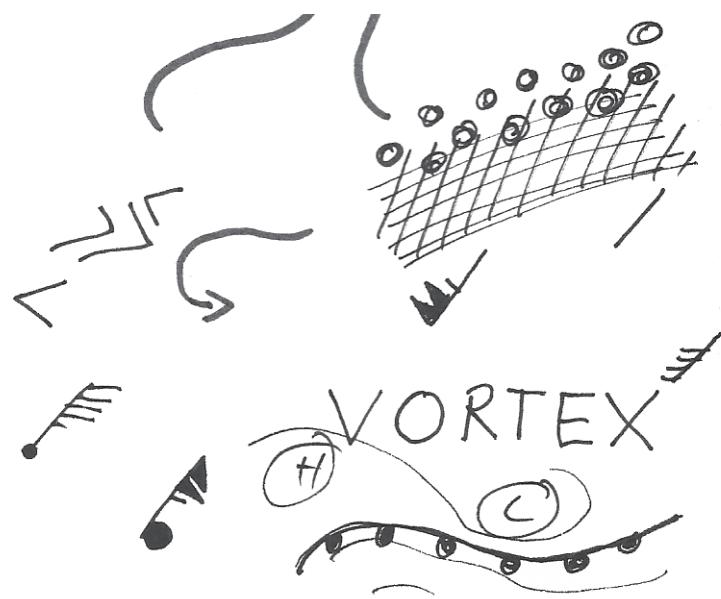
06_drawing_Vortex.tif



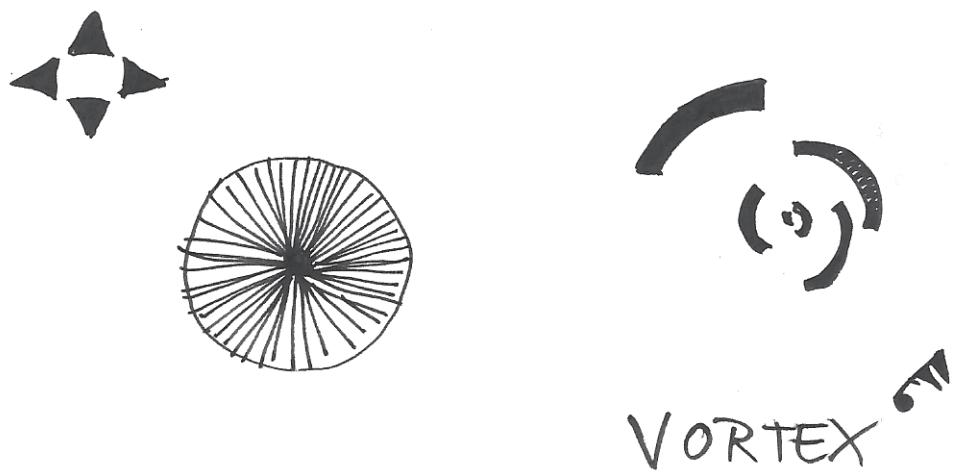
07_drawing_Vortex.tif



08_drawing_Vortex.tif



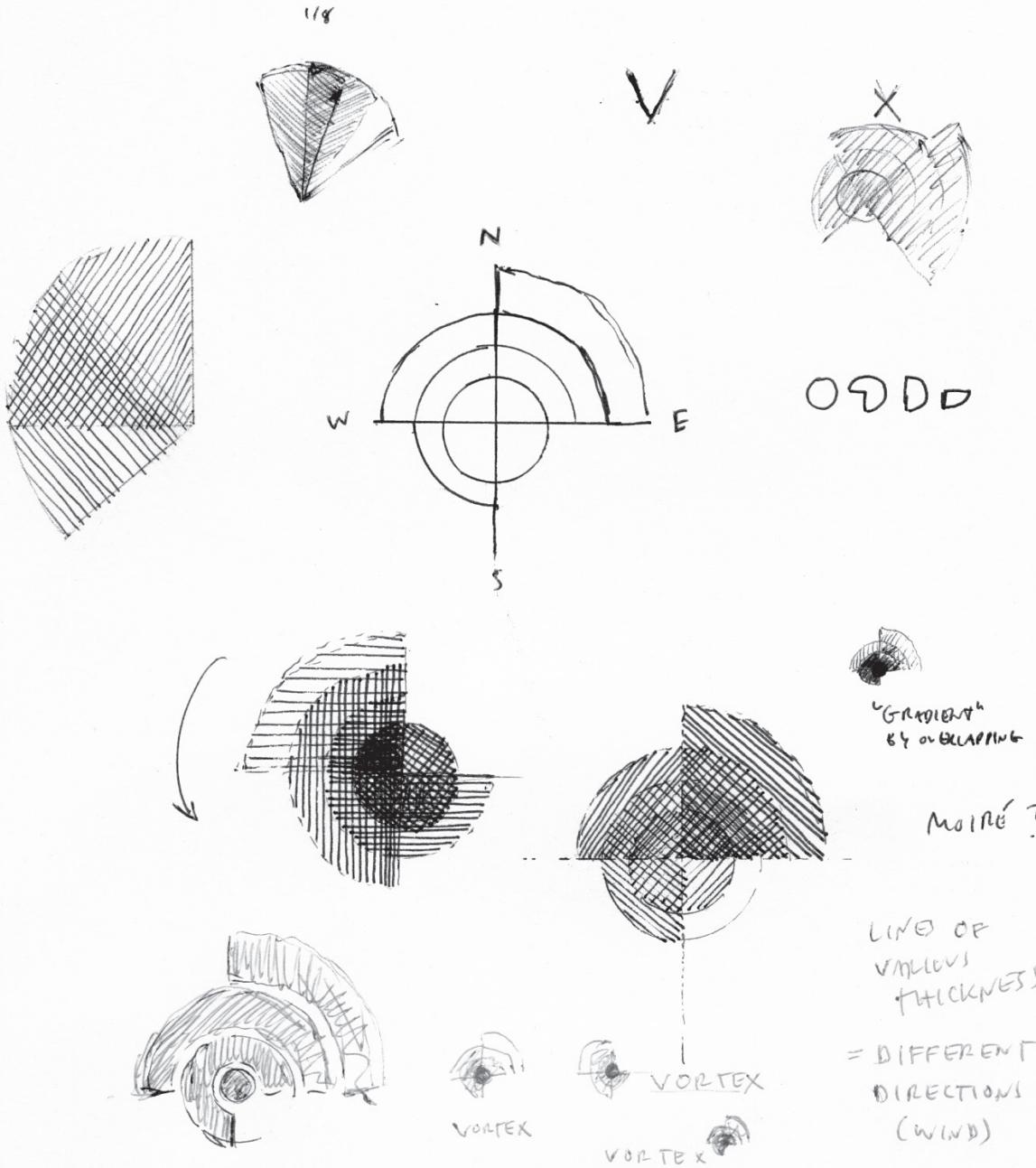
09_drawing_Vortex.tif



10_drawing_Vortex.tif



11_drawing_Vortex.tif

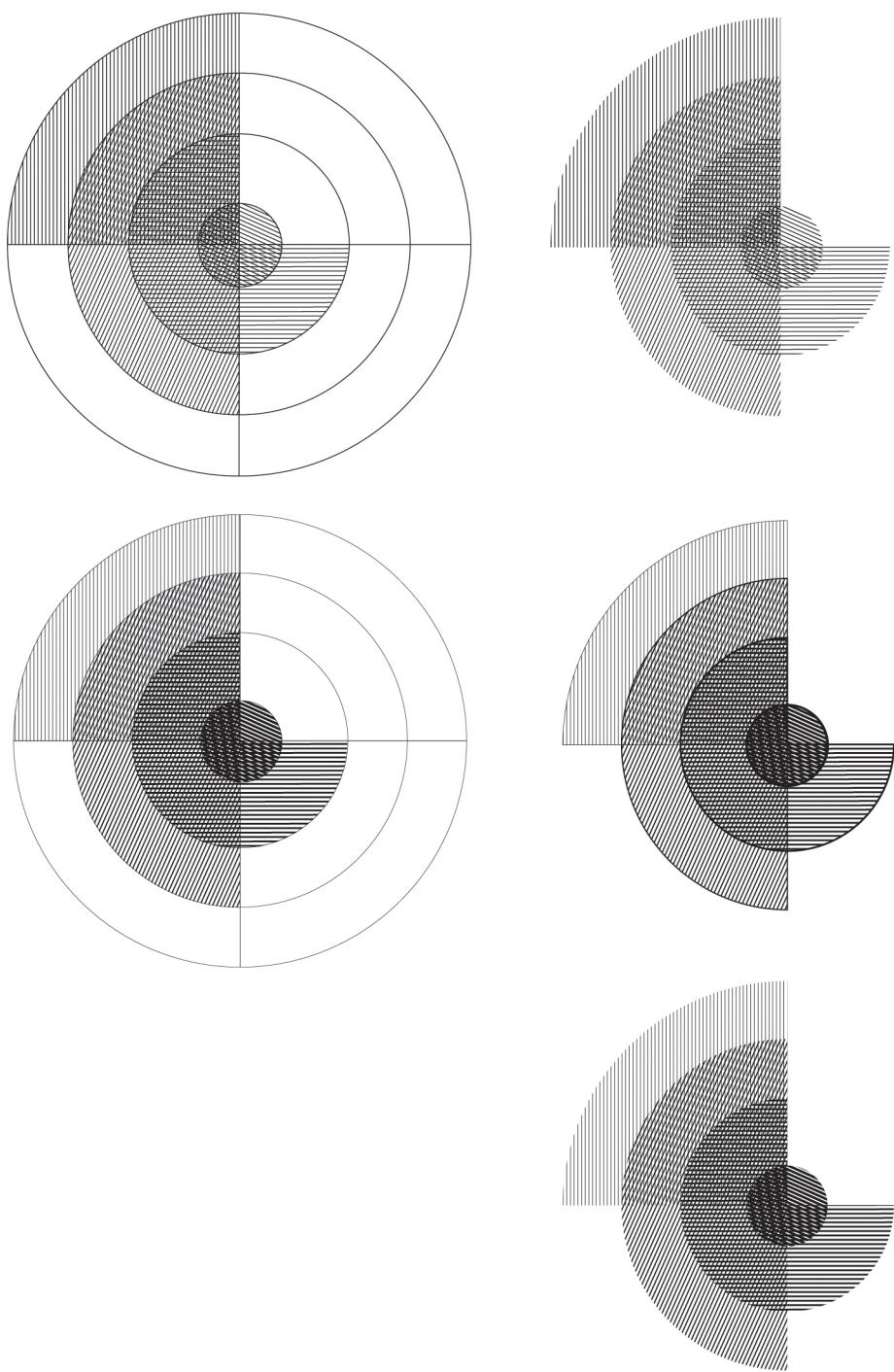


12_drawing_Vortex.tif

(Last page of sketches)

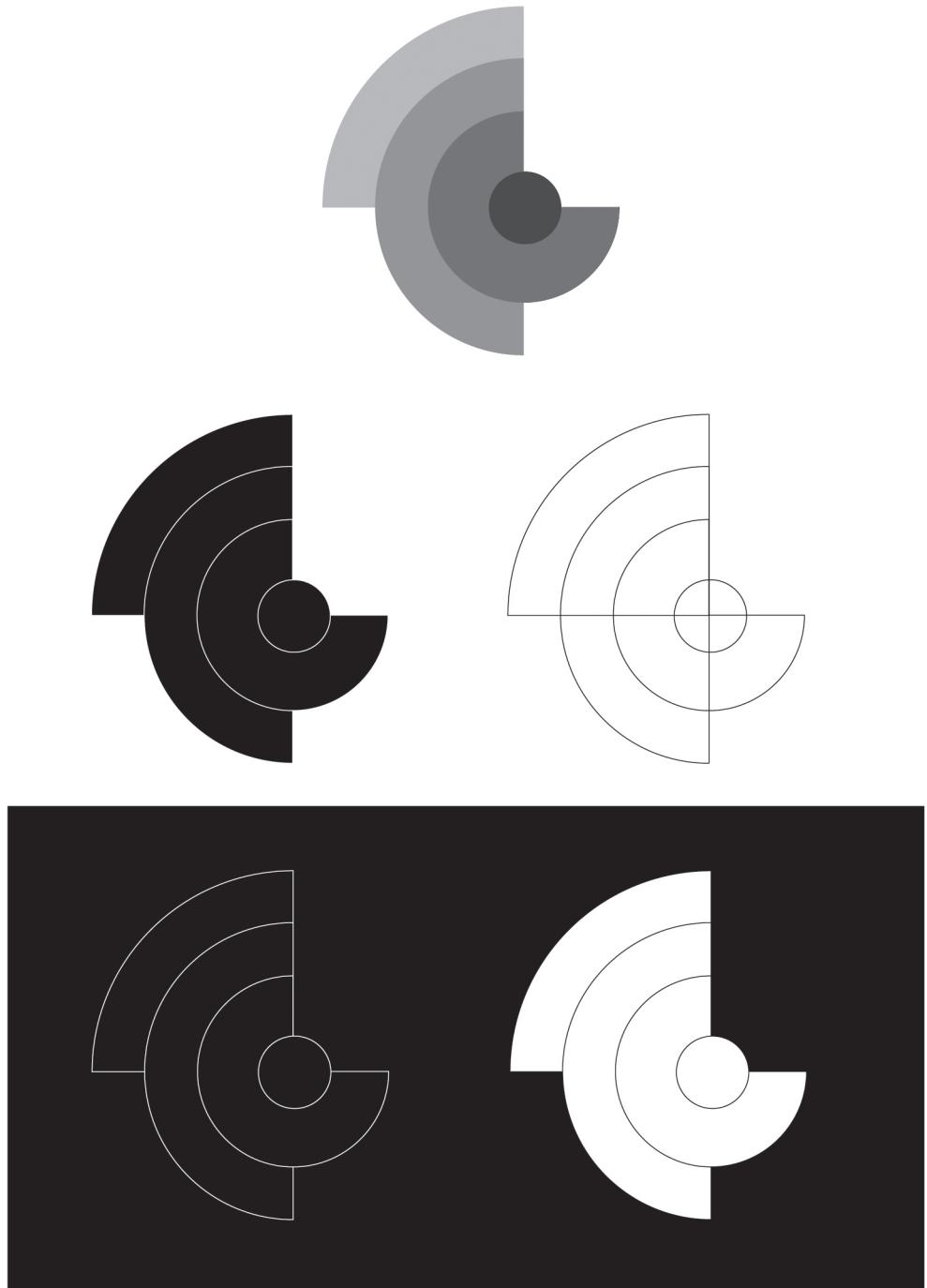
We looked for a symbol that easily could be recognised without being a literal translation of neither a vortex nor a wind-rose.

The idea of wind directions was introduced by means of interfering planes of lines.



13_construction_logo_vortex.jpg

The moiré-pattern turned out to be too complex, too difficult to scale and not easily manageable.



14_construction_logo_vortex.jpg

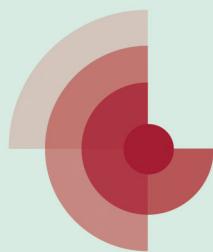
We turned to a flat image, constructed from solid fields, but the result felt too static.



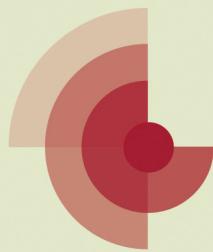
VORTEX



VORTEX



VORTEX



15_construction_logo_vortex.jpg

VORTEX
VORTEX

→ Gotham Book Regular

VORTEX
VORTEX

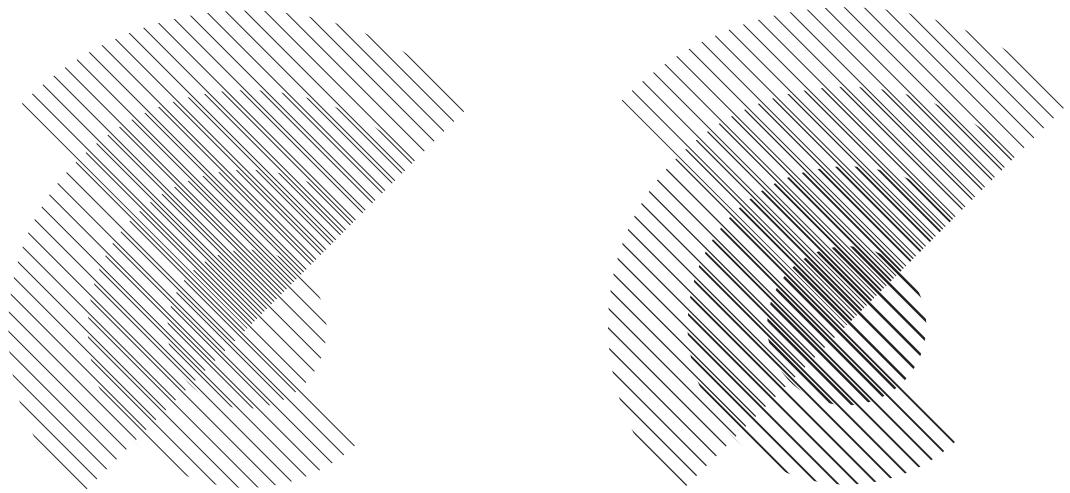
→ Caecilia Roman,
Small Caps

→ Apex Serif Book
Small Caps

16_Logo_typo_vortex.jpg

Typography

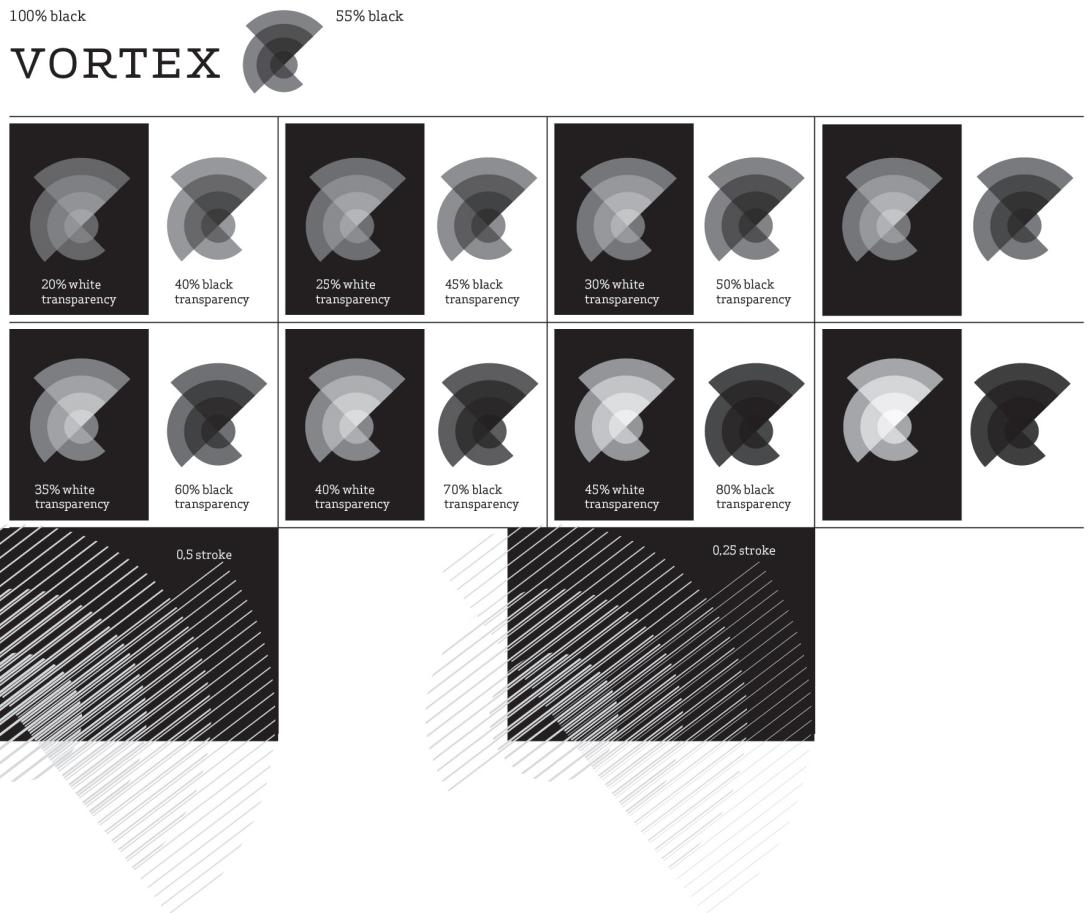
During the first stages of the process, we set Vortex in Gotham. We wanted the type treatment to reflect the structure of wind turbines; tall, slender, elegant and functional. As the logotype developed, we felt this was better expressed by a constructed serif and our choice fell on Apex Serif.



17_Logo_construction_vortex.eps

Lines in same plane, different stroke weights.

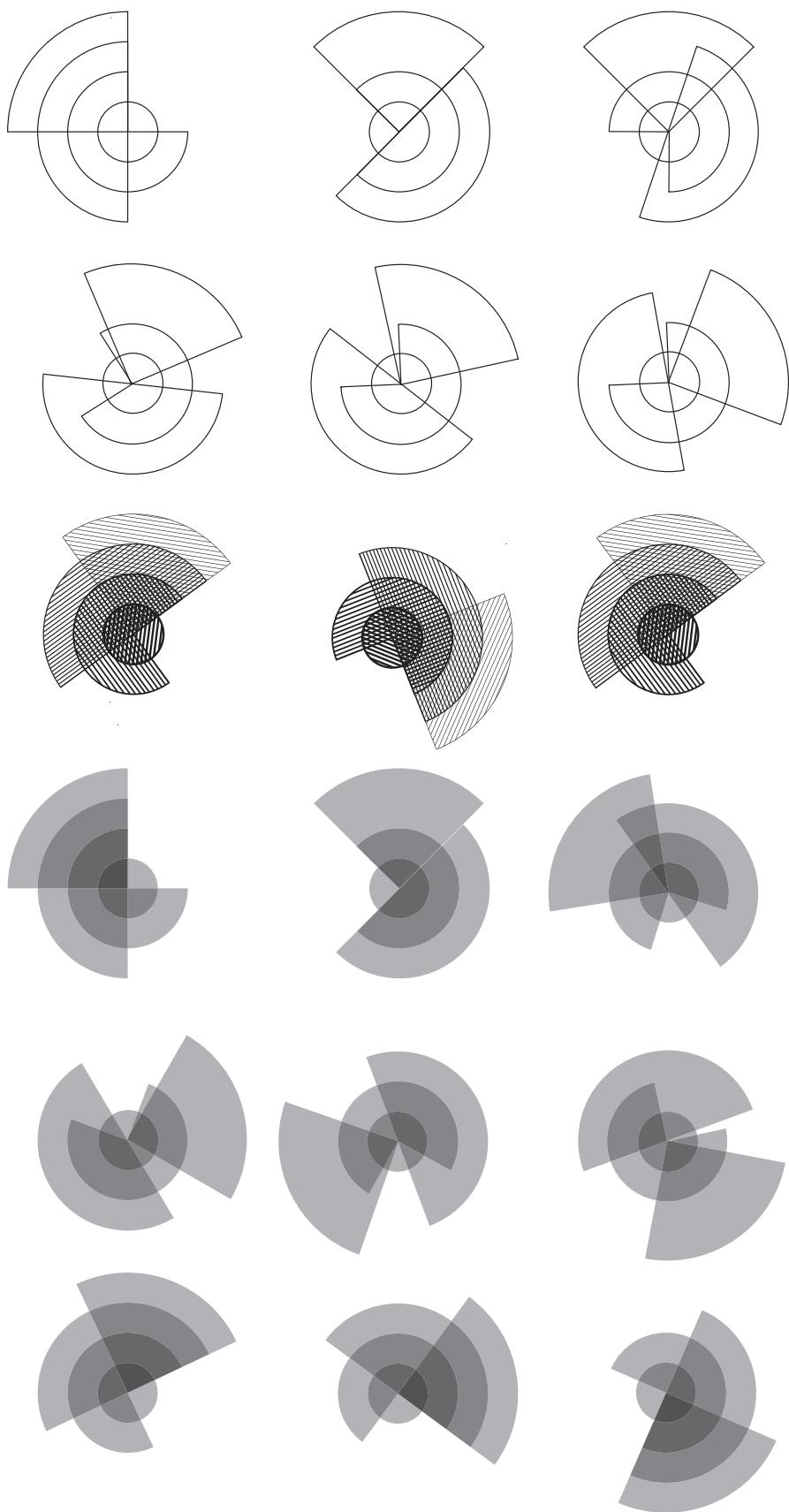
By turning the logo 45 degrees, the logo suddenly felt a lot more dynamic. This made us look closer at the possibility of treating the logo as an animated object.



18_transparency_test_vortex.jpg

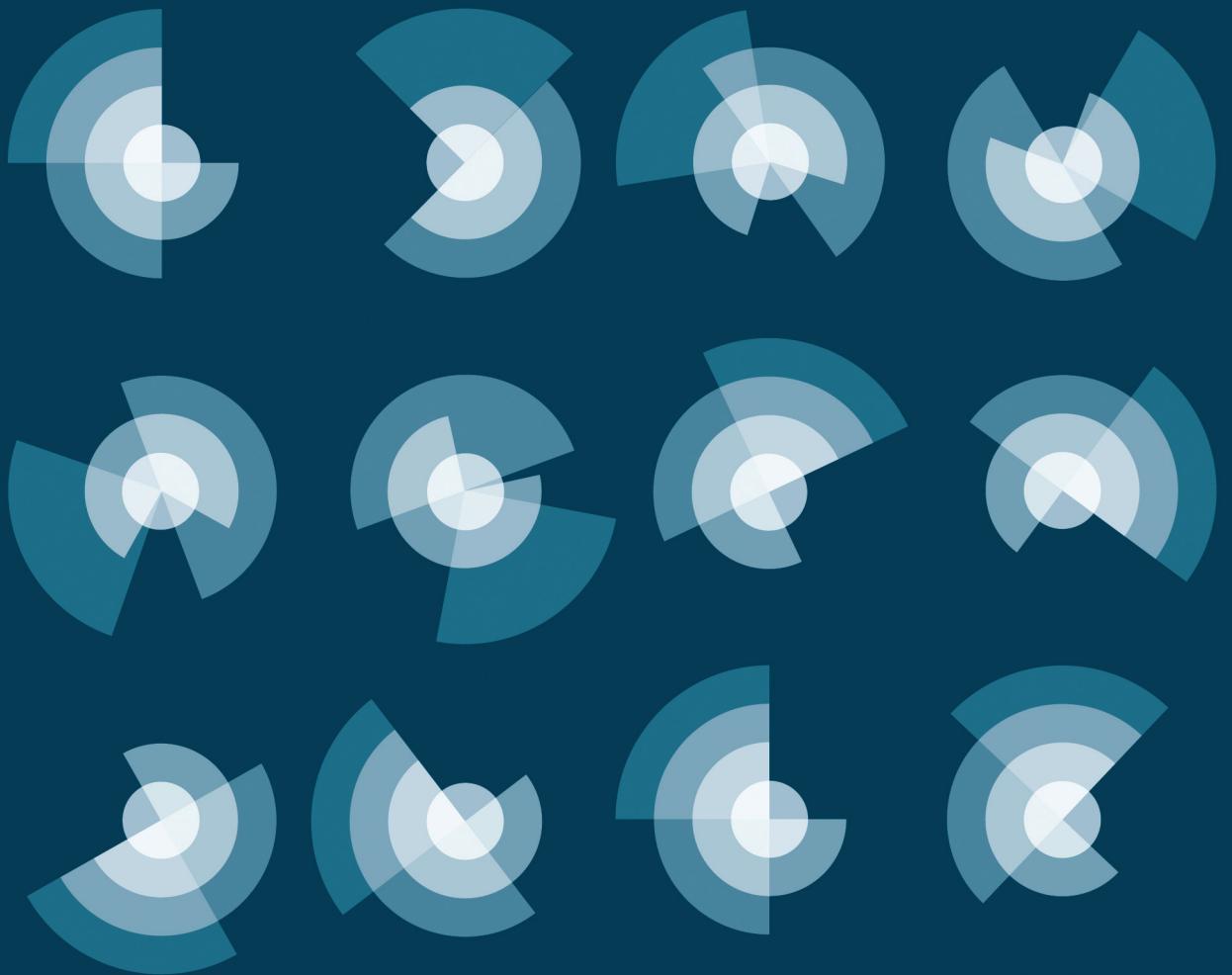
Transparency

Finding the right alpha values of the overlapping shapes, and stroke weight of lines.



19_Logo_move_vortex.eps

We developed the concept of the animated logo for digital applications such as screensavers and banners.



VORTEX

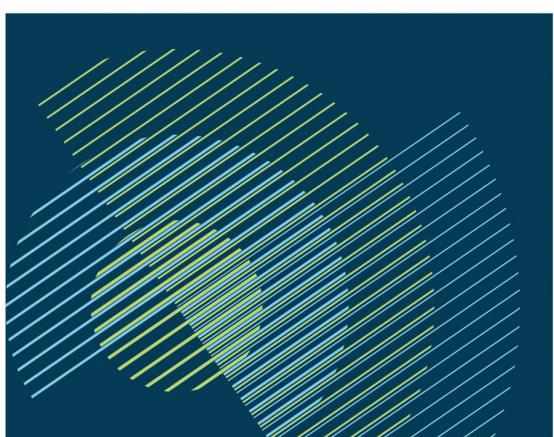
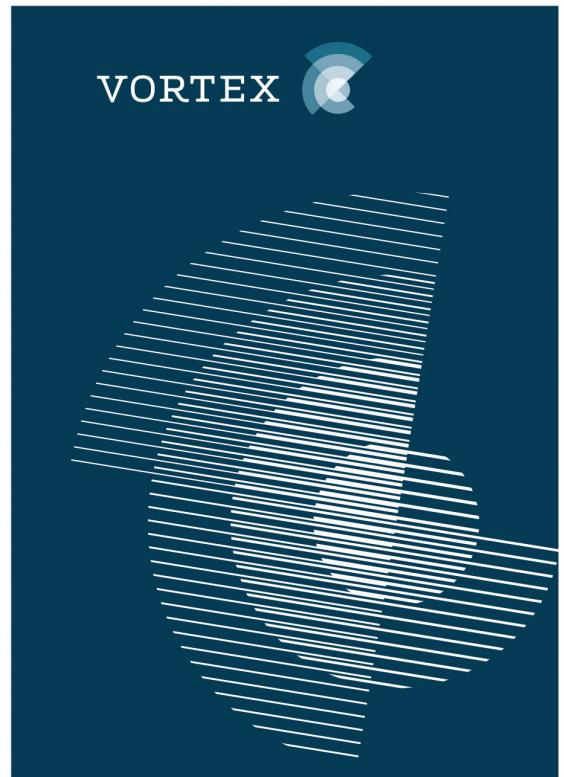


VORTEX



VORTEX

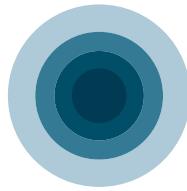




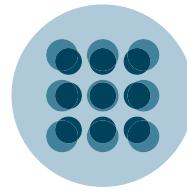
22_logo_thin-lines_vortex.jpg



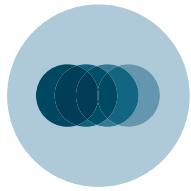
MAPS



MAST



FARM



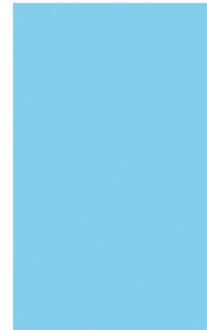
FUTURE

23_product_icons_vortex.eps

Product icons

The concept of overlapping shapes was extended in a series of icons for the company's range of service products.

Vortex Corporate Colours



Dark blue:
Pantone 548C
C40%, M0%, Y0%, K5%

Light green:
Pantone 366C
C80%, M0%, Y70%, K0%

Light blue:
Pantone 2905C
C40% M0% Y0% K5%

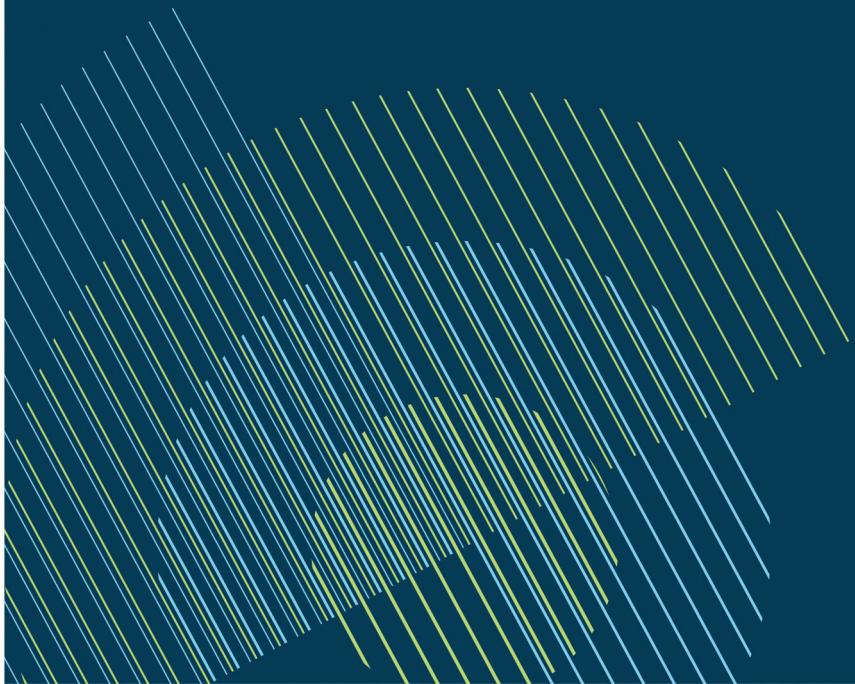
24_corporate_colours_vortex.jpg

Colour

Since our logo proposal was quite a departure, we felt the colour scheme needed to stay fairly conservative and feel strongly rooted in the sector.



Wind modelling for professionals.
By professionals.



25_cover_vortex.jpg



26_photo.jpg



27_photo.jpg

Business cards

Final logotype on business cards.