

LOGO LOGY®



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viction:ary

Concept & art direction by Victor Cheung Book design and produced by viction:design workshop Edited by viction:ary

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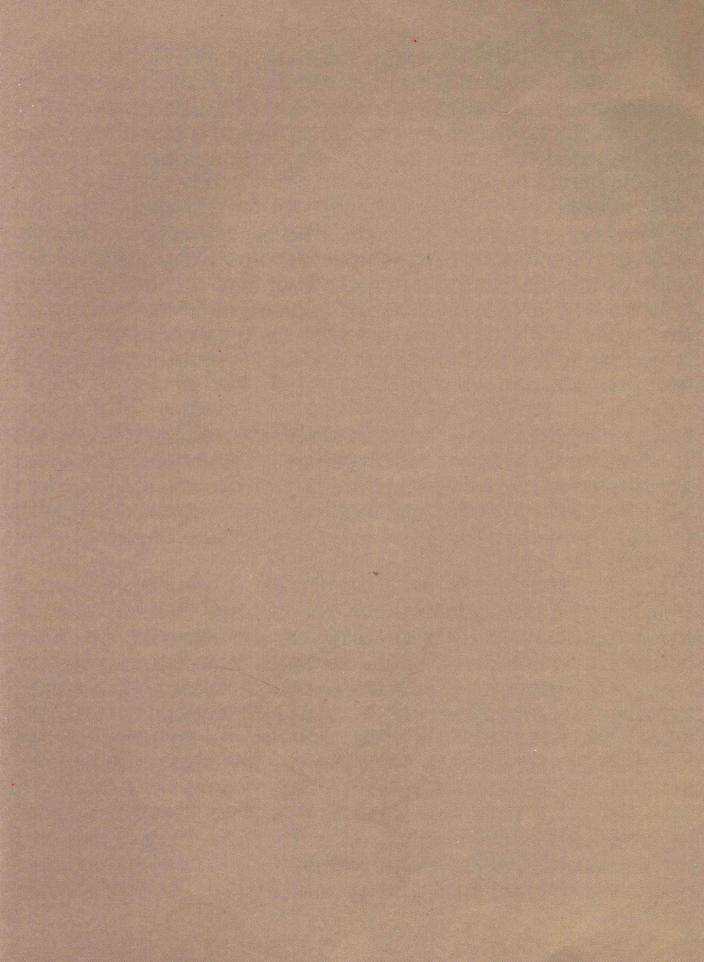
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INTRO // LOGOLOGY®, which we shall declare is the study of logos. It represents and transfers meaning of a company while company's actions build reputation and affect perception of its logo over time. We believe good logo design is benefiting huge attention and ultimately comes with large numbers of literate consumers/customers.

Logos serve a practical purpose. After all, it is a way to visually refer to our company on price quotes, proposals, and invoices. But they are obviously much more than that. A company's logo is its identity, its face and the first impression on the market, for the public. It is a tiny advertisement for a company and gives target audience and prospects an easy way of remembering who they are, and what they do.

Image-conscious companies like Macintosh, Nike and Coca Cola spent upwards of half a million dollars each to develop their logos, then countless millions more to promote them. What they got for their money are symbols that are recognized instantly, around the world. You don't even need to see a name – the symbol is enough.

Developing a quality logo is not a simple task though. Imagine trying to boil down all of one self's personality traits, interests, hobbies, and activities into one sentence that describes who she is as a person. It would require a good bit of soul searching, introspection, and prioritizing, wouldn't it? So when we create a logo, we must take an entire company and everything it stands for and refine it down to a simple, graphic representation. It's the ultimate design challenge!

In this book, you will find two main sections - Case Study and Gallery. How logos are developed and used in the market from concept to application is what you will find in Case Study. While

in the part of Gallery, a pool of logos from design studios all around the world is ready to give you ideas of nowadays' trend of logo design specially when you compare to those we used to see in kid time.

Case studies we have in the book were explained in details in 4 parts: Assignment, Development, Solution and Application. Assignment as to describe the background of the specific project in areas like the problem of the client's old logo and the reasons of not satisfying with that. A brief with special requirement of the new design may also be included. Say for example, the background of the project of Tnop™ & ®bePOSI+IVE Design that is commissioned by G4 Video Game Television (G4) was clearly explained here. Target audiences in age group and sex plus hobbies were briefly described. Client's concern about the number '4' was also stated and the designer didn't get into the project from the very beginning. While for Rina Miele's logo of Honey Design that she designed for herself, you can experience how she found out the real meaning of her name and how she defined it at the end.

Development here is meant to tell you in depth from research to concept how the logo evolved, like what inspired the designer and what problems did the designer encounter during the design process will be covered in this section. Hence, you will understand the limitation it would have for the design. Take Rinzen for example. The project they did for Family who is a clubbing business, the importance of human was an inspiration to Rinzen since they understood that it was essential to keep and reinforce the identity to be recognizable and lovable enough for its members, which was the root for the concept. As for the EMI logo that was designed by Traffic, it was consciously kept in a more simple style, as the designer understood that it would be applied to many different facets of their client ranging from prod-

uct packaging to employee uniforms and building signage, and even would be implemented by outside suppliers into cafes and restaurants too.

Solution as in what the final outcome is. Decisions were made in areas such as patterns, typefaces, and the usage of colour, sizes and shapes. In most of the cases, very accurately that it is about different techniques and colour code used for the designs. For instance, the final design of Fivestarday AB's logo by WE RECOMMEND is in 3 colours to give different feeling and impression to the receivers. Also, typefaces were carefully chosen and developed by Luminous for the Corporate Ink's logo as to communicate and reflect the client's core message.

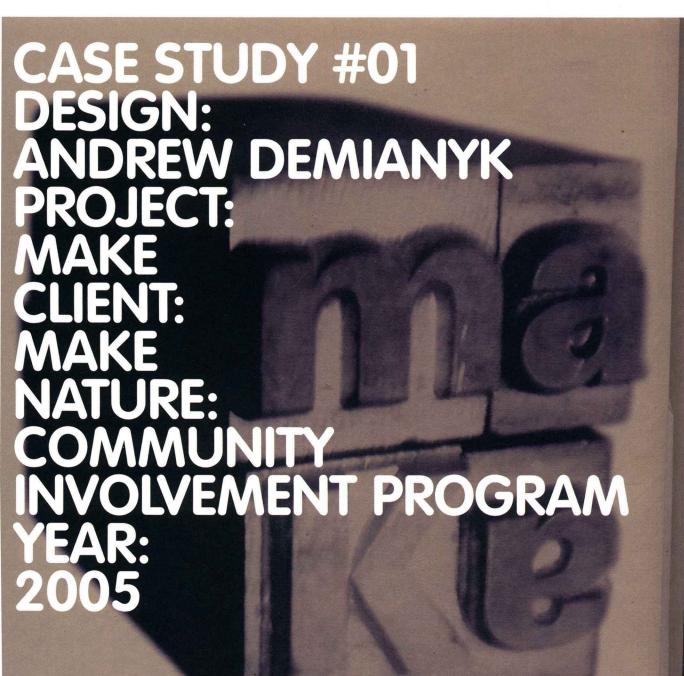
As simple as it may seem for the last part, application of the design will be demonstrated with images besides words. Say, the EMI Records logo by Traffic is used on all kinds of music releases such as CD's and DVD's, Vinyl, video and various promotional items.

While having a glance on the different working style and impacts on the design of logos from big design firm or individual designer, our gallery will bring you to the utopia with bunch of fine logos from all around the world! 3 main styles in illustration, icon and typography are divided in the gallery. Artists like Toko, Bleed Designstudio, EMILKOZAK.COM, Studio Poana and FriendsWithYou have contributed many for the illustration part and we have FIRESTUDIOS, JAEK EL DIABLO COLLAB, Furi Furi Company and Larimie Garcia for the icon section; at last, there are logos from Hydro74, Stylo, Grandpeople, Dysplasii and Truly Design in the county of Typography! So, let's spread the pages and run into the wonderland of logos!



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CASE STUDY: MAKE **FAMILY** SUPAFUN **CHM®SYSTEMSE VGTV FIVESTARDAY LEAPTM** AD ESSERE SINCERA COLOUR COSMETICA SNOWSPORT GB CORPORATE INK **EMI RECORDS LOTUS** RIO COFFEE HONEY DESIGN



c piece.

5. Follow North 12

5. Follow 'Embroider it' pattern

6. Follow 'Cut it' pattern

7. Attach necklace to your clothing by pinning with a safety pin in each top corner.

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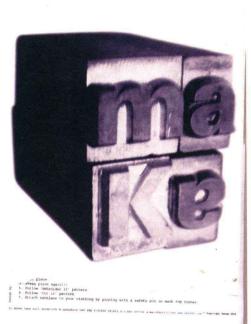
The Assignment

In our increasingly digital lives, as well as in hierarchical jobs in which employees rarely see anything from start to finish, detachment from the 'real world' is commonplace. To combat this detachment, a non-profit organisation was set up to encourage an interest in traditional crafts in the local community. The organisation was a collaboration of the local county council in Farnham and the Farnham Maltings, who wanted to encourage a sense of community and wellbeing within the participants. With a particular focus on children, the aim was to promote the relaxing and gratifying results achieved through simple hands on activities.

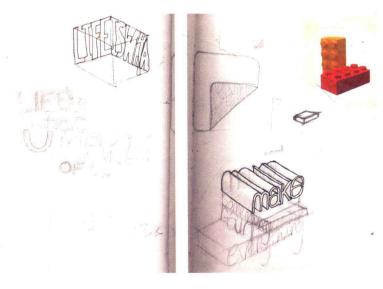
The initial aim was to start with 8-14 year-olds at local community centres where sessions teaching crafts such as knitting, gardening, woodwork, origami, and baking would be run for free. The main challenge was to gener-

ate excitement among young audience in activities more commonly associated with a much older generation. An exciting brand was needed - instead of the presentation of clinical facts common in this form of socially aware campaigning (which would be lost on the audience) the choice was taken to focus on the lifestyle benefits. A method-that is often used by advertising campaigns is to promote the beneficial lifestyle that a given product can help consumers to achieve. This form of advertising generates a real sense of excitement around the product, although in this case there was no actual product to speak of, only the lifestyle benefits that the participants were able to create









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