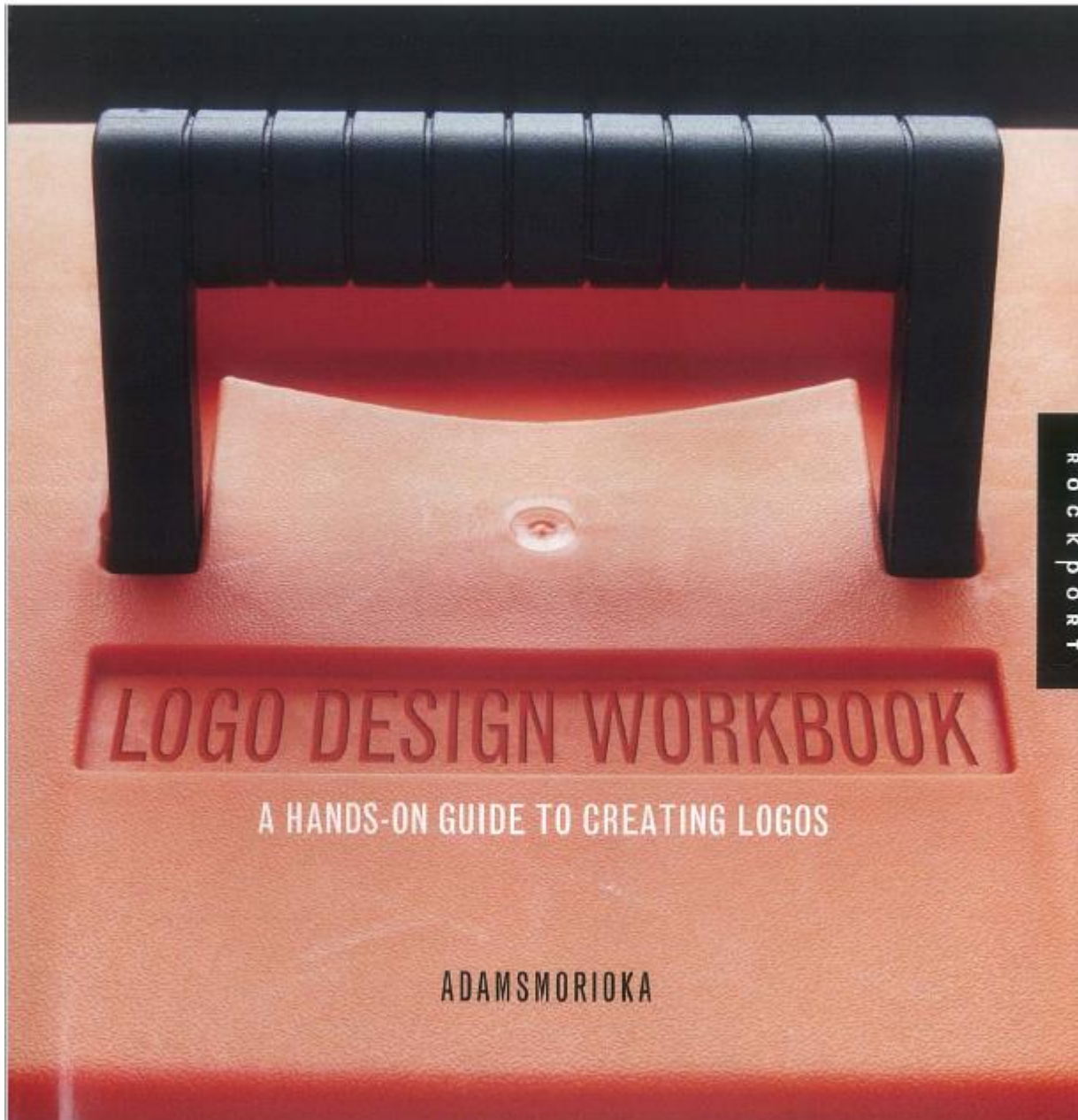


# Logo Creation Research

Tuesday, March 24, 2020 8:48 AM

The Logo design workbook by Adamsmorioka (A design agency) is a fantastic resource in designing logos. In effect the only book you need, it not only runs you through the design process, giving you great tip on how to begin but also question why you design a logo in the first place.



This book is fantastic at highlighting what a logo must do and that is represent a company, its not simply the company name in an eye catching font, it needs to highlight what the company stands for, informing the audience about the company before they've even read it.

# A logo is not a brand, unless it's on a cow.

A very important lesson to come out of this book is that the logo itself is not the brand, the ideals, identity, product and operation is the brand, the logo simply has to reflect that.

1. Answer who, what, why?
2. Identify, don't explain
3. Understand limitations
4. Be seductive
5. Make mnemonic value
6. Pose a question
7. Design for longevity
8. Make the logo the foundation of a system
9. Design for a variety of media
10. Be strong

This book sets out rules that must be followed in creating a logo which I could ultimately use as a checklist when creating my logo

1) do I answer who, what and why? I believe so, the negative space in my logo advertises the waywardness of Of Nowhere and it's lack of a premises

2) Identify, don't explain. In some instances of my logo I highlight that it is a brewing company but not in all instances, the basic logo is the words alone. I also don't go over the top by adding symbols for beer.

3) Understand limitations. I recognise that my logo cannot carry colour as easily by being composed mainly of negative space.

4) be seductive? Am I? I think the bold lettering being comprised of mainly shadow is quite elusive, its mysterious to a degree, I think this is seductive.

5) Make Mnemonic value. This indicates how memorable your logo is. Is there anything that stick in your mind? I think using two different E's in my design does this to a degree, it's something you'd remember and even point out to a friend, so I'd say it sticks in your mind.

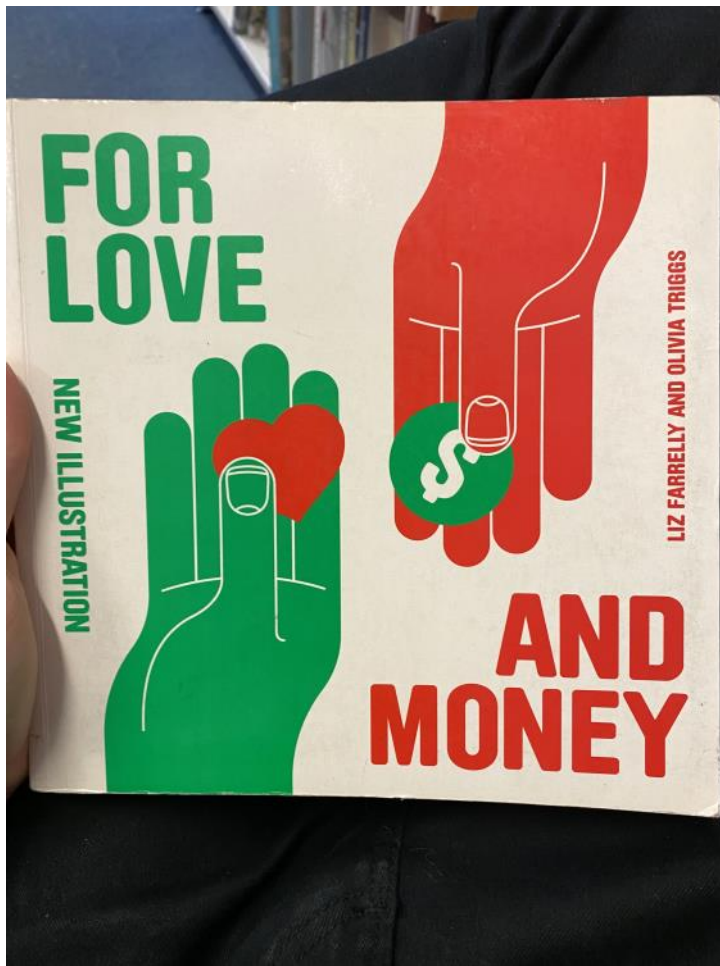
6) post a question, I am somewhat spoiled in that the name does this in of itself. Of Nowhere, Nowhere? well then where? Why?

7) design for longevity. Following trends can be great to fit in in the moment but your logo can look outdated fast, changing your logo or updating it can really lose your following, especially in the beer scene where t-shirts are sold with the logo on them. My logo is modern in it's use of type and draws inspiration from grounded historical sources so I don't see it changing any time soon or becoming outdated.

8) is my logo the foundation of a system? It uses a custom typeface that is then usable across the brand and so I believe it can be.

9) Design for a variety of media. I can tick this one off now that I have created outcomes for my work, the log works really small on cans, on the chest of t-shirts and on wooden signs to decorate the bar.

10) be strong. I think so, the typeface is custom, it's bold and uses an eyecatching effect with the negative space. The shadow give the logo a sense of direction and makes it feel like it's towering over you.



My attention was drawn to For love and Money as it addresses the question "can art exist commercially" is an artist selling out creating for a business? This book helped me realise quite the opposite as having a product or a campaign for your art to exist within gives it context. The process pushes you as a designer as well as an artists as you have to design to someone elses brief and from someone else's perspective.









I wouldn't be surprised to find out that these were inspired by street art. Infact further research into the designers within this book I found that a lot of them happen to have a large street art back catalogue themselves.

Again more red and blue being thrown at me here.



# LOGO DESIGN LOVE

a guide to creating  
iconic brand identities

from david airey

New  
Riders

VOICES THAT MATTER™

David Airey's book reiterates a lot of the same points as The Logo Design Workbook. David really drives home the importance of a logo and claims that a company without a logo is a faceless man".



Josiah Jost of Siah Design, based in Alberta, Canada, worked with Ed's Electric, a local electrical company, to create a new brand identity. Not only did Josiah deliver a logo that is relevant, but he also created one that most viewers won't easily forget.

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**Ed's Electric**

By Josiah Jost

2008



**ED'S ELECTRIC**

"With Ed's Electric, the logo idea popped into my head while I was trying to see something in the negative space in electrical elements," said Jost. "I knew right away that the concept was a winner."

David does stop to talk about negative space, which I've always been a fan of. It really rewards the mind to see two things at the same time or to see something that isn't really there. Like the E in the electrical elements. I'll have to remember to try some negative space elements in my design.



Keep in mind, though, that a logo doesn't have to go so far as to literally reveal what a company does. Think about the BMW logo, for instance. It isn't a car. And the Hawaiian Airlines logo isn't an airplane. But both stand out from the competition and are relevant within their respective worlds.

The biggest lesson from David is to make sure you are representing your company well without being too obvious. I have seen too many logos that use a hop (beer ingredient) or a beer can in their design. It does highlight what the company does however I don't think it too necessary especially in beer design. Your logo doesn't need to look like a beer if it's being applied to a beer can. For this reason I will strive to design a logo that is representative of what the company stands for rather than what it does.

On return I feel like I have done this, I speak to the waywardness and element of not existing in my logo rather than it being a brewery.

The last takeaway that David seems to be adamant about is having a competent brief. It is only in understanding what the company want that we can design effectively. I am quite spoiled in this project that I set the brief myself and so I have as good an understanding of it as I possibly could. It will remain important however to make sure I keep it in mind and design relevant materials rather than simply good looking ones.