ILLUSTRATIVE: 25

May portray the service or product, or allude to it. Challenge is adaptability, clarity. Use restricted size of thumbnails to get to the heart of the illustration. Explore the following in your thumbnails.

Go beyond obvious, or literal, illustration and think about the connotations (speedy, reliable, soothing, etc.)

Symmetry: similar or identical design elements balanced across horizontal or vertical axes.

Asymmetrical balance: visual equilibrium using dissimilar position/interaction of design elements

Alignment: relationships between design elements based upon placing so that they line up.

Intervals: design elements have same amount of negative space between them, creating rhythm.

Contrast in scale, line weight

| . - | | | |
|----------------|--|--|--|
| e | | | |
| | | | |
| | | | |
| ı | | | |
| | | | |
| | | | |
| | | | |
| t | | | |

LOGO SKETCHES: 25 ICONIC May rely on well-known symbols such as arrow. Go beyond literal and obvious symbols and think about connotations. Simplified version of illustrative form with less detail. Less variation in line weights, shapes, colors. Explore symmetry; Asymmetry; contrast of lines; contrast of negative spaces (the gaps); contrasts between solid mass and thin outlines.

LOGOTYPES: 25 Logos can be the business name, relying on the typefaces and treatment of letters for distinctiveness. Consider connotations of your business and explore lettering that is bold, technical, fluid, quirky, refined, or traditional. Can one letter flow into the next letter? Can one stroke be part of two letters? Ligatures are often used to make distinctive logotypes. Try upper case, upper and lower case, and free mixtures of the two. Try breaking the word over two lines and stacking them on top of one another. Look at non-western lettering systems: can you substiture a letter form from Chinese script or Devanagari for one of your letters?

Avoid boxes, circles, frames and underlines that clutter your logo without making it distinctive.

LETTERMARKS: 25 Usually the first letter of the business name, relying one the letterform and its composition/shape. Connotation is critical for a lettermark, because it just uses a single letter. Try drawing the letter from your imagination, but also look at your letter in different fonts and lettering styles. Try your letter in both upper and lower case. Drop shadows, outlines, and embellishments within the letterform can help make your mark distinctive. Look at Decorative Initials for inspiration.

LOGO SKETCHES ILLUSTRATIVE: May portray the service or product, or allude to it. Challenge is adaptability, clarity. Use restricted size of thumbnails to get to the heart of the illustration. Explore the following in your thumbnails Symmetry: similar or identical design elements balanced across horizontal or vertical axes. Asymmetrical balance: visual equilibrium using dissimilar position/interaction of design elements Alignment: relationships between design elements based upon placing so that they line up. Intervals: design elements have same amount of negative space between them, creating rhythm. Contrast in scale: differences in size between shapes creates drama. Contrasting line weights to create impact.