Logotype Design
Designs Based on Precedents, and the Evolution of the Personal Logotype

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Precedents

1. Marker Logotype

I chose to use this logotype for inspiration because of its unique style. The cropped letters intrigued me and I saw it as a challenge to take a style like this and apply it to myself and my name.

2. AntiParticle Logotype

This logotype stood out to me because of the texture of the letter, the pop of color, and the contrast of the two words.

3. Pond Logotype

The pond logotype inspired me because of the fluid lines and how every aspect of the logotype is reflected in every other part. The whole of it is cohesive.
Design 1
Thought Process
The colors and style of this logotype caught my eye. I went with a Bodoni font, to try to capture the same feel and concept of the precedent. When designing the letters, I cropped the letters that seemed to retain their meaning and could be inferred by a viewer, even without the missing sections. I also manipulated the letters slightly to have them all on a flat edge without any standing out from each other (specifically, the letter ‘e’). I chose to reflect the original ‘a’ of the precedent in the ‘a’ of my first name.

Once I started the iterations, I played around with the placement of the name and surname and spacing of the letters and words, until I got to my third and final logotype iteration for this design style. I settled on this logotype because of the visual balance centered around the red ‘g’.

Iterations
1. a.

1. b.

1. c.
Design 2

Thought Process

I started off by choosing a Franklin Gothic font, to keep the same feel of the precedent with a clean sans serif. The first focus for this logotype was the textured ‘C’, using circles to shape and hint at the form. I kept the subtle pop of color in the ‘C’, and then focused on the rest of the text. I left the surname alone, but set the rest of the first name as bold to reflect the contrast present in the precedent. I settled on the first letter being stylized so that the focus wasn’t away from the entire text completely on one symbol. I wanted the logotype to come across as just that, a single logotype, rather than being accompanied by an image.
Design 3

Thought Process

For the first iteration, I focused on capturing the rounded, fluid feel of the precedent with a shortened version of my name, because the style fit with it easily. It was formed using Adobe Illustrator. I then added on and tried to continue the style with the last three letters, messing around with the shape of the ‘a’. Finally, I changed the color to the original, because it reflects both the precedent and my personality, and added my last name to bring the personal logotype full circle. I chose Century Gothic to reflect the rounded shape of the letters, and then italicized the name to set it apart and provide some extra contrast from the first name.
Final Logotype

Thought Process
For the final design, I played with color, font, and style from the separate precedents. Something about the cropped style stood out to me, so I kept that as the primary theme. The two fonts are based on the fonts from the other two logotypes. The final design has fonts, colors, and concepts from the different logotypes. I focused on contrast playing out between the two names, with the thickness of the fonts, styles, and color, and using the ‘g’ to connect them. All in all, the final design reflects my style and me, and I’m happy with the final iteration. The logotype has a whimsical feel to it, but with a clean, focused design and a rich green color.