

# LOGO DESIGN PHASE 1:

Visualization and Conceptualization



Logo design, also called corporate identity, is the foundation of a company's image, referred to as the brand. While branding is a far more intricate environment, including labeling, product, display, and much more, the logo itself is the foundation of the brand.



The process of creating an effective logo is complex. The logo must be visually striking, and should provide visual cues to the viewer as to the nature, function, or service of the company.

## Research:

- What is the logo for?
- What does the company do?
- What does the name imply?
- What is the meaning of the service, are there specific objects that imply the service?
- What has already been done?
- What is the main focus of the company?



## Linear Character:

Creating outlines and contours help simplify the object and help determine the most important parts of an object and what parts can be cut out without losing the essence of the image.



Logo design proceeds through many phases as it develops from a concept, through refinement, and finally to its implementation.



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## Logo Types:

**Pictogram:** A pictogram or pictograph is a symbol which represents a concept or an object by illustration.  
**Icon:** a graphic symbol (usually a simple picture) that denotes a program or a command or a data file or a concept in a graphical user interface.

**Typographical:** Logotype with typographical qualities only. No visual objects are just but fonts  
**Index:** An index is not an object but rather the result of the object example. the footprint of an animal

## Visual Representation:

Stylize your object by extracting the essential organic components.  
- Reduce the image to its most fundamental shapes.  
- Reduce the image to its most fundamental lines.  
- Reduce the image to its most fundamental points.



**Combine and Simplify:** Selectively combining organic and geometric elements, omit areas, vary sizes and weights.



## Graphical Implementation:

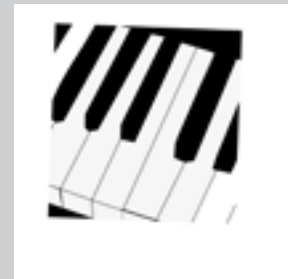
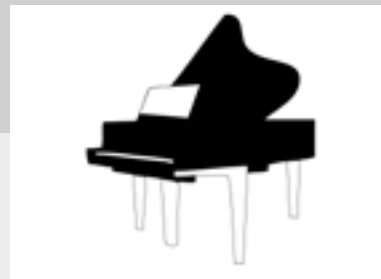
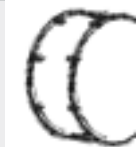
Cropping images to the bare to make them visually more interesting and clear to read and give them iconic properties



# LOGO DESIGN PHASE 2:

Graphical Implementation & Application

A Pictogram (pictograph) is a graphic image (ideogram) that conveys its meaning through its pictorial resemblance to a physical object or action.



# LOGO DESIGN PHASE 2:

Graphical Implementation & Application

An Icon resembles what is being described, usually simplified and stylized.

