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How to design a logo

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Abstract

This paper talks about the implementation of a lot of graphic elements to design such a special structure known as *logo*. To design a logo is important to have very good knowledge in graphics, the management of colours, geometric shapes, communication etc. A logo has to talk a lot in a few elements. It is not a symbol to describe the business. It is an identify element which reflects the attitudes and values of a company. It is difficult to build only a method to design a logo. There are two levels, first, the research level and , second, the design level. For the first level there are necessary a lot of information concerning the company, the market, the players in this market, the “target-people”. The second one needs graphic elements, colours, images, symbols in an harmonious concept. By knowing these elements (theory and graphics) someone may create interesting logos. Also, we have tried to realize a small part of a logo design book related to a graphic strategy.

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1. What is a logo? What is a design guide book?

What about a logo. It is a graphic element to identify a company/service/product. A logo is like a “signature”. It is a very interesting challenge to put in work a lot of constituent elements. A logo means a graphic and visual representation in a desired original concept. Elements as images, words, shapes or colours, make possible a logo in a harmonious combination which may convey attitudes and values of the company. A designer knows that this work is a creative one and for this purpose he is obliged to have knowledge in communication, psychology, graphics etc. In a few words, a logo is a special graphic representation. A design guide book is like a creative “check list” related to the use of elements to describe a graphic representation. It is not possible to show all the developed steps in this activity and we have tried to put together some ideas for someone who intends to draw logos, to fortify him in an interesting and wonderful work. We have read many books talking about logos, but

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only a small part of them speaks about the creative process of logos. That is why is difficult to make a universal guide to design logos.

2. Logo typology

There is interesting to analyze a typology concerning logos, because signs and symbols, colours and images, words, letters or figures compose a different representation. When the designer wants to draw a logo is important for him to set what a logo is representative for the company. The figure 1 represents this typology and the characterization of logos. In a communication strategy a logo has its special place. The logo's functions (contact, explain, denotative, identification, signification, translation and esthetics) assure the reception and the translation of the message to the people. Its functions are rational and feeling. These functions allow to perceive, to process, to translate and to action. In Latin language a logo means "multum in parvo", namely a lot in a few elements. A logo is an impact graphic element.

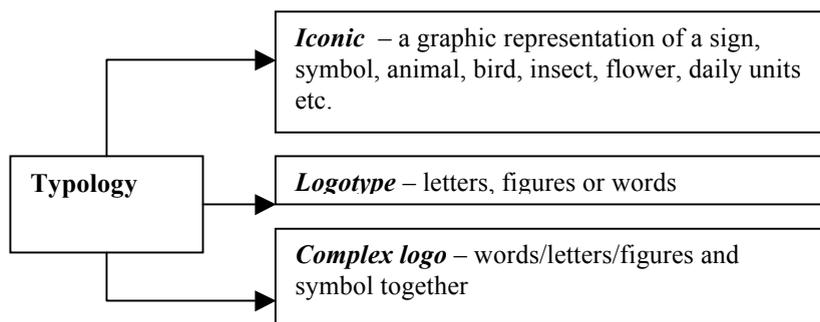


Fig. 1. The typology of logos

About logotype, it is very important to know a few writing styles to define such logos. Table 1 is suggestive in this case.

Table 1. Writing typology

Writing typology	Writing typology
Running hand writing	Rotating writing
Horizontal stripes writing	Decorated writing
Linked writing	Symmetrical writing
Modular writing	Combined writing
Associated writing	Breaking writing
Writing 3 D	Illustrative writing
“Cord” writing	Twisted writing
Angular writing	Interwined writing
Typographical writing	Emphasized writing
Writing into geometric shapes	Circle arc writing

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