Exercise 03

Type as Identity

Objectives

Research type as identity
Explore the expressive qualities of type variations within one type face.
Discover visual solutions in which typography can create a personal identity or logotype.
Develop a sensitivity for shape, proportion, weight, balance and beauty in letterforms and page design

Wordmark
A wordmark is often text only with unique typographic treatments (Microsoft, Sears, Yahoo). Most often however, the company name is incorporated together with simple graphictreatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or typographic symbol.

Logotype
A logotype is a typographic symbol that is a powerful visual representation of a company and forms the basis of it's corporate identity. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks icons etc.

Materials

X-acto knife + cutting mat
straight edge
removable tape \ glue stick

Design a stationary package. Select one typeface and use variations of it to design a business card, letterhead and envelope for personal use.

Letterhead = 8 1/2" X 11" paper size
Envelopes = Standard #10, 4.125" x 9.5"
Business Card = 3.5" × 2", standard size - horizontal

Include the following components:

- Name
- Web Site Address / URL / [fictional]
- Telephone Number
- Mailing Address / Street Address
- City, State. Zip

Typographic forms only.
No lines. rules, etc.
100% black only
One typeface / exploring all the variations and multiple point sizes
Create a separate document in InDesign for each stationary piece [3 total]

Print and trim each piece of stationary for presentation on Monday, 11/07.

Abstract Symbol
Abstract symbols usually represent images in a stylized, simplified manner - sometimes with representational images that can be deciphered. The abstract symbol does not clearly refer to the organization it represents and will elicit associations only after the public has been exposed to it for a while. When a business concept is abstract or complex and the name is also non-descript, it most often calls for an abstract logo reflecting the most important attribute(s) of your business.

Alpha-Glyph
Also called a lettermark, an alpha-glyph is similar to a glyph, but uses a letter or letters from the name of a company to represent the company. (Honda, Accura, Mazda, and Hyundai.) Anagrams and monograms are glyphs.

Alphanumeric
An alphanumeric logo is the name of a company or brand spelled out, literally, with a unique typographic treatment that is unique unto the name itself and can therefore be trademarked and treated as a logo. (Kellogg's, FedEx, Microsoft, Sony, Ford) Letter-spacing, color, font choice, word relationships and other factors play into the creation of an alphanumeric logo. Also referred to as a typographic symbol or wordmark.

Anagram
Literally, this means the letters of a word are read backwarrds. Can also refer to the change of one word into another by the transposition of letters. Often, the letters of a word read out of order to discover hidden meaning.

Brandmark
A simple but strong graphic symbol, often an abstract symbol, that complements an aspect of a business or service and represents a company by association.

Combination Mark
Combination marks are also referred to as iconic logotypes, or descriptive symbols. A combination mark generally combines a brandmark symbol with a wordmark.

Descriptive Symbol
A mark that relates a company's products or services representationally. This type of symbol works best when it suggests the character of the organization, rather than showing products. Also referred to as combination marks or iconic logotypes.

Glyph
A glyph is symbol, icon, pictograph, etc., that is used as a graphic representation of a company. Glyphs are most often used for secondary communication devices however, such as signs and instructional devices.

Icon
Refers to a mark without words that represents a company by association.

Iconic Logotype
Iconic logotypes are also referred to as combination marks or descriptive symbols. An iconic logotype generally combines a brandmark symbol with a wordmark.

Lettermark
Similar to a wordmark, a lettermark is a typographic symbol, usually involving initials or abbreviations. Monograms and anagrams are lettermarks. The representation of the letter(s) essentially become a symbol of the company. Also referred to as an alpha-glyph.

Lockup
A lockup is the final form of a logo with all of it's elements locked in their relative positions.

Logo
A logo is a graphical, illustrative or typographical representation of a company's identity. The word "logo" is short for "logotype."

Logotype
A logotype is a typographic symbol that is a powerful visual representation of a company and forms the basis of it's corporate identity. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol or trademark designed for easy and definitive recognition. A logotype refers to a broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks icons etc.

Mark
A sign made in lieu of a signature. A corporate logotype.

Monogram
A typographic symbol that is composed of one or more letters, typically the initials of a name devoid of any containing form.

Pictograph
A pictograph is a symbol that is used to wholly communicate a simple message without words, such as in traffic signs and restroom door signage.

Signature
A distinctive mark indicating identity. A corporate logo.

Seal
A word, group of words or initials designed to fir within a form. A typographic symbol.

Symbol
Refers to a mark without words that represents a company by association.

Tradedress
Color(s) that are strategically selected to reflect the brand attributes of a company. The final colors applied to the lockup of the brandmark and typography ultimately define the trade dress of the logo.

Trademark
Any corporate mark, when registered and protected by law is referred to as a trademark.

Typographic Symbol
A typographic symbol is often text only with unique typographic treatments. Most often however, the company name is incorporated together with simple graphic treatments to create a clean, simple identity. The representation of the word essentially becomes a symbol of the company. Also referred to as alphanumeric or wordmark.

Wordmark
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Project 03

Typography as Service / Creating an Identity

Research + Design Presentations

Client
BURTON MORRIS, LLC
Nursing Communication

Burton Morris is a research-based/competent company motivated to meet the communication needs of nurses. They are invested in providing the nursing community with available research and communication practices/resources to enhance nurse-patient interaction.

Contacts
Megan Morris, Executive Creative Director
Medized

Bryan B. Whaley, Ph.D., Professor, College of Arts and Sciences
University of San Francisco

Buron Morris is an LLC with 3 organizations. Each of the organizations are concerned with nurses and the nursing profession. They are requiring typographic identities and the following designed collateral: logotype or wordmark for the organization's URL, stationary package, web site, web banner] A graphic design standards manual for the company's will be produced to define how typography is used on all designed elements.

Organizations

NURSE San Francisco
Speaking of Nurses...
NurseBitch

Burton Morris will describe the nature of each web site in class on 11/02. They will also discuss the goals of the company and provide direction on how typography may be of service to them.

Typography
Course Projects
Fall 2011

http://www.depts.ttu.edu/communications/identityguidelines/glossary.php

http://spyrestudios.com/40-sexy-and-creative-typographic-logo-designs/

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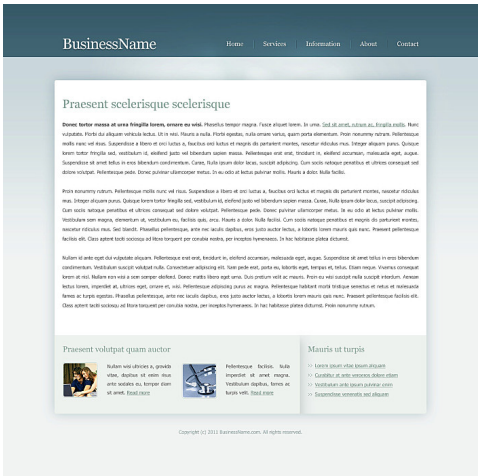

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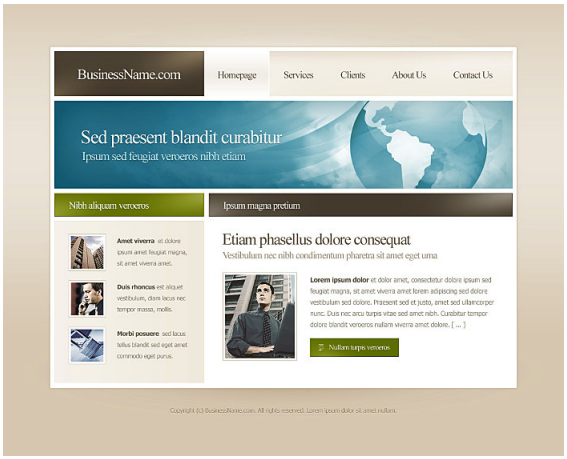

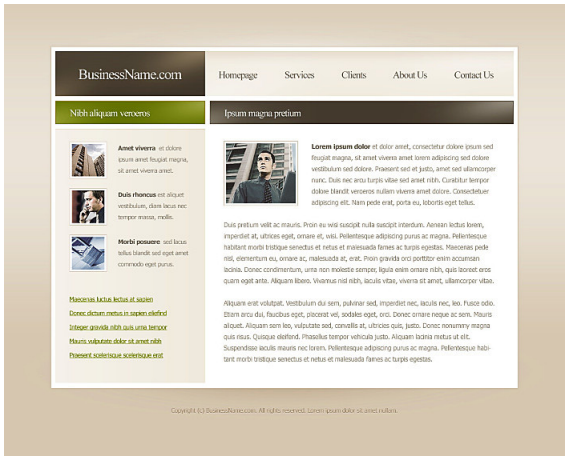

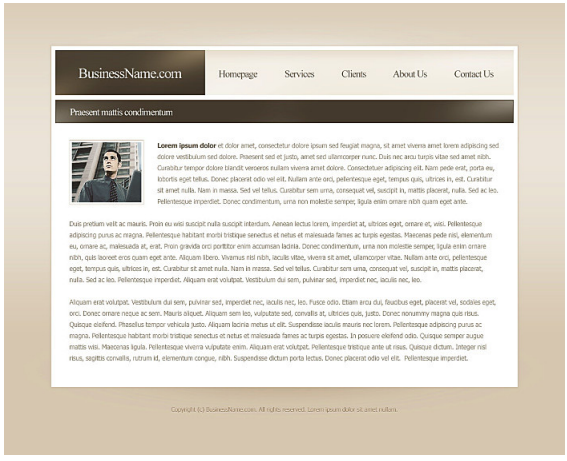

Included Layouts

Homepage

Two Column

One Column

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