

Final Project Part I Milestone Three: Font Selection

CONCEPT 1



OKDONE
BRANDING

 PMS 326c  PMS 1375c  Black

OKDONE - Museo 700
BRANDING - Avenir Medium

This logo is my primary choice from the three different options shown. In the world of print, vector is the preferred way to design a logo. The logo is a very simple and modern design with the word “branding” offset from the black rectangle. It is proportionate in contrast with the balance of spot colors and black. I wanted to use a bold and medium font to create hierarchy. It also is universally proportionate for future print production. For these reasons, this design will fit the essence of my business.

REVISED



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BRANDING

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BRANDING - Avenir Medium

Overall, the three critiques given were to adjust a few elements that appeared to not feel right to the viewer. The first change on the original concept is to make the orange set to a darker pantone. Secondly, the “D” was suggested to be reversed back to the correct direction to read easier. Lastly, the black rectangle was modified to inset within the top and bottom of the text evenly to create a reversed logo type. In conclusion, these updates definitely make it more balanced and easier to read than the previous one which looks more professional.

Typographic Design

OPTION 1



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OPTION 2



For this design I wanted to try a more playful look. The logo uses intersecting typography sharing an “O” for the two primary words. I chose two warm colors with only one cool color making a triadic color scheme. One thing I did notice was that the feel of the logo seems slightly unbalanced because of the ascending “K”. For this reason, the overall shape of the logo could bring complications when designed in a layout. Overall, I feel that this design does not provide symbolic representation of the values of the business.

OPTION 3



In this example, I used a building block design playing with typography of the business name. To illustrate, I used sans serif fonts in this design for a more modern look showing hierarchy by using both bold and medium fonts. Furthermore, the colors are triadic with the orange and blue being complimentary to each other as well. Again, the structure is very imbalanced with too much dead space in the top right. Complications will persist using this logo for future layouts. Although this design does carry a significance about the company, visually it lacks correspondence. Therefore, the logo does not contribute to a unified brand image for my company.

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