

**The art of  
Logo  
and  
Letterhead  
Design**

# What is a Logo?

A logo is a recognizable and distinctive graphic design, stylized name, **unique symbol**, or other device for identifying an organization. Also called logotype, it is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationery, and vehicles. Not to be confused with a brand, which identifies a product or family of products.

**The process  
for creating a  
successful logo:**

**Thumbnail sketches:**

**The fundamental  
necessity of  
the sketchpad**

By **removing the computer** from the creative process, you gain much more freedom when translating your thoughts.

You learned to draw before you learned how to use a computer. Why? Because it's easier. It's less restricting.

The **sketchpad** is a conceptual playground—a tangible scene where an idea can be batted around and subjected to the immediacy of uncensored thoughts.

**When you sketch, random concepts collide with intention. Some stick. Others are tossed. Eventually your concept develops structure, and only then are you ready to use a computer.**

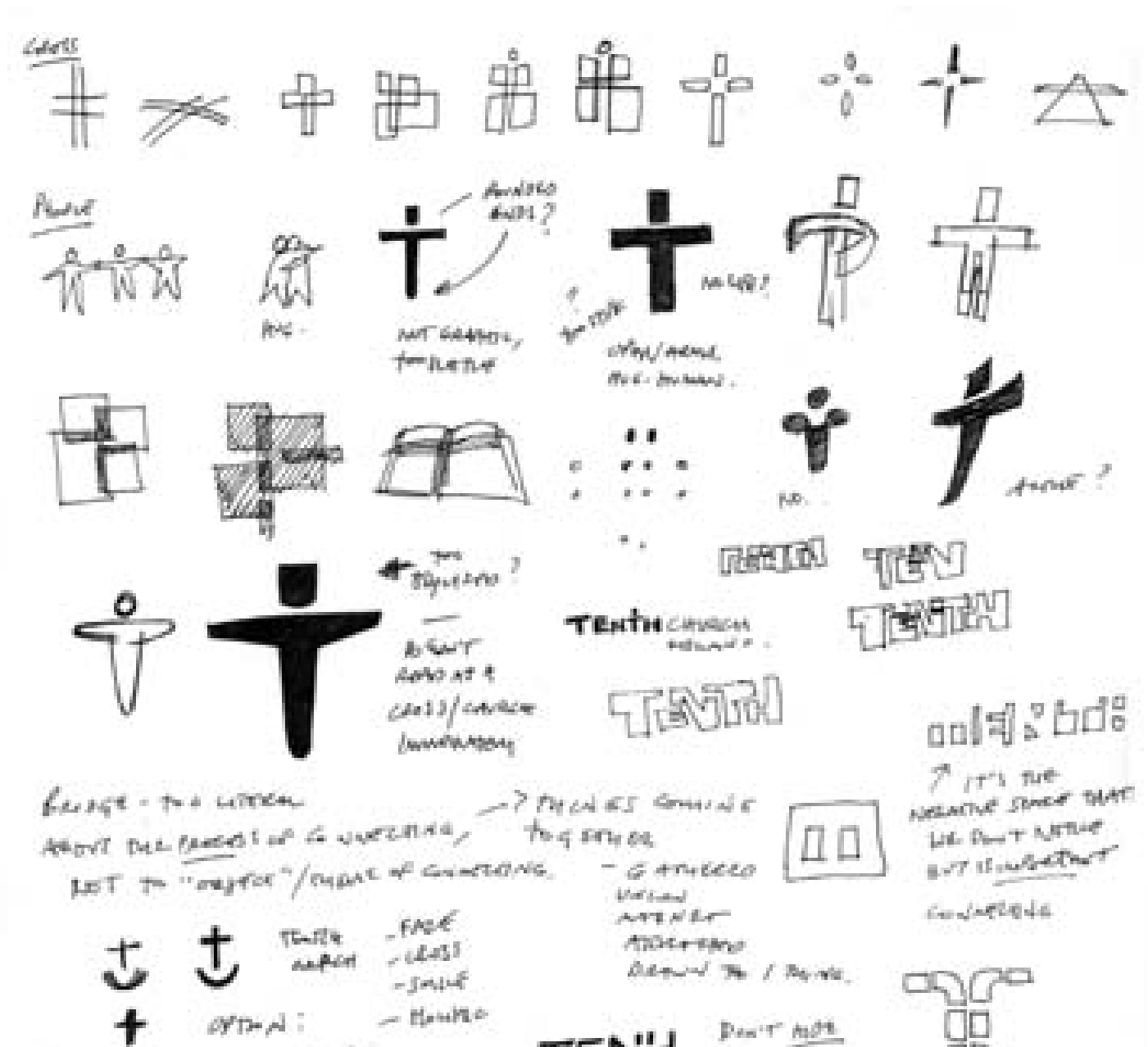
It's vital to keep an open mind and not limit yourself during the sketching process. Even if your ideas seem too far-fetched, it's best to make a visual note of all the thoughts that cross your mind.

Remember, too, that your drawing skills aren't important. What is important is that **you churn out as many ideas as possible before turning to your computer.**

There should be a huge array of possibilities. Whatever comes into your head, sketch it before it's gone.

## Example of a successful logo design process:

Designer Nancy Wu was given the task of creating a logo for Tenth Avenue Alliance Church in Vancouver, British Columbia (popularly known as just “Tenth Church”). The clever result was born from these sketches.



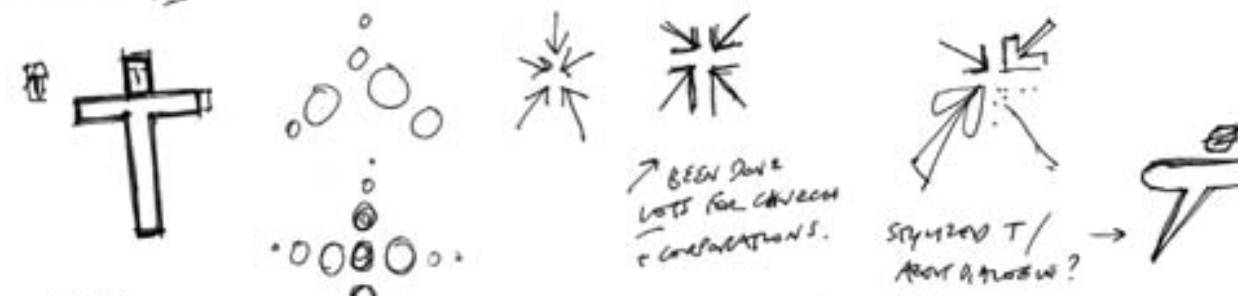
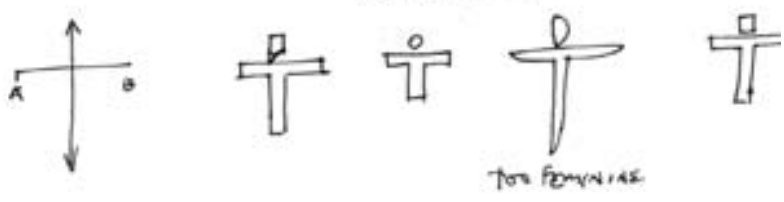


CROSS → GREEN  
 → GRAY  
 → BLUE

Specifically Says These

CROSS ITSELF IS A BRIDGE

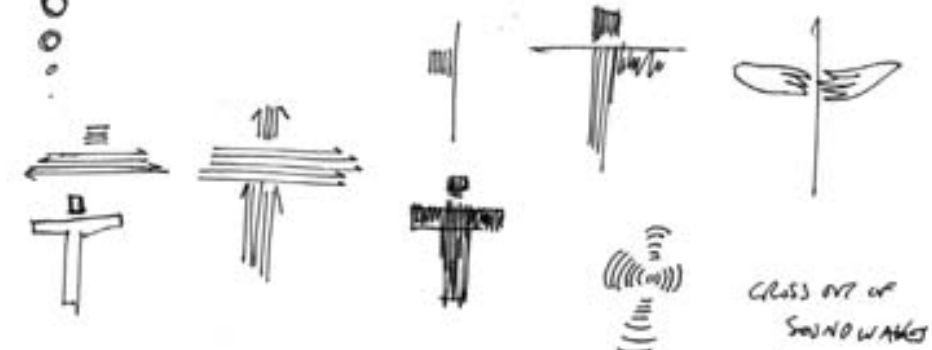
CROSS/MOSAIC - BIT TOO MULTIVARIATE?



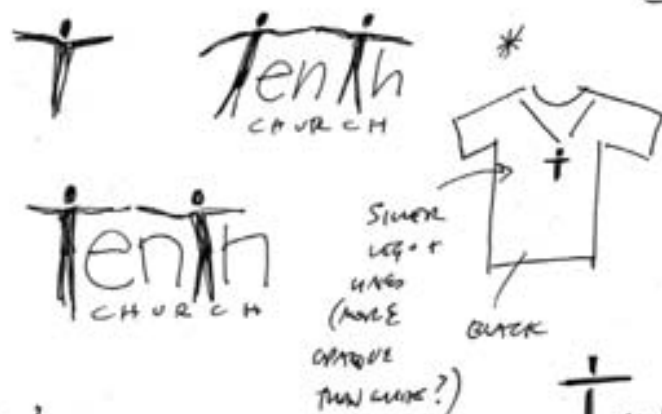
MOSAIC CROSS -  
 DIFFERENT COLORED BOXES?

4c version

ABOUT MOSAIC



IDEA?  
 ROMANTIC SILHOUETTES OF PEOPLE - ALWAYS CHANCE TO HIGHEST DIVERSITY?  
 ALWAYS ABOUT PEACE, CONNECTION, COMMUNITY, PHYSICAL BRIDGE + CROSS.  
 P.F. COULD SAY MOSAIC?



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. CROSS  
 . PEOPLE  
 . T = TENTH, TRUTH  
 . COMMUNITY  
 . OPEN MINDS - ACCESSIBLE  
 BINARY - GROWTH  
 PATTERN

TENTH CHURCH  
 WEARABLE  
 BUTTONS  
 ENGRAVED, SCREENPRINT  
 POWERPOINT, T-SHIRT.  
 POSTER  
 ALONE | T E N T H  
 WORDMARK

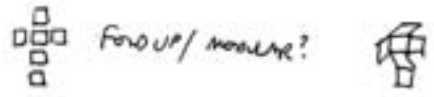


MOSAIC - CROSS - TRANSFORMATION  
 - LOWER CASE t  
 - CROSS SECTION OF PEOPLE  
 - COMMUNION + COMMUNITY  
 - POINT OF VIEW



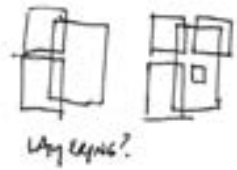
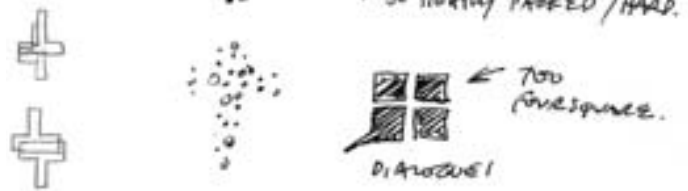
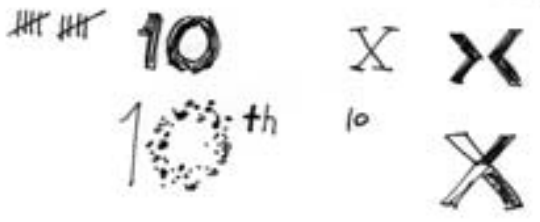
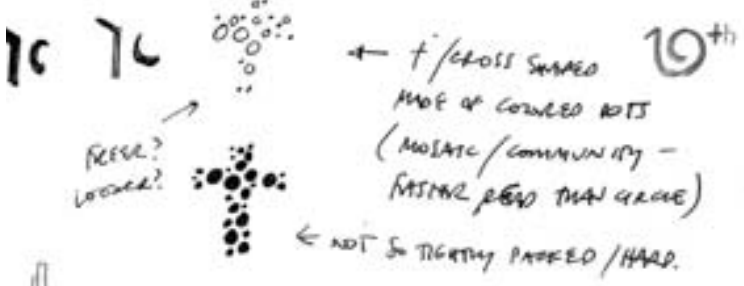
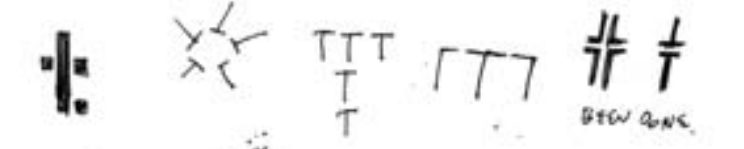
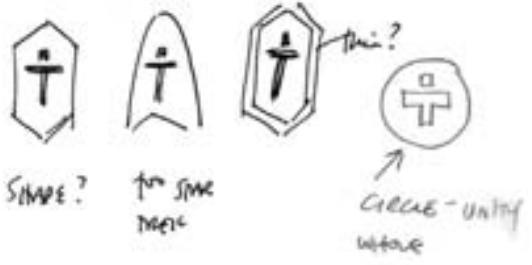
- LOWCASE  
 - PASTORAL OF PEOPLE SYSTEMIZED  
 BY TYPOGRAPHY / COME WITH AUTHORITY

TENTH - SPARK - POWER  
 - CONNECTIONS



✓ SUBTLE CROSS IN SIMPLE DIRECT TYPE  
 ?  
 IF HIGHLIGHTED IN COLOR, TOO POWERFUL?  
 GROW? TOO SUBTLE IT GETS LOST?

tenth



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## The result:

Church officials wanted a refreshed brand identity that avoided stylistic trends, clichés, and traditional cues that speak of the past, versus what the church is accomplishing today.



TENTH

At first glance, the logo is deceptively simple.

**But a lot of behind-the-scenes effort goes into every successful identity project.**

The simple wordmark incorporates a graphic icon with multiple conceptual themes of worship, welcome, transformation, outreach, and the cross.

## Another example: La Internacional,

La Internacional, an independent drugstore in San Francisco, specializes in natural medicine products. The management asked studio1500, a California-based graphic design firm, to create a mark that clearly communicated the store's focus on natural medicine.

Here are some of the sketches that studio1500 Partner and Creative Director Julio Martínez produced:





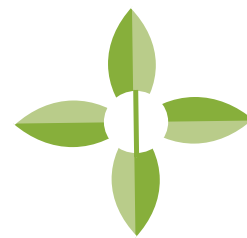
## The result:

These are the three logos that studio1500 presented in digital form. The client selected the design at the top.

The incorporation of a pill in the design clearly suggests “drugstore,” and the green circle emphasizes the natural aspect of the products La Internacional sells.



lainternacional



**LA INTERNACIONAL**

Keep in mind that a logo doesn't have to reflect in a literal way what the business is about. But when it does, and especially when it manages to do it without hitting you over the head with the idea, it really can be a winner.

# Logo Design:

## Effective use of negative space:



**FedEx**®

**Knoll** 

