

Logoul este reprezentarea vizuală a companiei sau a unei organizații. Crează recunoaștere și ajută oamenii să-și amintească experiențele și asociațiile legate de compania respectivă

3 Scopuri:

- Identificarea
- Distincția
- Comunicarea
- Nu este Brand, doar face parte din el

LOGO

BRAND



CREIERUL

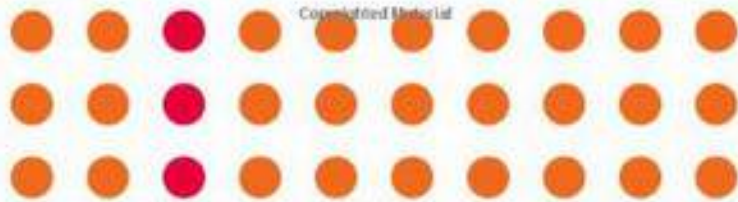
Simțuri cognitive care trebuie atinse:

Atenția – un logo de impact captează atenția

Reacția- un logo bun stârnește o reacție plăcută

Sens – Un logo trebuie să reprezinte valorile brandului

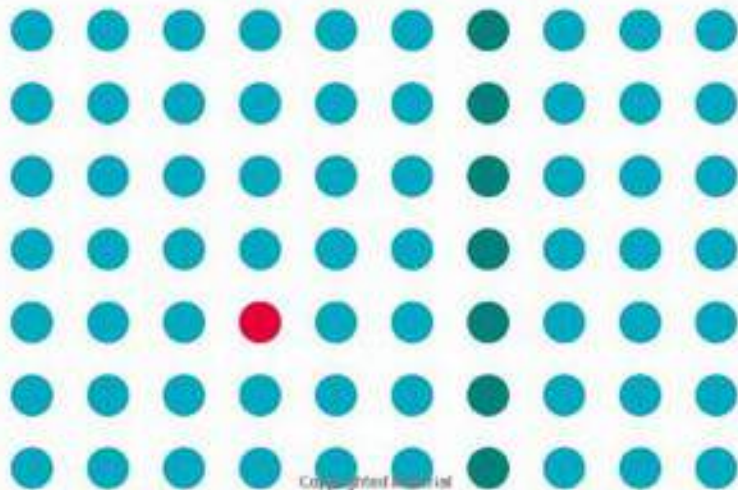
Memoria – un logo de efect este ușor recunoscut



100 THINGS

EVERY DESIGNER NEEDS TO KNOW ABOUT PEOPLE

SUSAN M. WEINSCHENK, Ph.D.



ATENȚIA

3 tipuri de stimuli:

- Stimuli de Noutate
- Stimuli Supernormali
- Stimuli de zone obscure

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. This arrow is commonly known as the "smile" arrow.



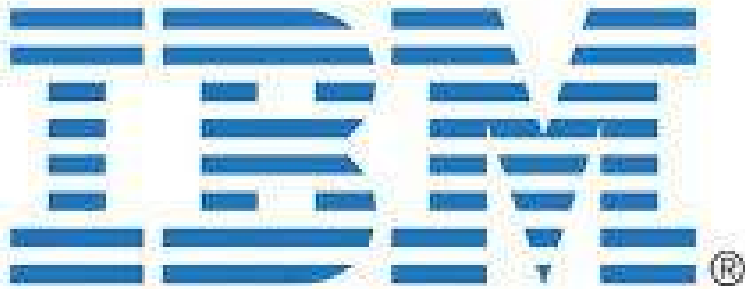
STARBUCKS®

LSO

Google



FedEx®



WWF

**BRAND
UNION**

USATM
network

EAT•N



FedEx[®]

REAȚIA

Detectăm repede dacă stimulul este:

Dominant/agresiv

sau

Prietenos/supus

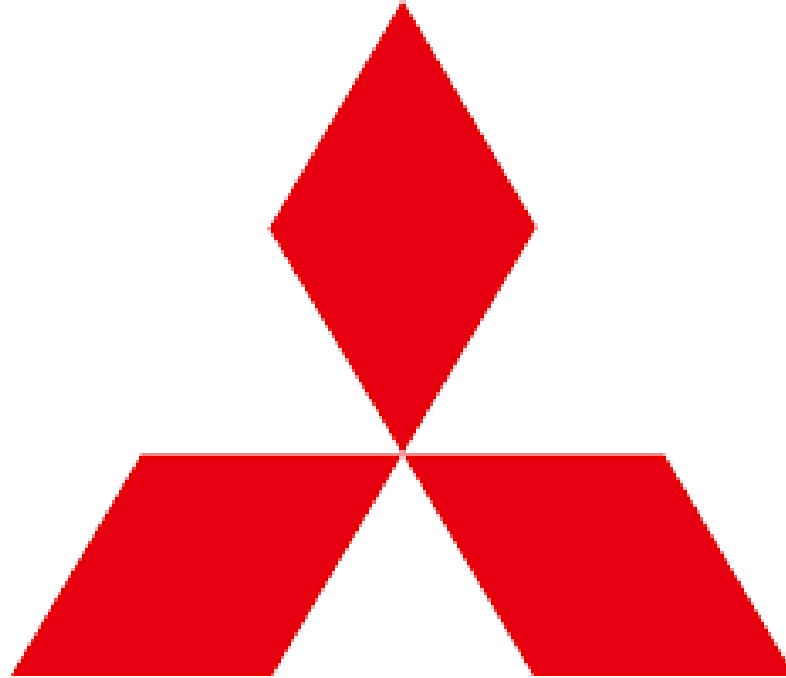
- forme unghiulare ca de ex. triunghiuri,
- linii verticale
- asimetrie în elemente.

(dominant, autoritate, îndrăzneală și acțiune)

- forme rotunde sau curbate
- linii orizontale
- simetrie în elemente.

(supunere, colaborare, onestitate, și stabilitate)

Logo Dominant/agresiv



Logo Prietenos/supus



United Way



Logo Neutru

SENS

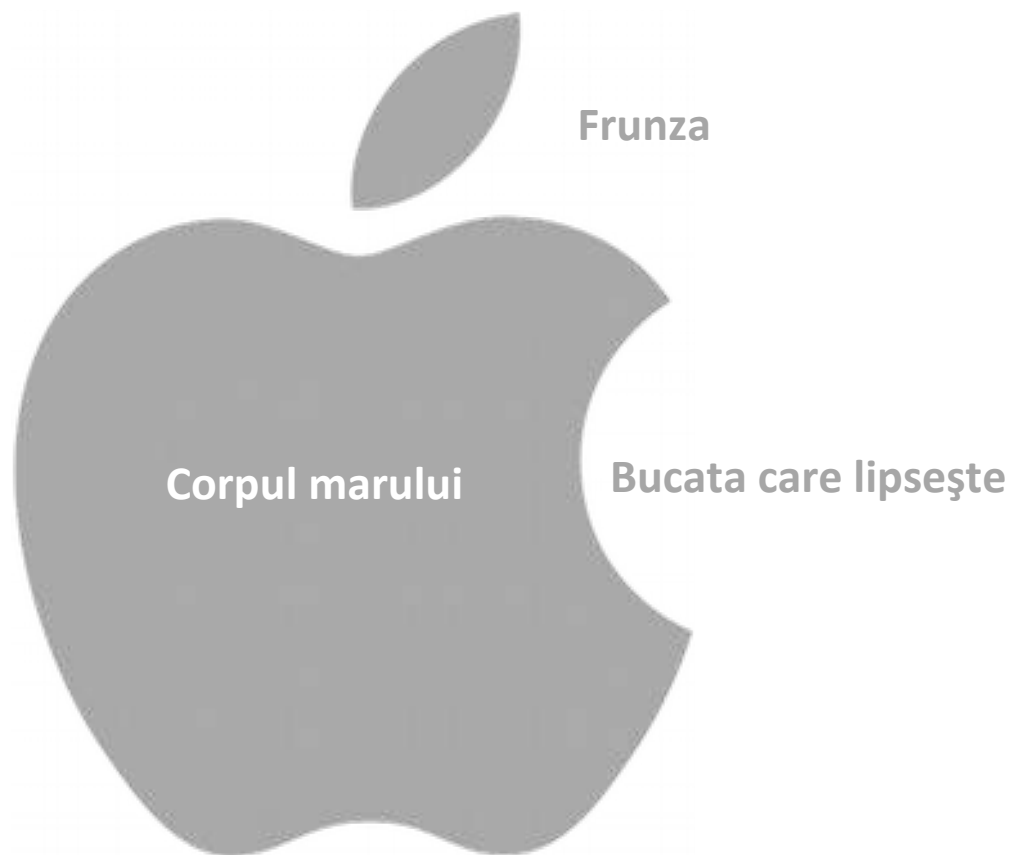
Densitatea Informațională – cantitatea de informații conținută în design

- *Informații de suprafață*
- *informații profunde*

$$\text{Densitatea informațională} = \frac{\text{numarul de informații profunde}}{\text{numarul de informații de suprafață}}$$

1. marul este o mâncare sănătoasă
2. un măr pe zi ține medicul departe
3. pomul de măr este pomul biblic de cunoaștere
4. știința, o muscatură din măr reprezintă obținerea cunoașterii
5. cadoul tradițional pentru învățătoare
6. descoperirea lui Isac Newton

$$6 : 3 = 2$$



1. O pentru Obama
2. Unitate
3. Stabilitate
4. roșu, albastru, alb – steagul Americii
5. patriotismul
6. Landscape - orizont
7. răsărit de soare pe cer albastru
8. Speranță - HOPE
9. O zi nouă

$$9 : 4 = 2_+$$



Cerc albastru

Cerc alb

Linii orizontale

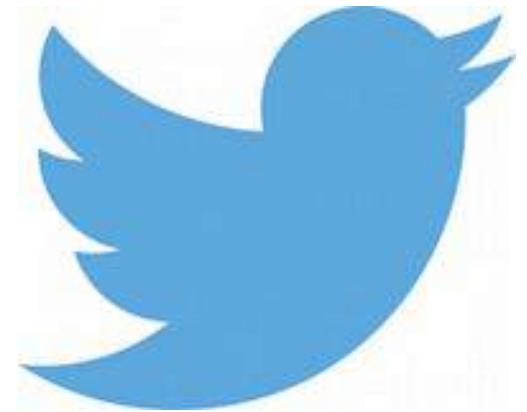
câmpie

MEMORABILITATEA

3 tehnici care pot face logoul nostru mai memorabil:

- **Von Restorff Effect**
- **Efecte Mnemonice**
- **Efectul Concretizării**

Efectul Mnemonic **Atributul Nume**



Efectul Mnemonic **Prima literă**



Efectul Concretizării

Logouri concrete



Logouri abstracte



- Typography este îmbrăcămintea companiei, fiți atenți cu ce îmbrăcați compania

T E C H N I C A L

Creative

friendly

RELIABLE

Caring

Elegant

friendly **AGGRESSIVE**

Traditional MODERN

feminine **MASCULINE**

calm **Chaotic**

formal - informal

The screenshot shows the Harvard University website homepage. At the top, there is a navigation bar with links for Apply, Faculty, Staff, Students, Alumni, Parents, Visitors, and Media, along with a search box. Below this is the Harvard University logo and a main navigation menu with links for About Harvard, Admissions & Aid, Schools, and Resources & Offices. A secondary navigation bar includes SATELITE NEWS, EVENTS, CONTACT HARVARD, and GIVE. The main content area features a large red banner with the headline "Governance reform, two years in" and a sub-headline "FACULTY RESEARCHER REFLECTS ON IMPACT OF EXPANDED HARVARD CORPORATION". A "Read More..." button is visible. Below the banner is a "Featured EVENTS" section with four event cards: "America's Dysfunctional Politics: Where Do We Go (and Where Should...)", "Teaching and Studying Environmental History in China", "The Poet's Voice: Christian Wiman and Marvell, Reading from the...", and "Unilateral Initiatives by the Israel/Palestinian Conflict".

The screenshot shows the Science Friday website homepage. At the top, there is a navigation bar with the Science Friday logo, a phone number (CALL US FRIDAY 2 - 4 PM ET 800-955-8755), and social media icons for YouTube, Facebook, Twitter, and LinkedIn. Below the navigation bar are links for AUDIO, VIDEO, BLOG, FOR TEACHERS, WAYS TO LISTEN, and ABOUT. The main content area features two video thumbnails: "Hour One: What Obamacare Means for Patients - And Their DOCS" and "Yet Another Reason to Spike That Eggnog". Below the video thumbnails is a "CURRENT WEEK" section with three featured items: "BLOG: Kermit the Frog's Chubby Cousins", "KITCHEN SCIENCE: Eggnog Recipe", and "SUPPORT SCIENCE: Happy Holidays!".

Technics

AVIS[®]

A V O N

Nikon[®]

Kellogg's
CRUNCHY
NUT

Neutrogena[®]

The New York Times

logotype

logotype

logotype

logotype

Logo Type

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LOGOTYPE

LOGOTYPE

FedEx[®]
Federal Express

DELL[™]

BRAUN

LAVAZZA

Nestlé[®]

intel[®]

Microsoft[®]

STAPLES[®]

that was easy.[™]

FUJITSU

Shelter

AA

Tropicana

VANS[®]

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L O O K

WMT
WIESINGER MUSIC
PIANO SERVICE

pencil
▼

WALK

Families
WIESINGER MUSIC
PIANO SERVICE

LOCKS™

Spatiu Negativ

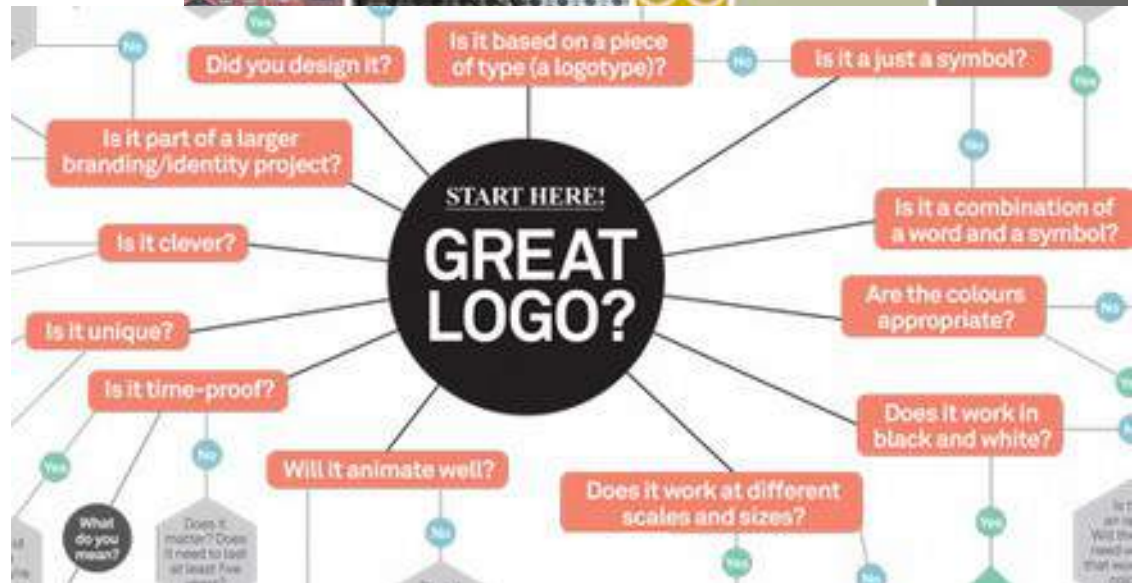


Creative Brief/Colectarea informațiilor:

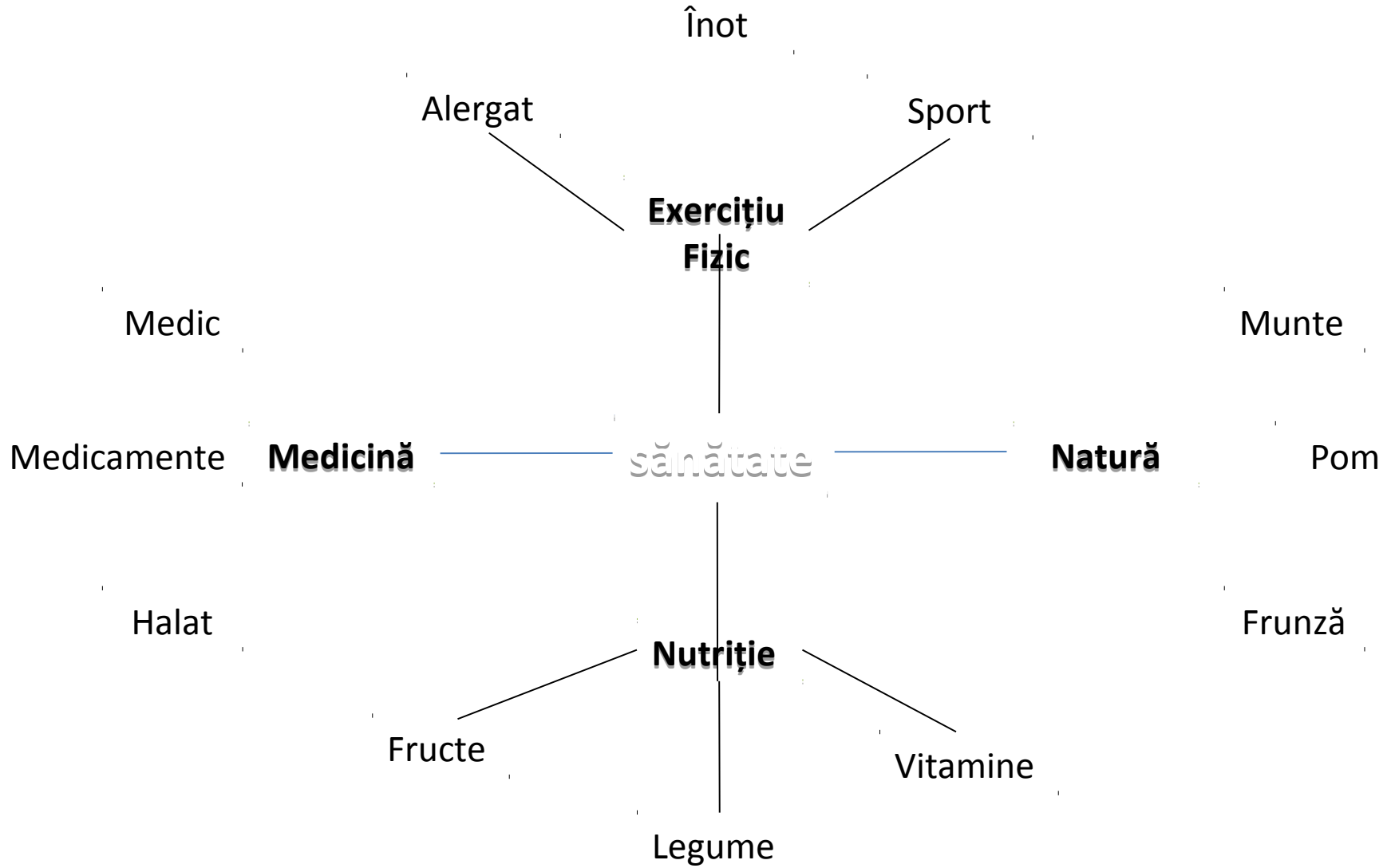
- Care este domeniul
- Numele companiei
- Publicul țintă
- Ce fel de personalitate proiectează businessul?
- Cine este competiția?
- Deadline și bugetul

Generarea Ideiilor:

- Moodboard
- Mind mapping
- Schițe



Mind Mapping



1 letter different color

Glow

Glo

GLOW

GLOW

GLOW

GLOW

GLOW

GLOW

GLOW

GLOW

Sitting person/flower #241

GLOW

each part starts

How to draw

GLOW

Hayle 3D

GLOW

Letters different color or sizes

OR...

GLOW

#249

Jumping person

GLOW

OR

GLOW

GLOW

blowing ball

GLOW

GLOW

GLOW

GLOW

GLOW



Can be one person or the whole family

GLOW

GLOW

GLOW

GOLDEN RAYS

Can be a stem

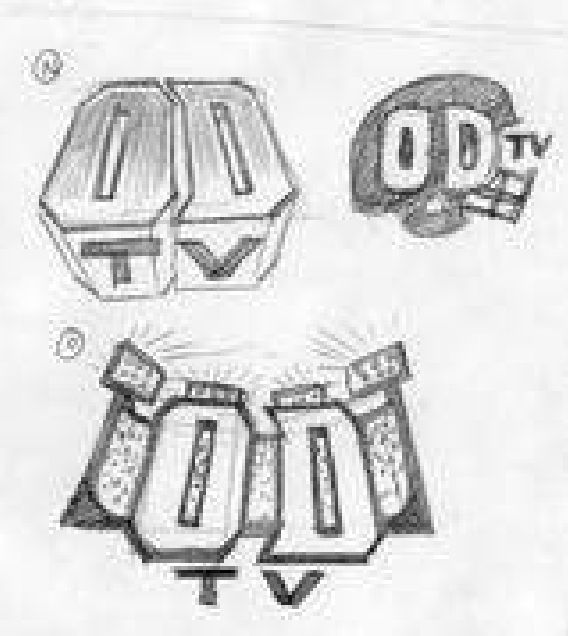
GLOW

Leonardo da Vinci - 3D exercise ball, bright color. Can be 4 colors

White silhouette of a bit figure. Can be different pose

GLOW

Text can be arranged differently







Iconography



Brand Pattern





The LSU-Peoples Health

**Center for
Healthcare
Advancement**

Ex. descriere – Serviciile voastre se adună și crează un conținut de bunăstare. Acest semn de uniune este **activ, în mișcare și răspunzător** la nevoile pacienților.




Style guide

CORPORATE IDENTITY SYSTEM - FORMAT 1&2
FILE TYPES: CMYK, SPOT, &W

Each logo is built for a specific use. See notes under each logo for further information. Designer colors are not accurate so refer to color specs below. Any questions email Chelsea Strubbe at info@thelake.com

Identity Style Guide Created 09.01.18




LOGO FORMAT 1

CMYK / PROCESS
File: CFLOGO_CMYK.ai

PROCESS COLORS

- Pantone 685C
- Pantone 485C
- Pantone 281C

This logo is used for all print projects printed with spot colors. It is not for use on digital devices. Refer to the color specifications and format usage.




LOGO FORMAT 2

CMYK / PROCESS
File: CFLOGO_CMYK2.ai

PROCESS COLORS

- Pantone 685C
- Pantone 485C
- Pantone 281C

This logo is used for all print projects printed with spot colors. It is not for use on digital devices. Refer to the color specifications and format usage.




LOGO FORMAT 1

SPOT COLORS - Coated
File: CFLOGO_SPOT1.ai

SPOT COLORS

- Pantone 685C
- Pantone 485C
- Pantone 281C

This logo is used for all print projects printed with spot colors. It is not for use on digital devices. Refer to the color specifications and format usage.




LOGO FORMAT 2

SPOT COLORS - Coated
File: CFLOGO_SPOT2.ai

SPOT COLORS

- Pantone 685C
- Pantone 485C
- Pantone 281C

This logo is used for all print projects printed with spot colors. It is not for use on digital devices. Refer to the color specifications and format usage.




LOGO FORMAT 1

B&W
File: CFLOGO_B&W1.ai

B&W

- Black

This logo is used for all print projects printed with black ink. It is not for use on digital devices. Refer to the color specifications and format usage.



LOGO FORMAT 2

B&W
File: CFLOGO_B&W2.ai

B&W

- Black

This logo is used for all print projects printed with black ink. It is not for use on digital devices. Refer to the color specifications and format usage.

CMYK

Spot

B&W

Link-uri:

- <http://www.crowdspring.com/>
- <http://99designs.com/>
- <http://www.myfonts.com/>
- <http://www.dafont.com/>
- <http://freetypography.com/>
- <http://www.amazon.com/gp/product/1568984480?ie=UTF8&tag=printernational-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=1568984480>
- <http://www.amazon.com/gp/product/3721201450?ie=UTF8&tag=printernational-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=3721201450>