DesignTalk
SixDesignIdeas

Storytelling **Logo**

Beautiful **Card**

Quick **Flier**

Great **Note Pad**

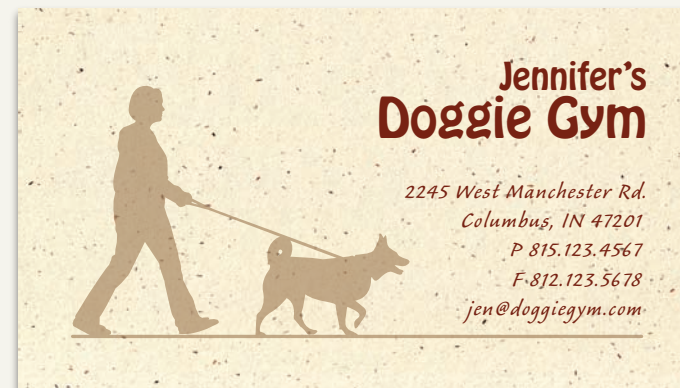Expressive **Typography**

Simple **Brochure**

Logo Silhouette turns a photo into a storytelling logo

Her *storytelling* logo says it all: Jennifer exercises dogs for their busy owners. Neither fancy typography nor a painstakingly crafted graphic would be as effective as just *showing the action.* A silhouette is easy to make—just trace and fill—and can be assembled from several images.

There's a logo in this image One great thing about using silhouettes is that it gets rid of detail, which is one characteristic of a well-designed logo. (Right) Even at thumbnail size, the silhouette is still clear.
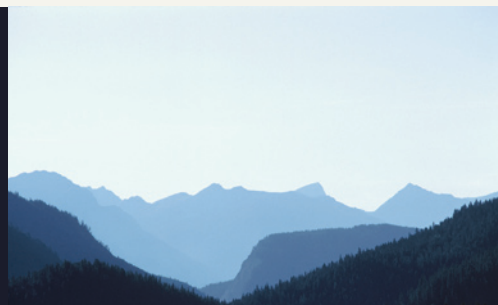

Transform Another useful characteristic is that a silhouette can be flipped or otherwise transformed. In this case, the original action moved right to left (far right), which on the card would have unnaturally lead back into the page.

Layout **Too many focal points? Don't redesign; just send 'em to the back!**

You've whipped out an inexpensive, black & white flier, but its cute little animals are starting to take over; they're bolder than the text! Here's a quick fix: Instead of redesigning, just lower their opacity, and watch them quietly recede.
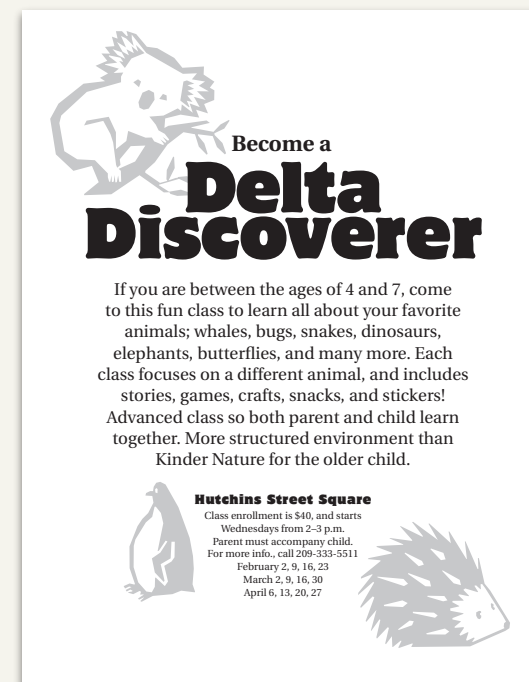

Receding into the distance
One way our eyes judge distance is through *atmospheric perspective*—as objects recede, they become more like their background; in daylight they get lighter, and at night they get darker.

Become a
Delta Discoverer

If you are between the ages of 4 and 7, come to this fun class to learn all about your favorite animals; whales, bugs, snakes, dinosaurs, elephants, butterflies, and many more. Each class focuses on a different animal, and includes stories, games, crafts, snacks, and stickers! Advanced class so both parent and child learn together. More structured environment than Kinder Nature for the older child.

Hutchins Street Square
Class enrollment is $40, and starts
Wednesdays from 2–3 p.m.
Parent must accompany child.
For more info., call 209-333-5511
February 2, 9, 16, 23
March 2, 9, 16, 30
April 6, 13, 20, 27

Too many focal points
With similar sizes and value, graphics compete with headlines and text.

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Lower the opacity
Lighter, they recede toward white (distance); headlines and text now prevail.

Logo **Coca-Cola Zero's new logotype looks like what it says!**

zero

Fat . . . . **sip, sip, sip, sip,** sip, sip . . . . thin

How do you combine the word zero, youth, and the idea of *diet-friendly* into a logotype without drawing a single image? Exactly like Coke is doing with this simple, typographic device—four letters, each skinnier than the one before. Lowercase says *young;* extra space between letters keeps the setting *light.*

The cold silver outline adds *chill* **(zero's marketing slogan) to the image and physical dimension similar to Coca-Cola.**

Layout **Its visual *similarities* make it beautiful— and beautifully simple!**

UNIVERSITY MARKET

CAFE

Motorola's University Market Cafe no longer exists, but that's not because of its handsome signage. The card's serene beauty is the result of its graphical *similarities;* you use only a few different elements— color, shape, line, space—and repeat them. The similarities, like twins, naturally harmonize. Have a look:
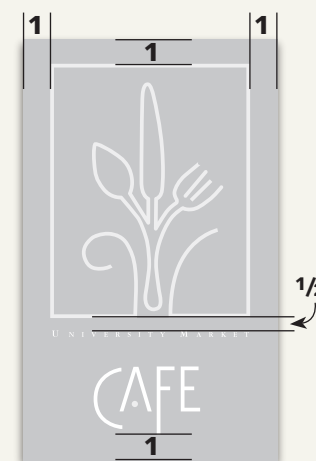

Repeat the color
The tiny dot is all you need to connect top to bottom. Cover it up and see.

Repeat the shapes

Repeat the line
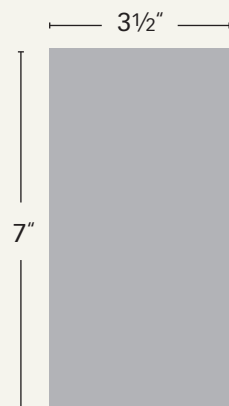One width. Note the negative spaces.

Repeat the space

Image **Ghosted logo makes a great note pad**

We're not big fans of *ghosted* logos, which are normally overlaid by text as shown here, weakening (or obscuring) the image and complicating reading. But here's a great exception. It's a note pad that shows off your logo and lets the *reader* cover it up—s-l-o-w-l-y spending time literally atop your image!

For branding integrity, run the logo normally at full strength, and make the ghost a duplicate.

3½″

7″

Blue Shield of California
An Independent Member of the Blue Shield Association

Repeat logo

For Blue Shield health plans and information visit
www.myhealthpath.com

Carnival.
The Fun Ships.

Because people will be writing on your image, keep it light—10% opacity is a good place to start.

Information. Comments. Room Service.
Please dial "0" for a representative.

Layout Super-simple brochure layout will have your cash register ringing

This pocket-size, Sharper Image catalog is a great example of sharper design. Key is its one-product-per-page layout that showcases each high-tech gizmo with no distracting (and sales-robbing) gingerbread. It's handsome and—this is especially nice—really easy to do.

Repetitive format is effective and blissfully easy—same size, same position, page after page. Note the following . . .

3½"

5"

It's tiny, but **black** compensates.

Full bleed pages. Margins would add busy-ness.

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Article resources

7a

7b

1a Jennifer's
1b **Doggie Gym**
2 2245 West Manchester Rd.
Columbus, IN 47201
P 815.123.4567
F 812.123.5678
jen@doggiegym.com

3a
Become a — 4
Delta Discoverer — 5a

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3b

3c

10

Typefaces

1 (a–b) Hobo Std Medium | a) 12.75 pt, b) 18.5 pt

2 Caliban Std Regular | 10/11 pt

3 (a–c) Acme Animals Regular
a) 165 pt, b) 125 pt, c) 140 pt

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5 (a–b) ITC Motter Corpus MM
a) 75/54 pt, b) 14 pt

6 (a–b) Utopia Regular | a) 20/25, b) 12/15 pt

Images

7 Photos.com | a   b

Colors

8	C**16** M**26** Y**41** K**13**
9	C**25** M**90** Y**95** K**45**
10	C**0** M**0** Y**0** K**25**

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For presentation format
Print: (Specify pages 1–9)

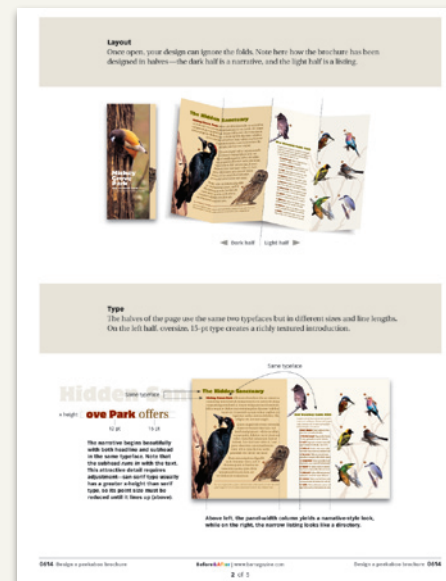**Print**
Format: Landscape
Page Size: Fit to Page

Save
Presentation format or
Paper-saver format

For paper-saver format
Print: (Specify pages 11–15)

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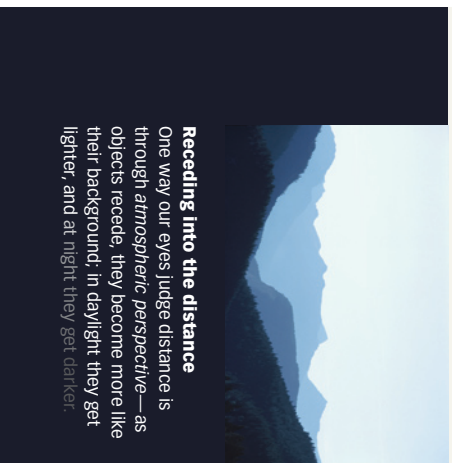
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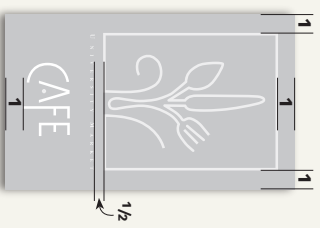
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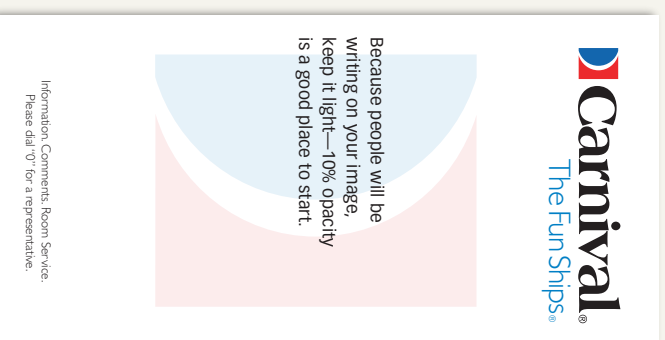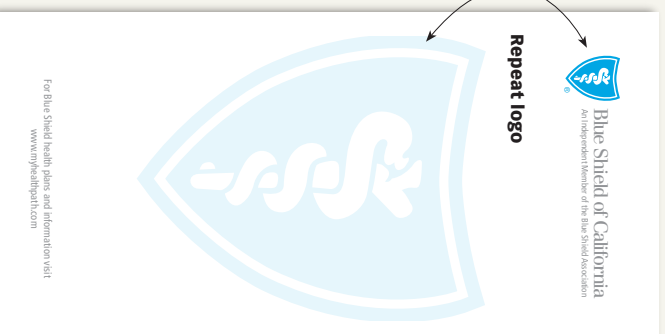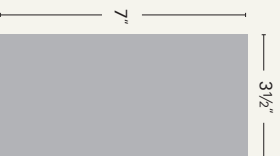
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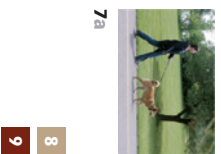**Four lines** of copy per product. Identical format; no variations.

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— 1a
— 1b

— 2

3a

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3b

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— 4

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