

DesignTalk Six Design Ideas

Storytelling Logo



Beautiful Card



Quick Flier



Great Note Pad



Expressive Typography



Simple Brochure



Logo Silhouette turns a photo into a storytelling logo

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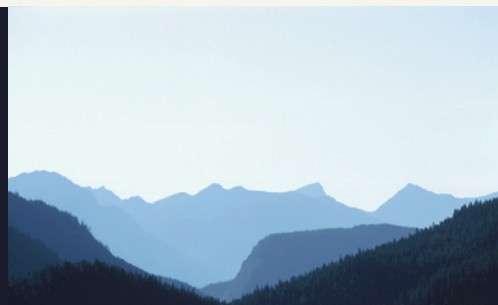


Transform Another useful characteristic is that a silhouette can be flipped or otherwise transformed. In this case, the original action moved right to left (far right), which on the card would have unnaturally lead back into the page.



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.



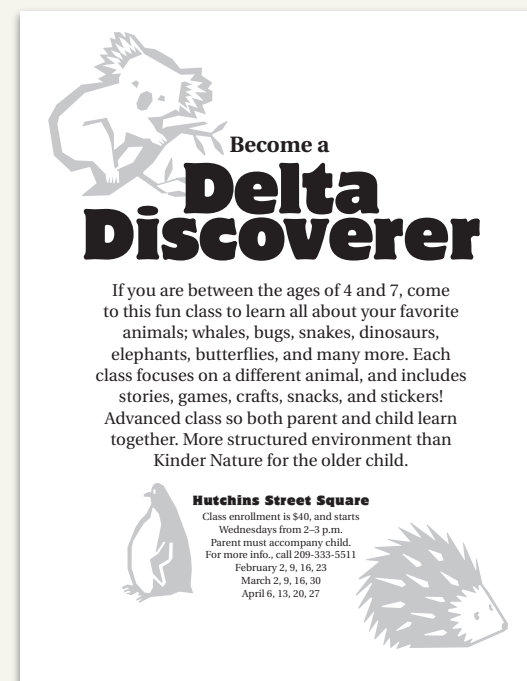
Receding into the distance

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.



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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!



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.

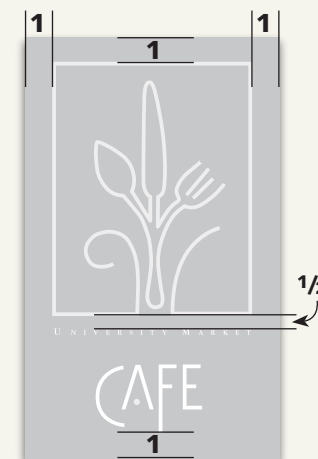


Repeat the shapes



Repeat the line

One width. Note the negative spaces.

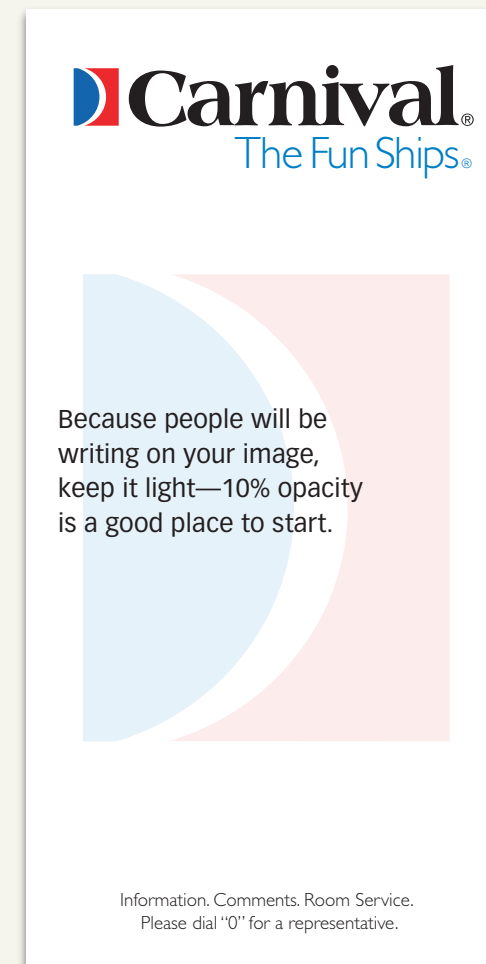


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Article resources



7a

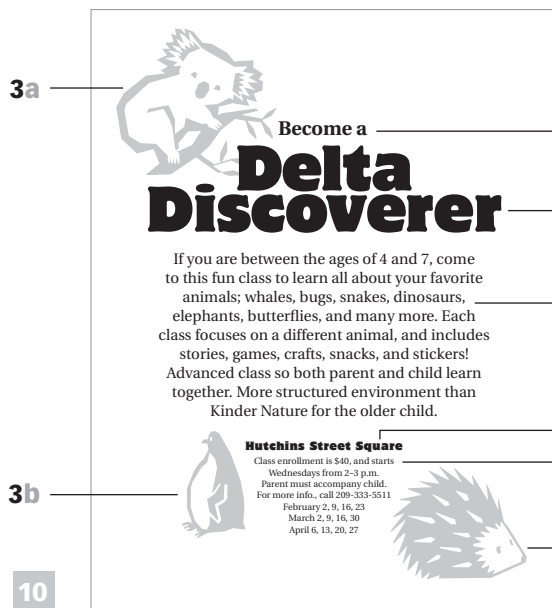
- 8
- 9



- 1a
- 1b
- 2



7b



- 3a
- 4
- 5a
- 6a
- 5b
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- 3b
- 3c
- 10

Typefaces

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Images

- 7 Photos.com | [a](#) [b](#)



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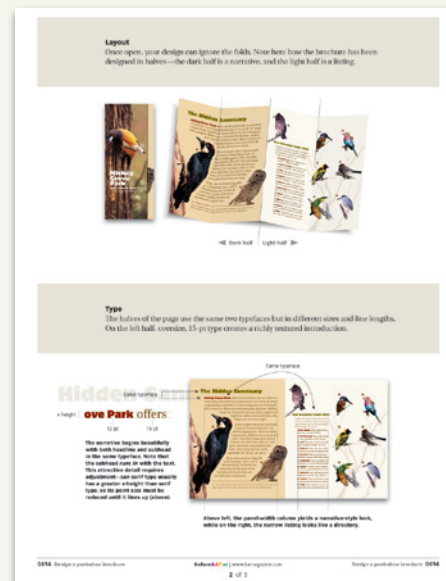


Save

Presentation format or
Paper-saver format

For paper-saver format

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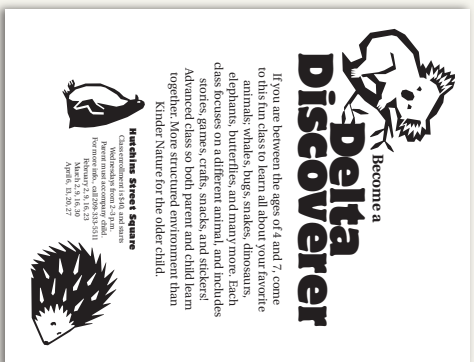


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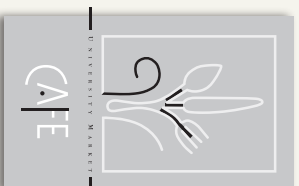
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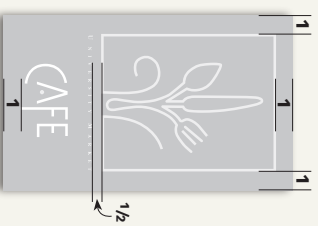
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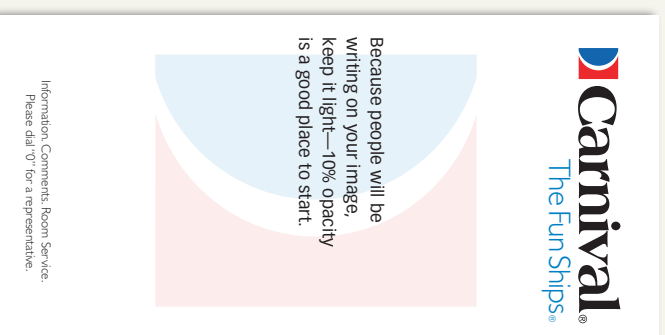
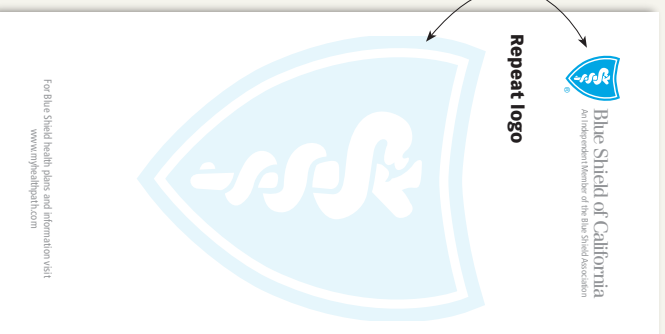
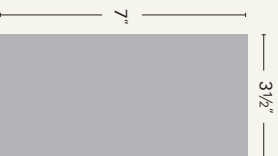
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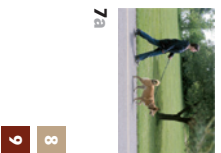


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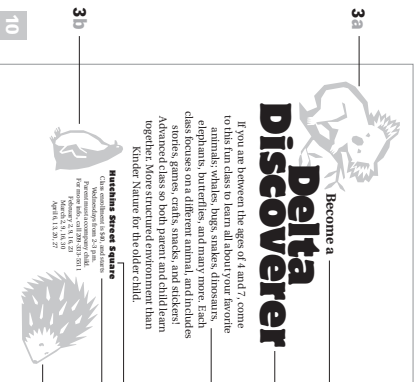
2

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7b



4

5a

6a

5d

6d

3c

10

Images
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