



Logo's Ontwerpen

Vuistregels tegen valkuilen

ADOBE MASTERCLASS

Even voorstellen...

Peter Villevoye





Hoe belangrijk is een logo ?

- Herkenbare identiteit
- Indicatie van intentie
- Uitstraling en sfeer



Kleuren, vorm, lettertype OK ?



Soorten logo's

- Monogram
- Woordmerk
- Beeldmerk
- Abstract

Combinaties

- Figuratief
- Mascotte
- Embleem

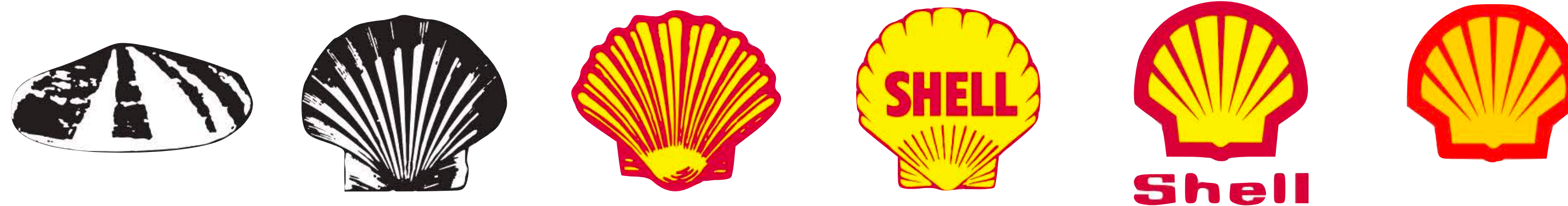


Wat is eigenlijk het logo ?

- Met of zonder tekst ?
- Met of zonder decoratie ?
- Met of zonder embleem of zo ?



Evoluties: strakker, minder...



Waarom
een vlag?



 Windows

Erosie: per ongeluk, opzet ?



Wat maakt een goed logo ?

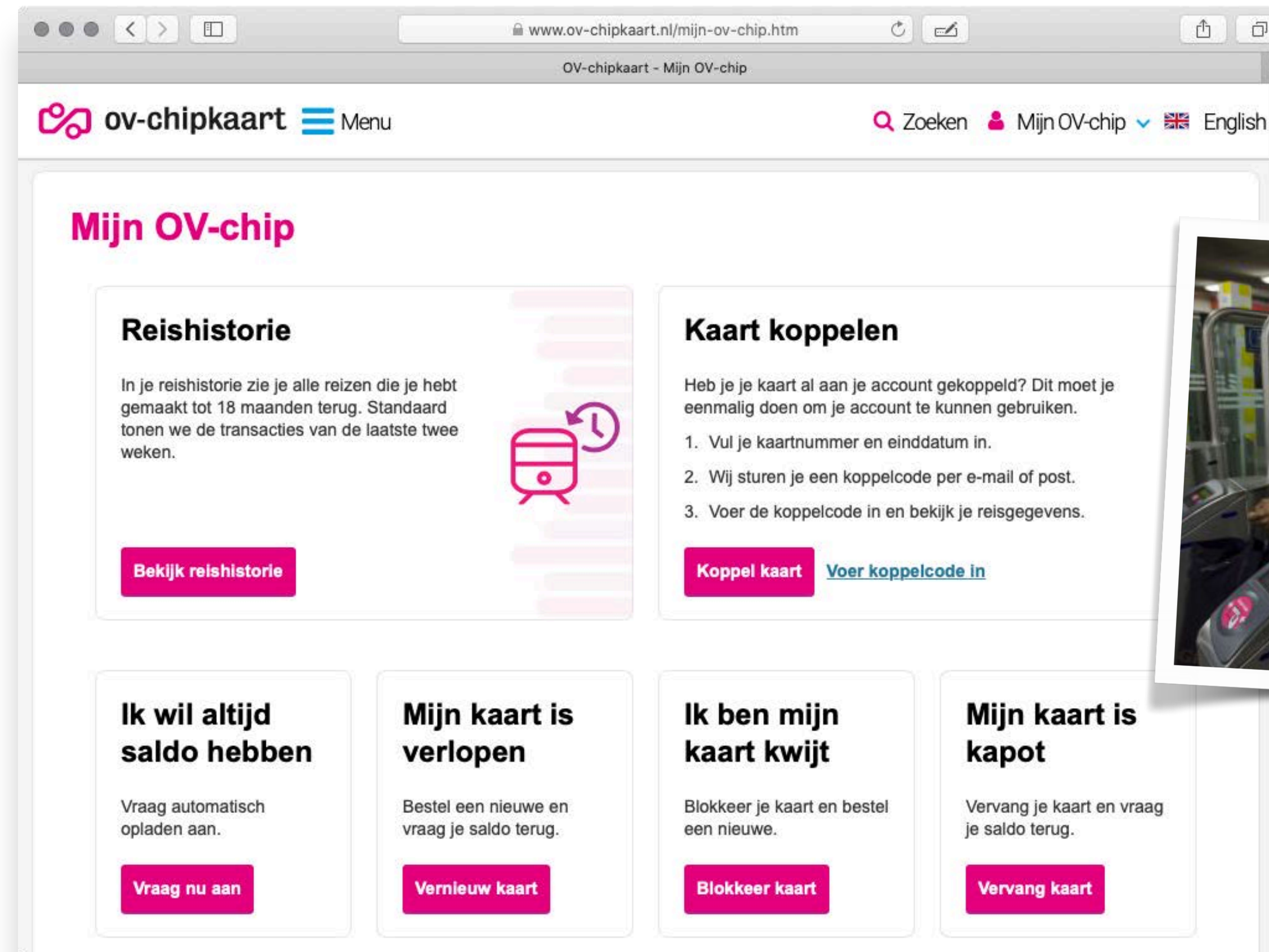
- Niet teveel items willen combineren
- Zinvol, herkenbaar, elegant, markant
- Contrast-rijk en overal goed inzetbaar
- Geen te kleine details of lange tekst

Met een stok in het zand...



<https://www.quora.com/What-is-the-key-factor-to-create-3D-logo-design/answer/>
<https://www.quora.com/Which-is-good-software-for-logo-design/answers/3602319>

Logo – *OV Chipkaart*



The Most Bad Ass Design



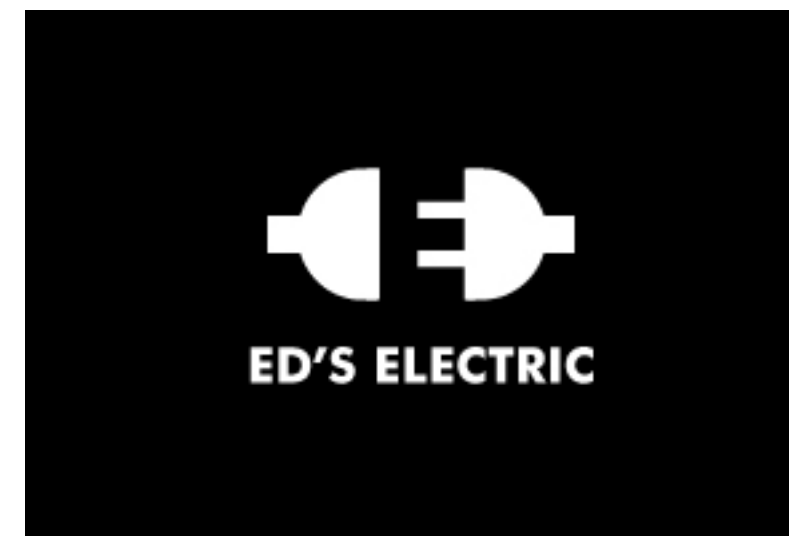
✗ Gemeente
✗ Amsterdam
✗



*Prachtig verhaal dat ook geldt
voor logo's, symbolen en iconen.*

<https://www.youtube.com/watch?v=pnv5iKB2hl4>

Geintjes met contrast, ruimte



Welke logo's vallen goed op ?

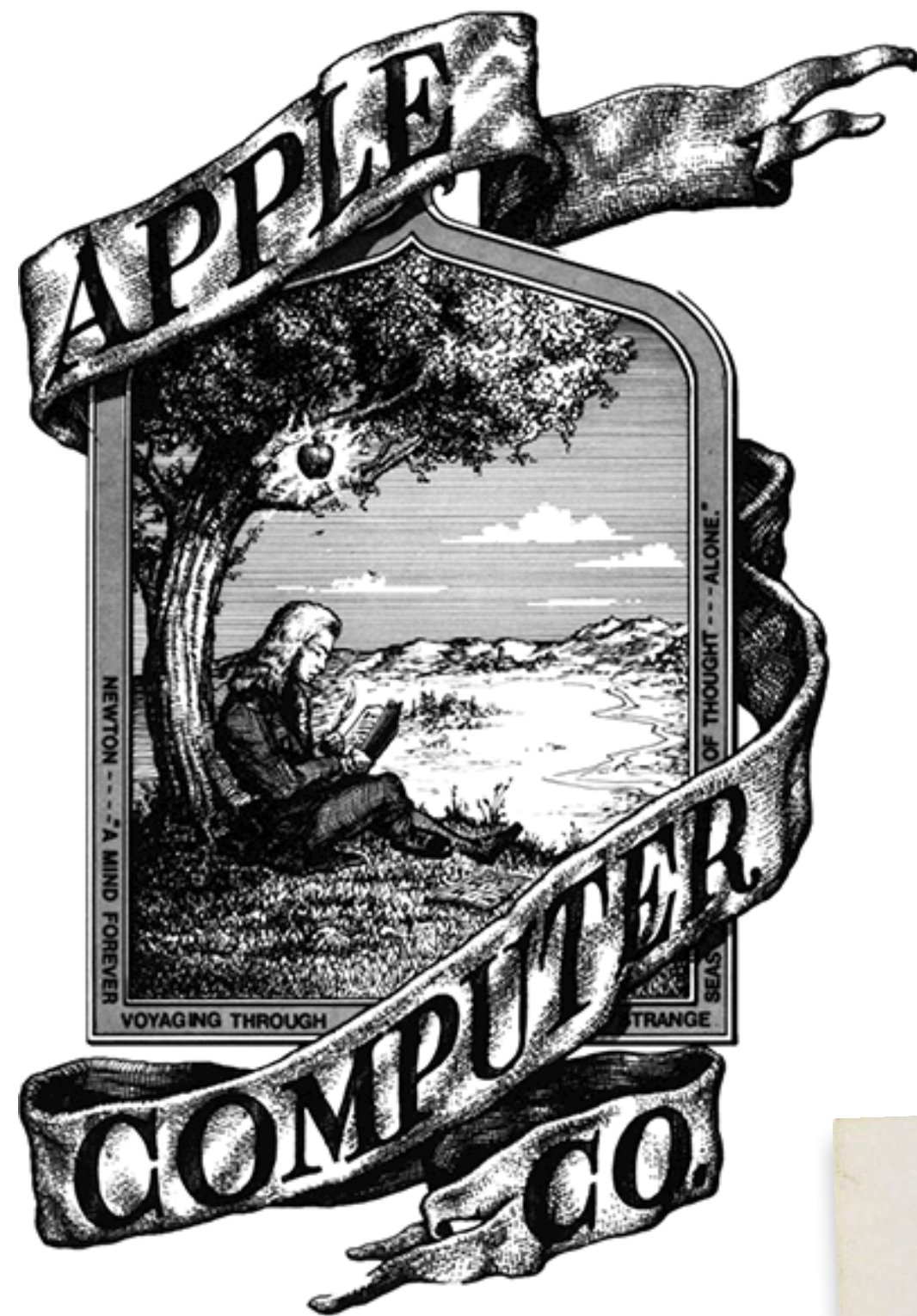


Te veel, te priegelig, te iel...

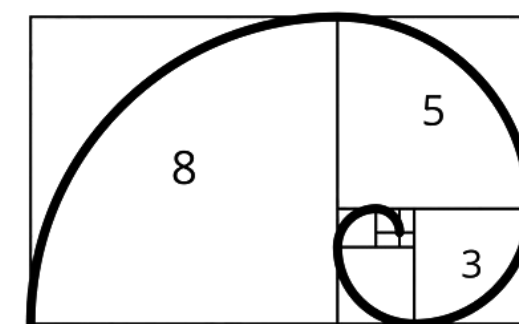


P I X A R → P I X A R
ANIMATION STUDIOS

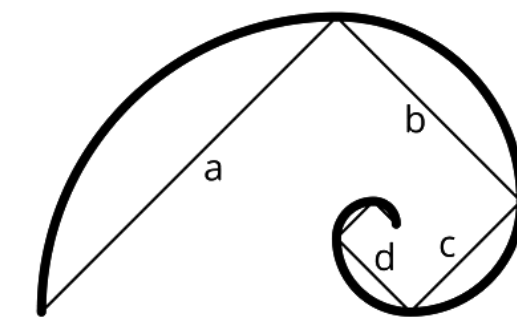
Complexe meerkleuren logo's



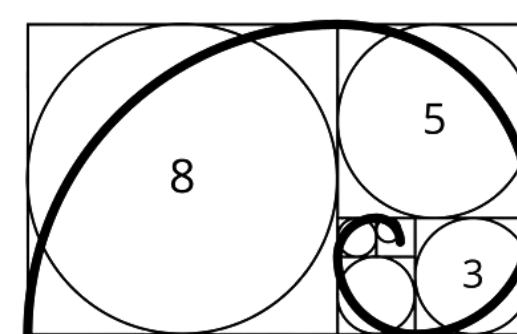
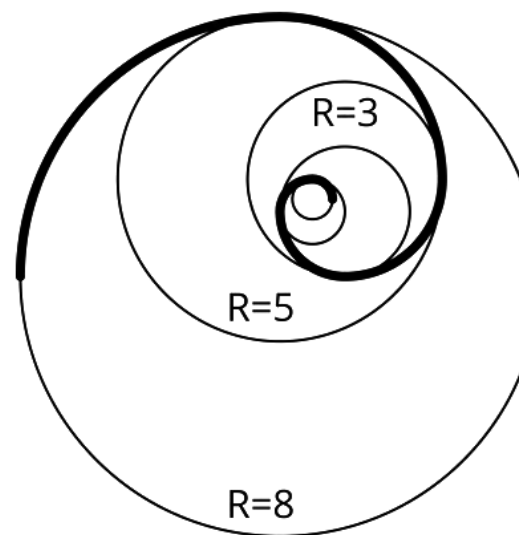
Ontwerpen met *Gulden Snede*...



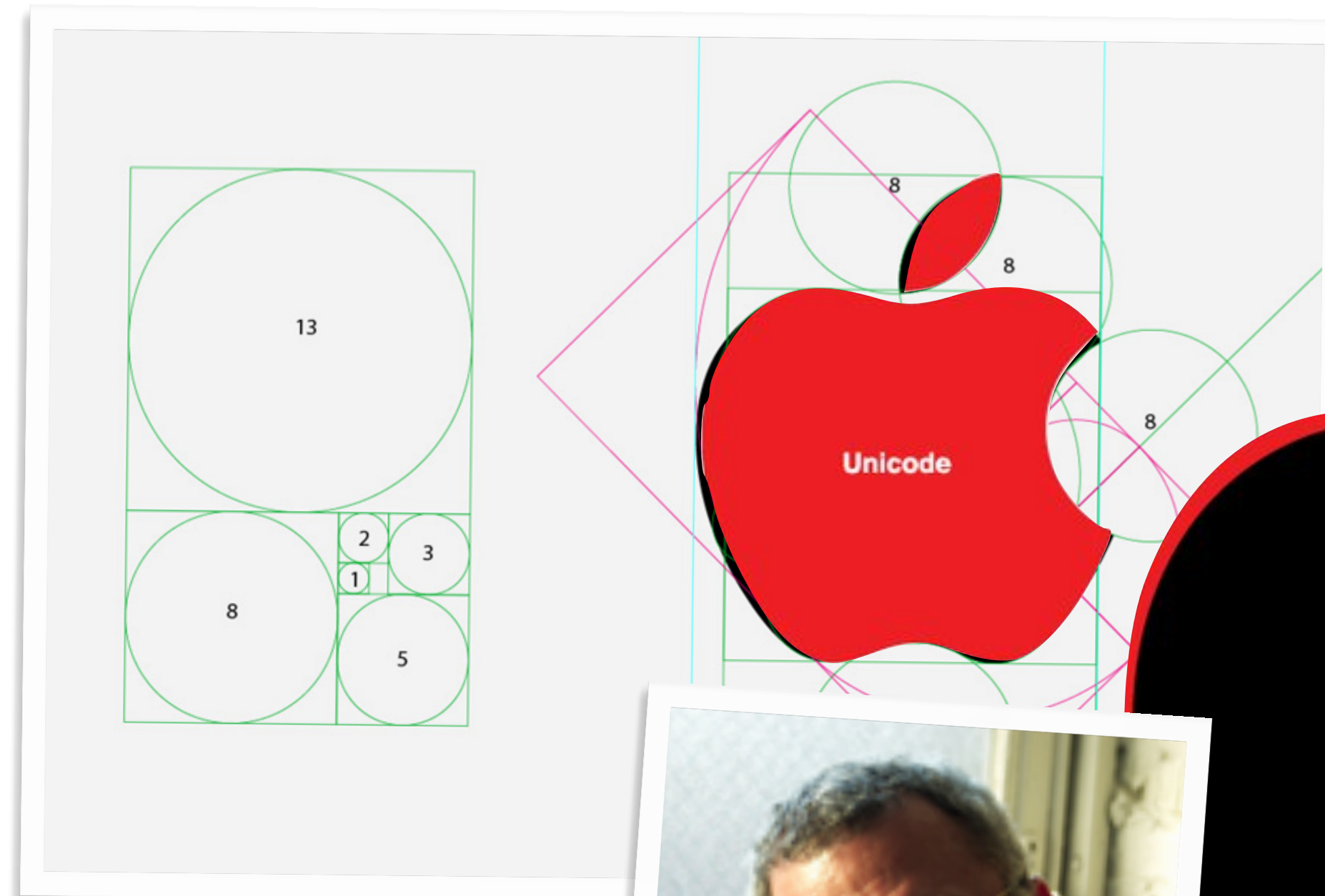
Fibonacci:
1, 1, 2, 3, 5, 8, 13, 21, ...



$$\frac{a+b}{a} \approx \frac{b+c}{b} \approx \frac{c+d}{c} \approx 1,618$$



SECTIO AUREA
Gold section proportion



Restyle, en snel weer terug...

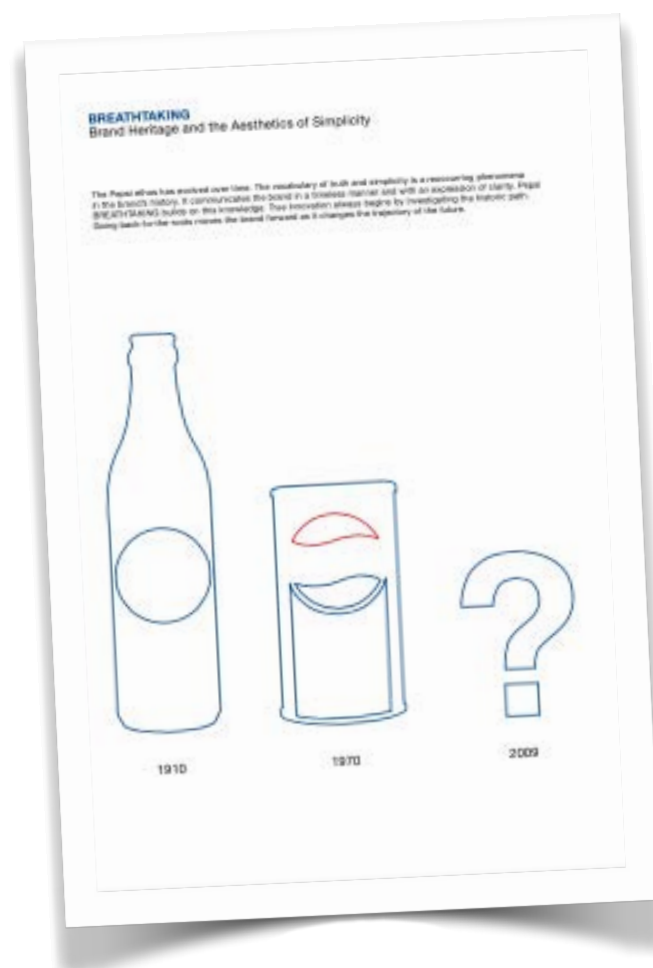


Lelijkste restyle van een logo

Van *super sterk* naar het **lelijkste** logo, ooit...

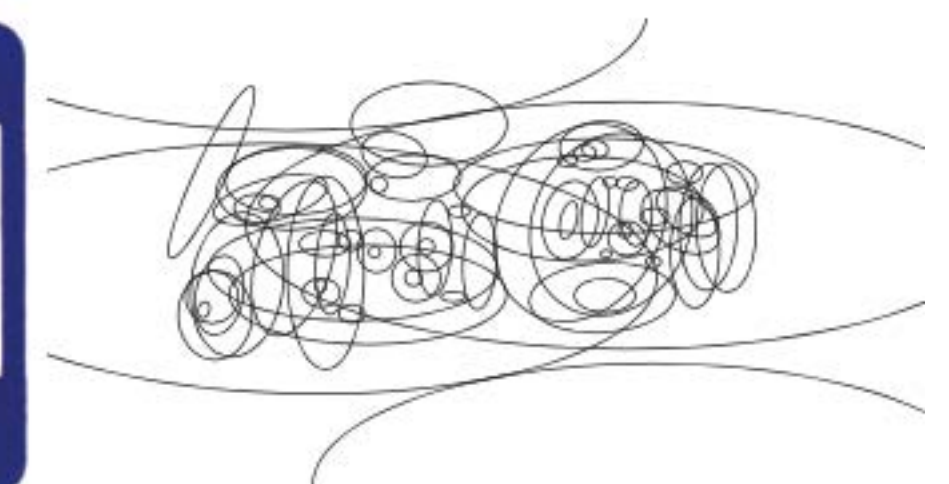
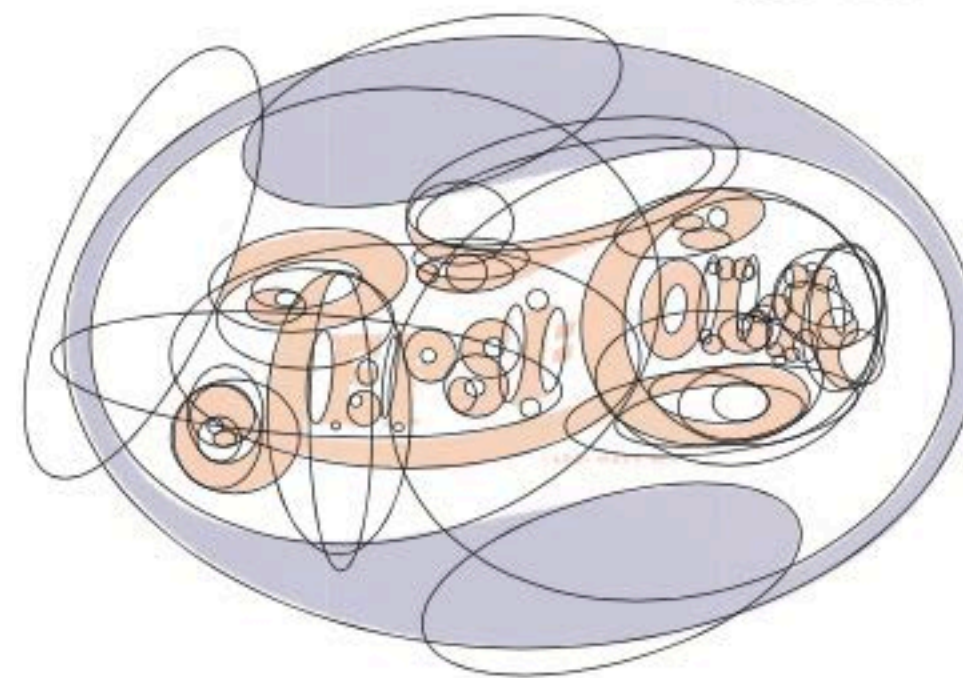
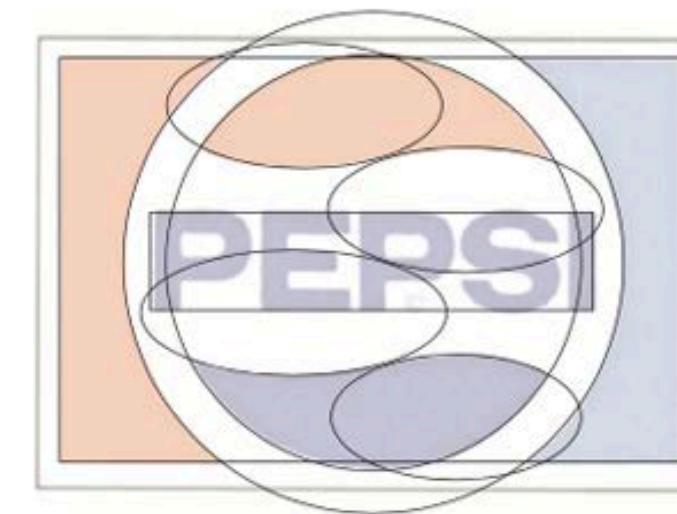
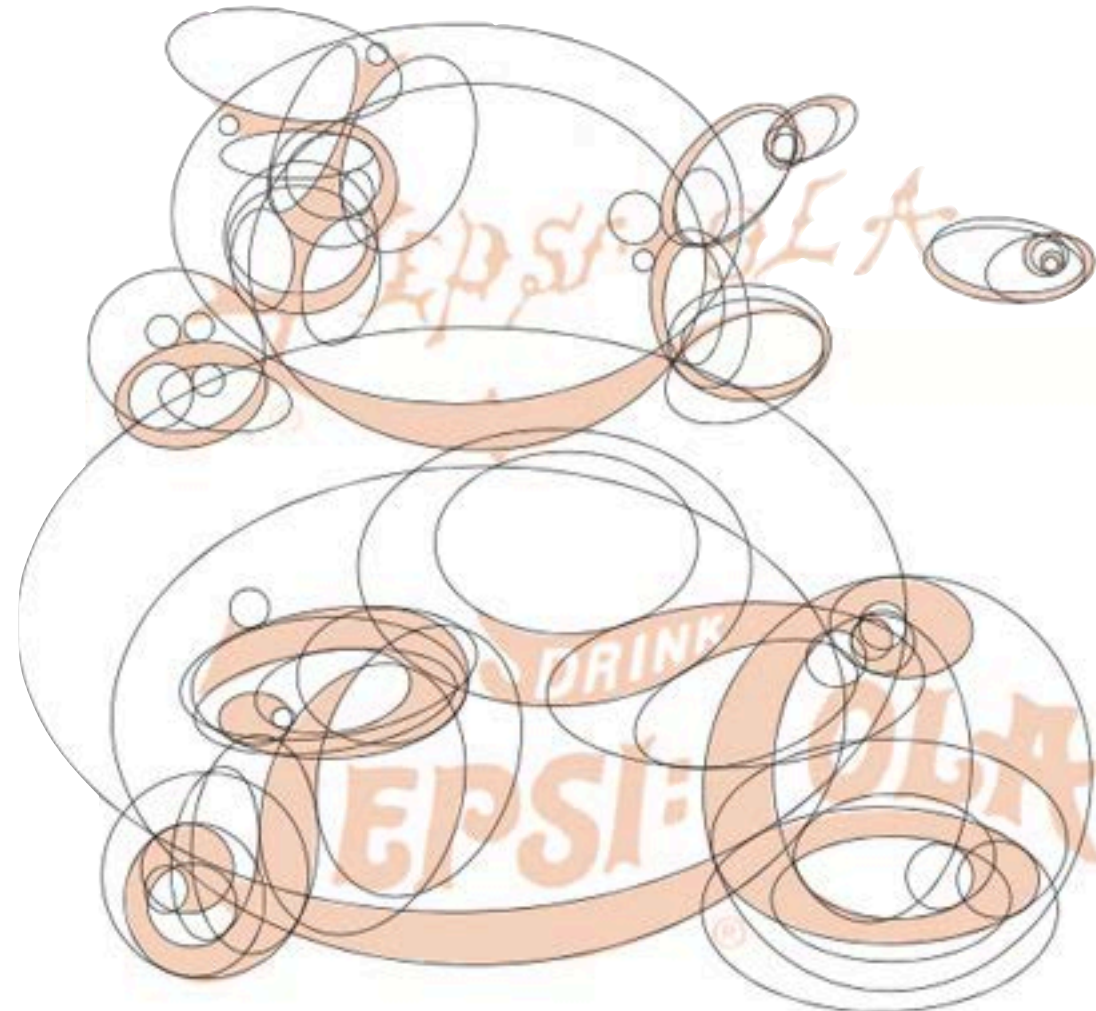
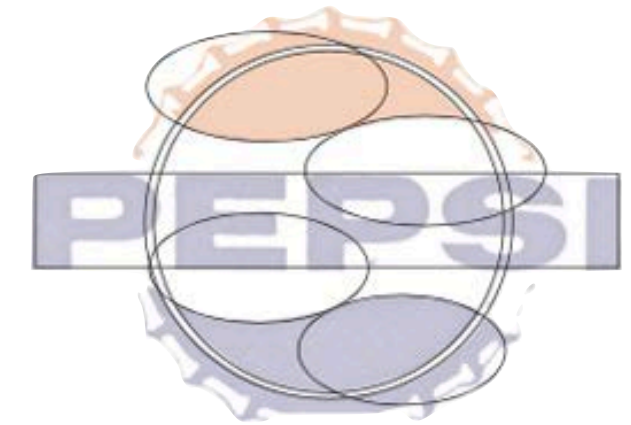


...en voor héél veel geld.

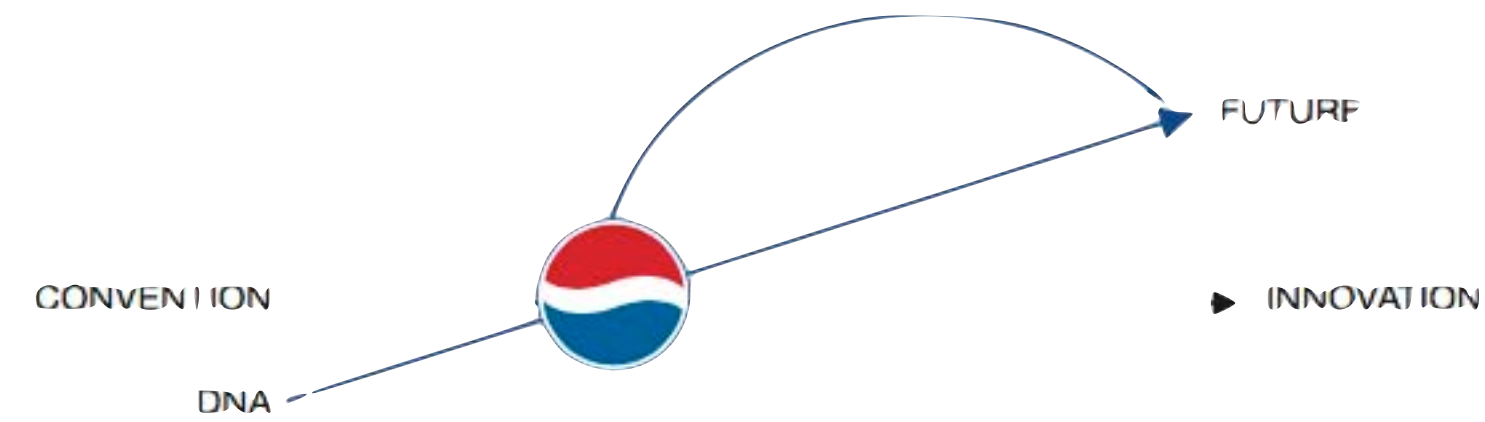


<https://www.quora.com/pepsi-logo-the-worst/answer/Peter-Villevoye>

<http://gawker.com/5150582/pepsis-logo-is-pinnacle-of-entire-universe>



C. The investment in our DNA leads to breakthrough innovation and allows us to move out of the traditional linear system and into the future.

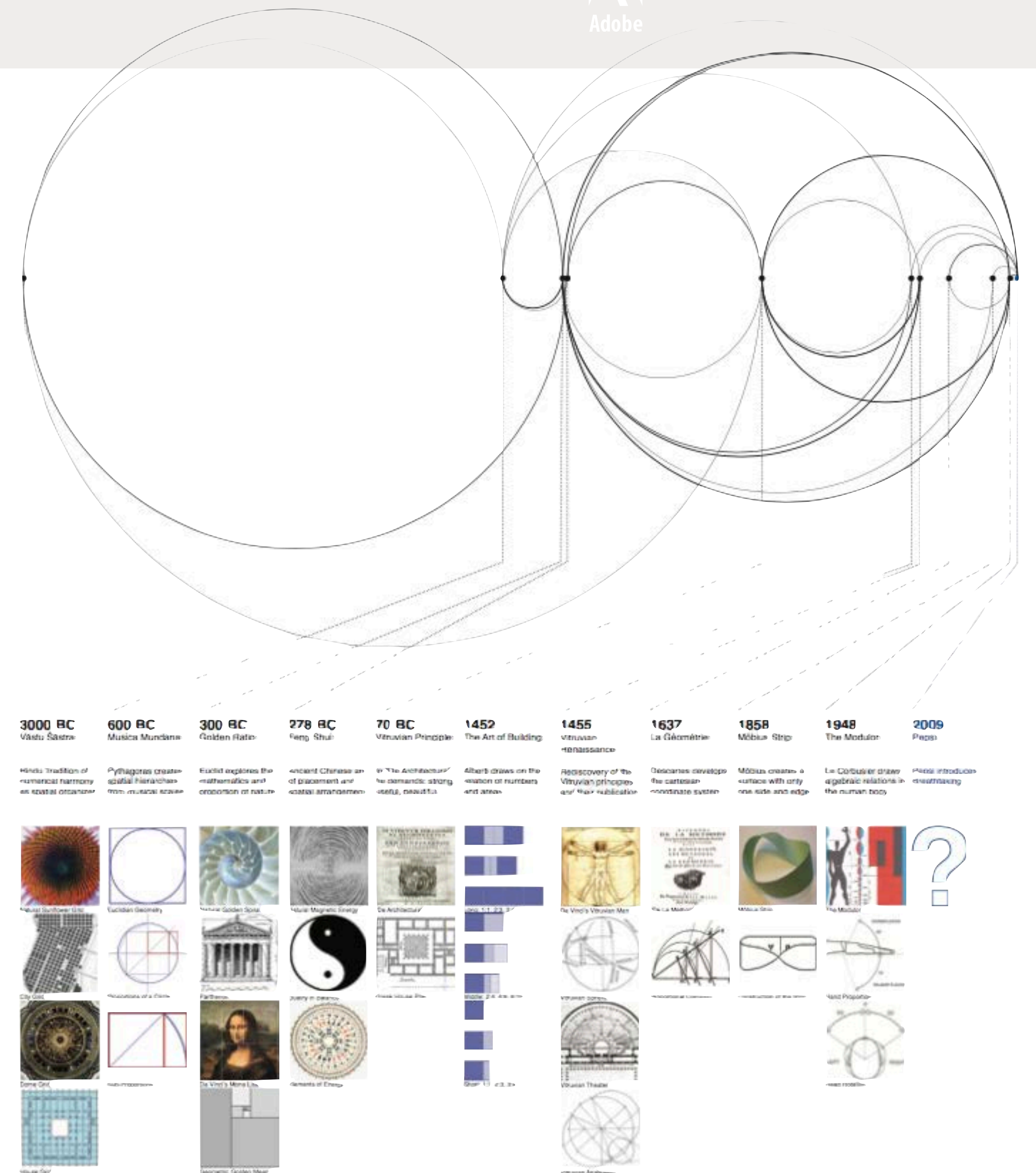
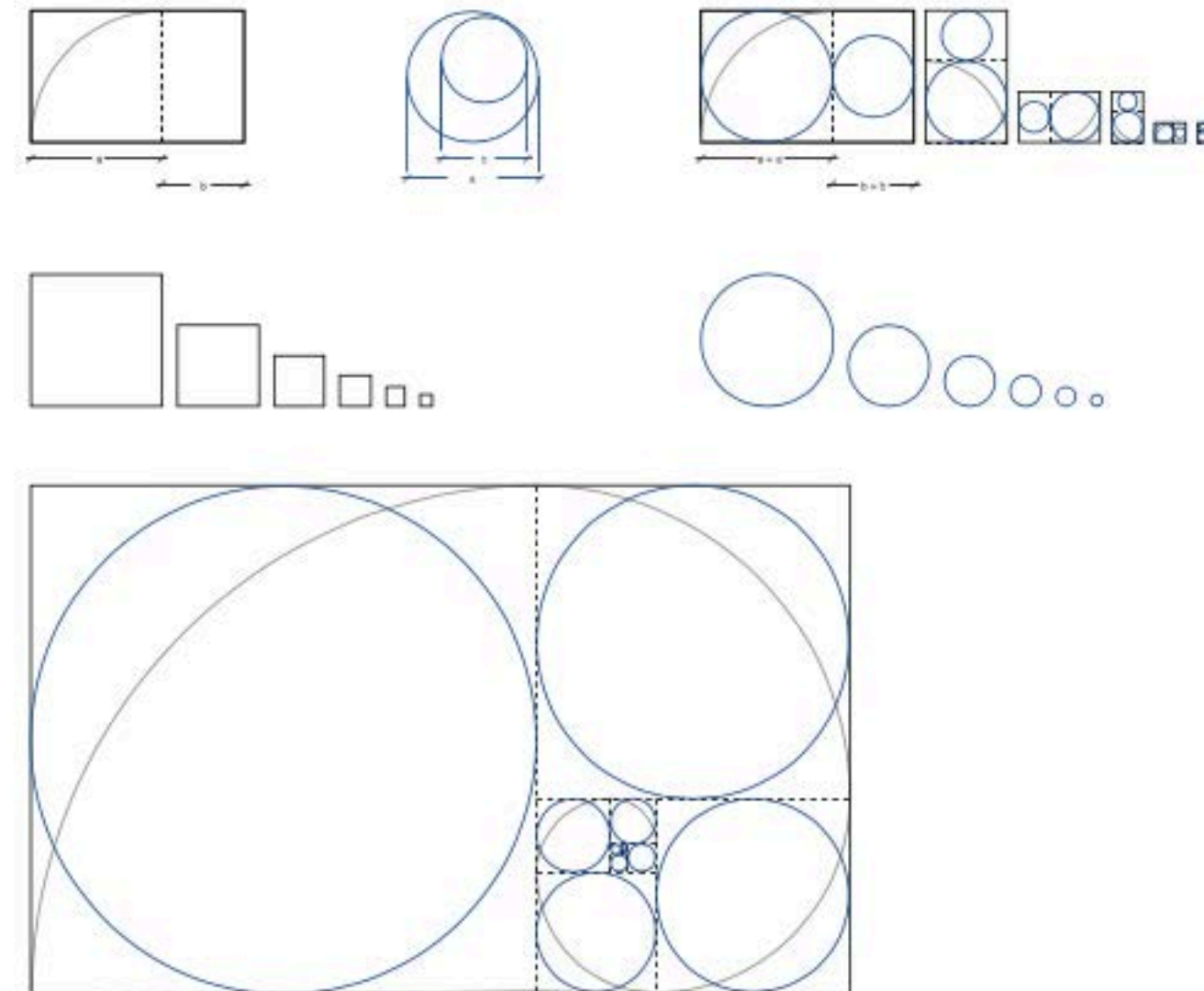


BREATH TAKING

Creation of Identity: Scales and Dynamic Relationships

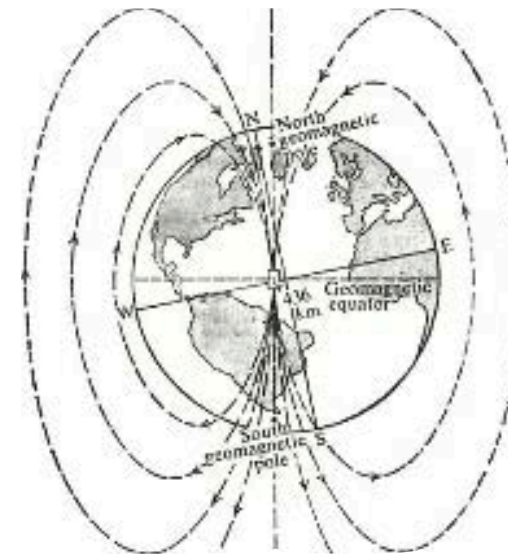
A. Geometry of Aesthetics: Proportion

The Golden Ratio establishes a proportion of one part (a) relative to another (b). Playing by these rules produces an aestheticism that is universally accepted to be in balance and harmony. The Pepsi aesthetic respects these rules: The brand identity can be derived from two circles, that have a set relation to each other.



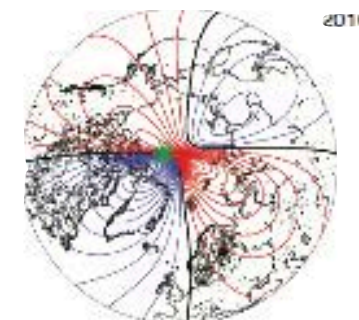
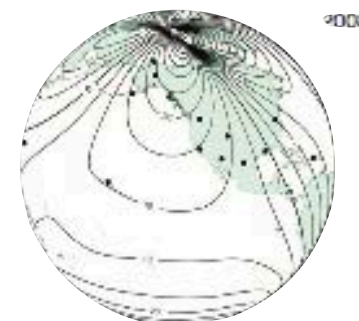
B. Magnetic Fields

Magnetic fields exert forces on inner and outer surfaces of the Earth.



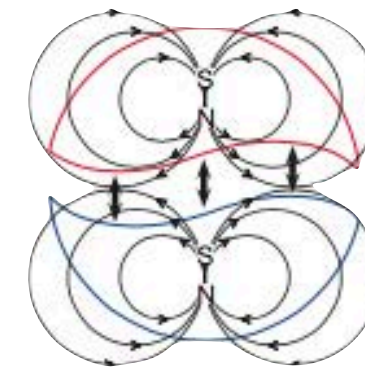
C. Magnetic Dynamics

Magnetic fields are impacted by sun radiation and wind motion.



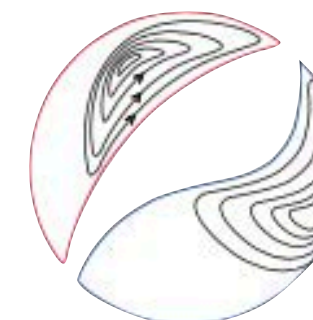
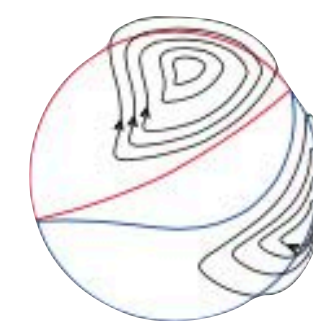
B. Pepsi Energy Fields

Symmetrical energy fields are in balance.



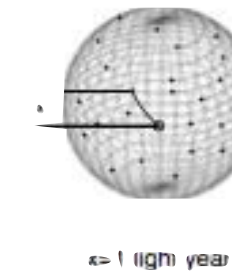
C. The Pepsi Globe Dynamics

Emotive forces shape the gestalt of the brand.

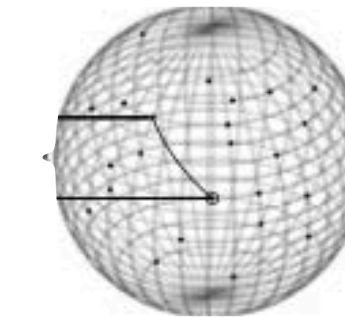


A. Universe Expansion

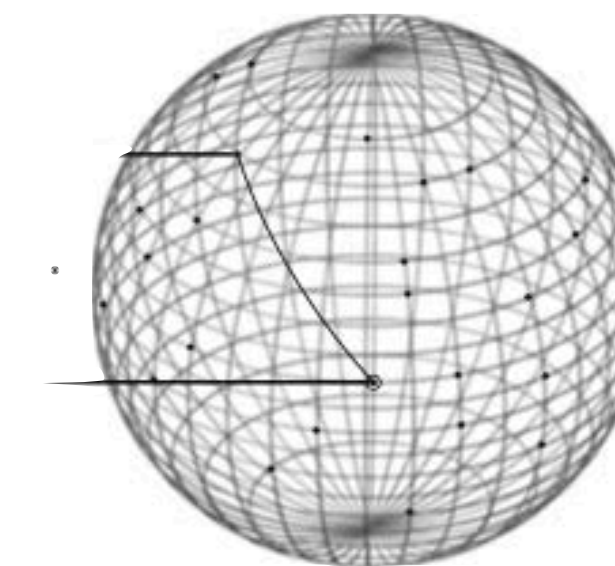
The universe expands exponentially with time.
(1 light year = 9.5 trillion miles per hour)



< 1 light year



< 2 light year



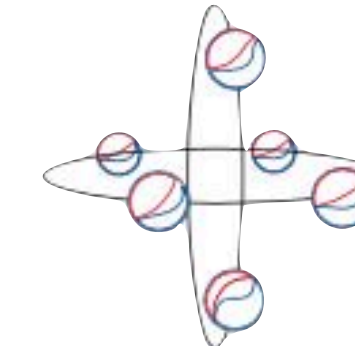
< 8 light year

B. The Pepsi Orbits

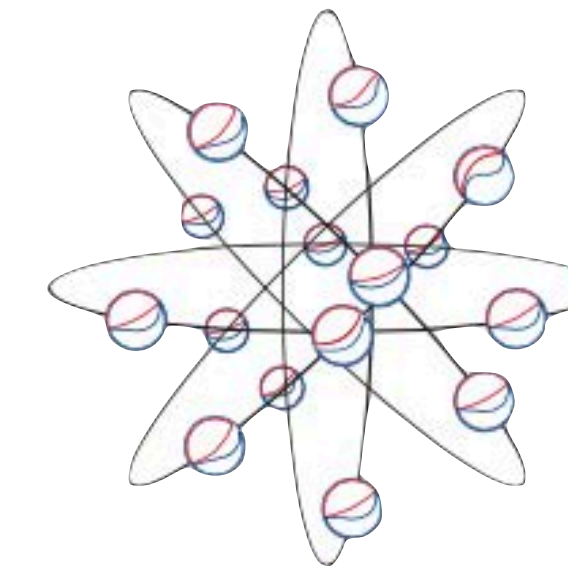
Dimensionalize exponentially.



Pepsi Planet

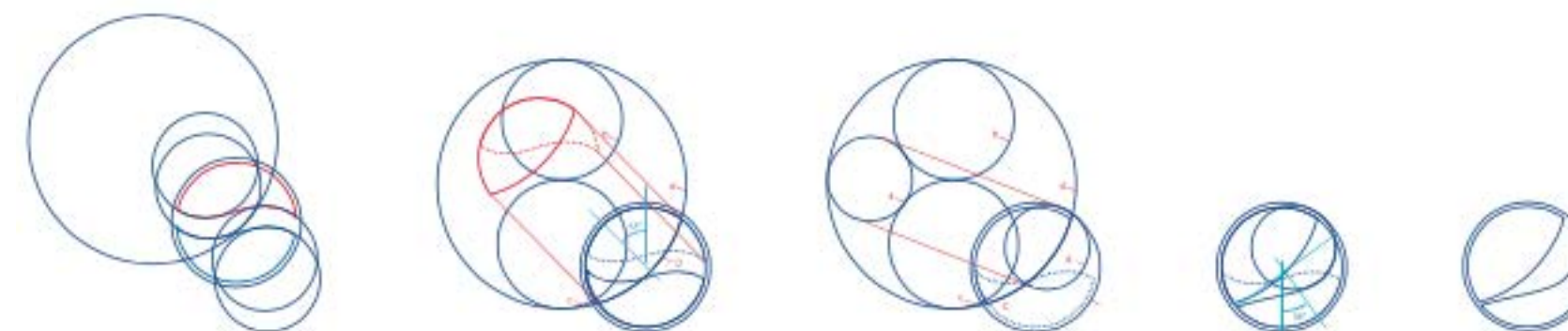


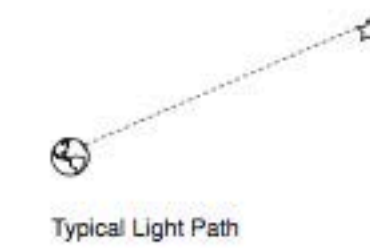
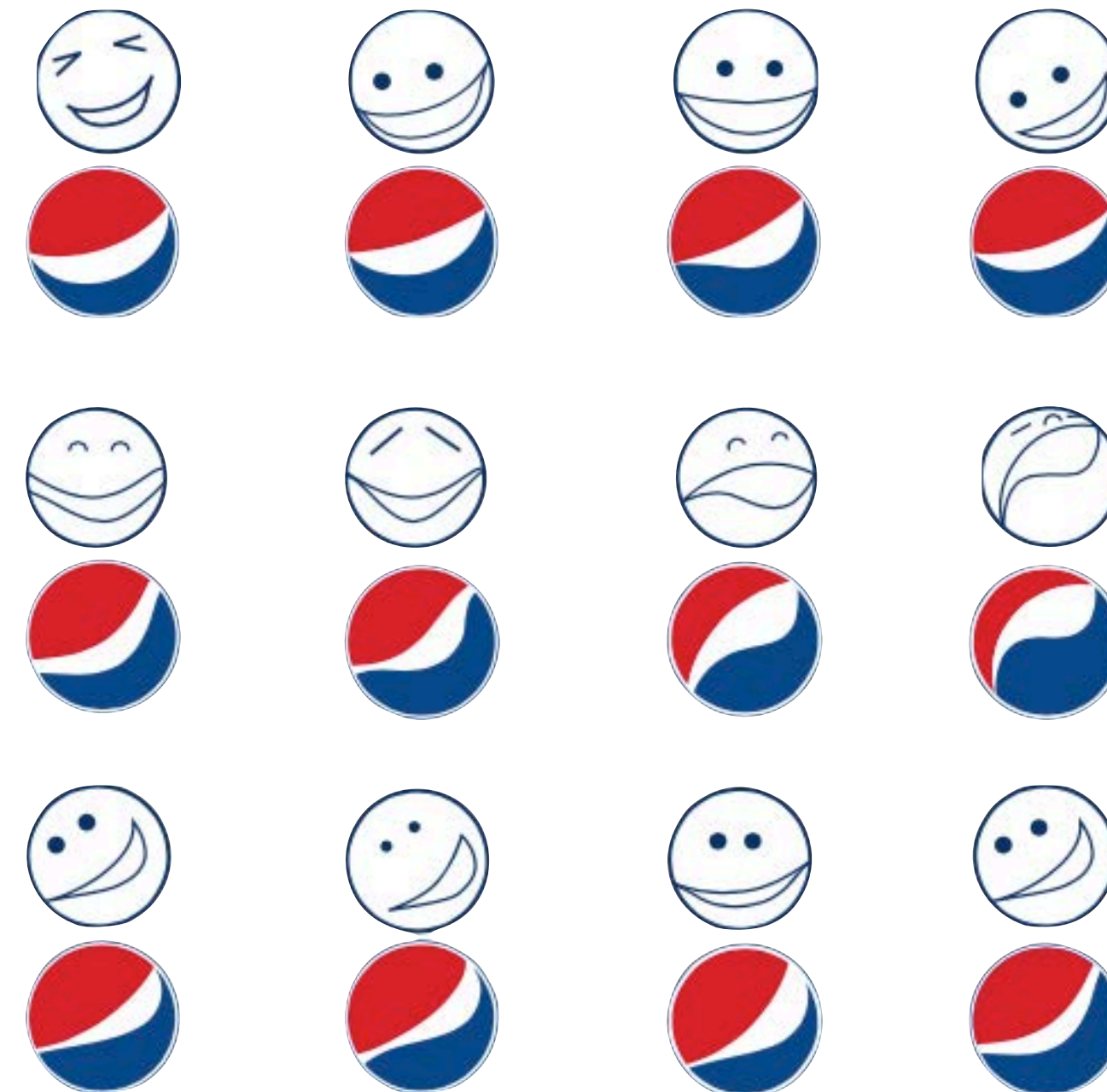
Pepsi Galaxy



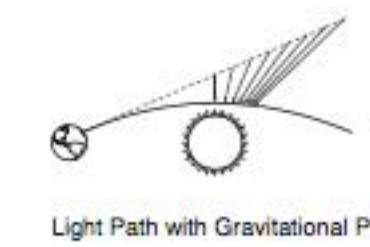
Pepsi Universe

B. Geometry of Aesthetics: Dynamics

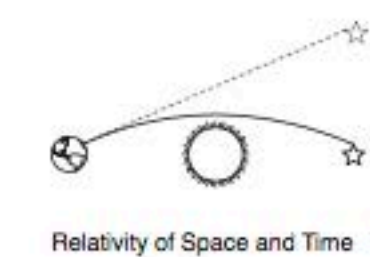




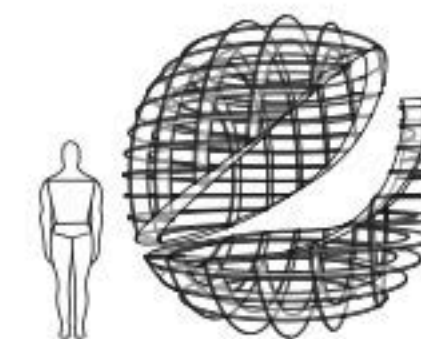
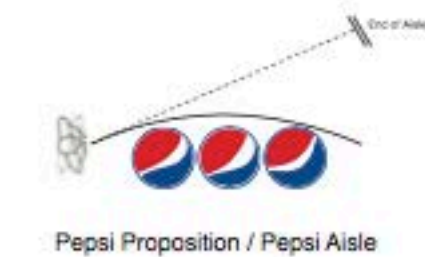
>



>



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Pepsi Aisle 60°



Pepsi Aisle 30°



Pepsi Aisle 10°

Een prachtige evolutie...



1898



1973



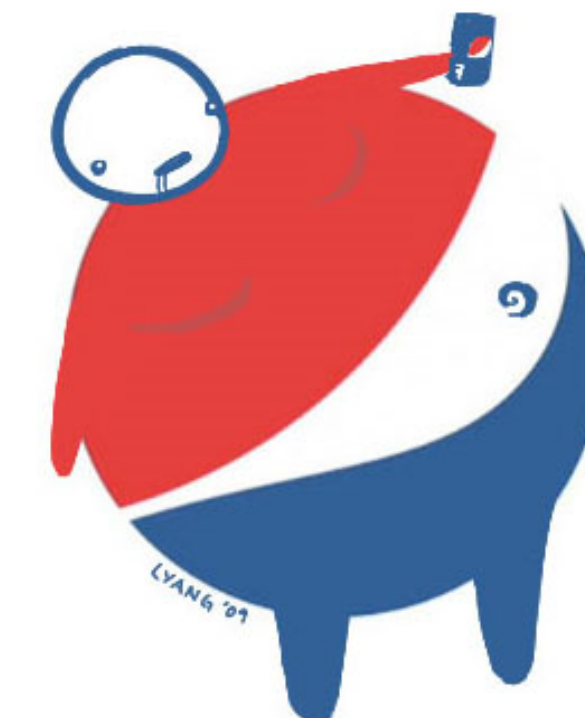
2003



2009

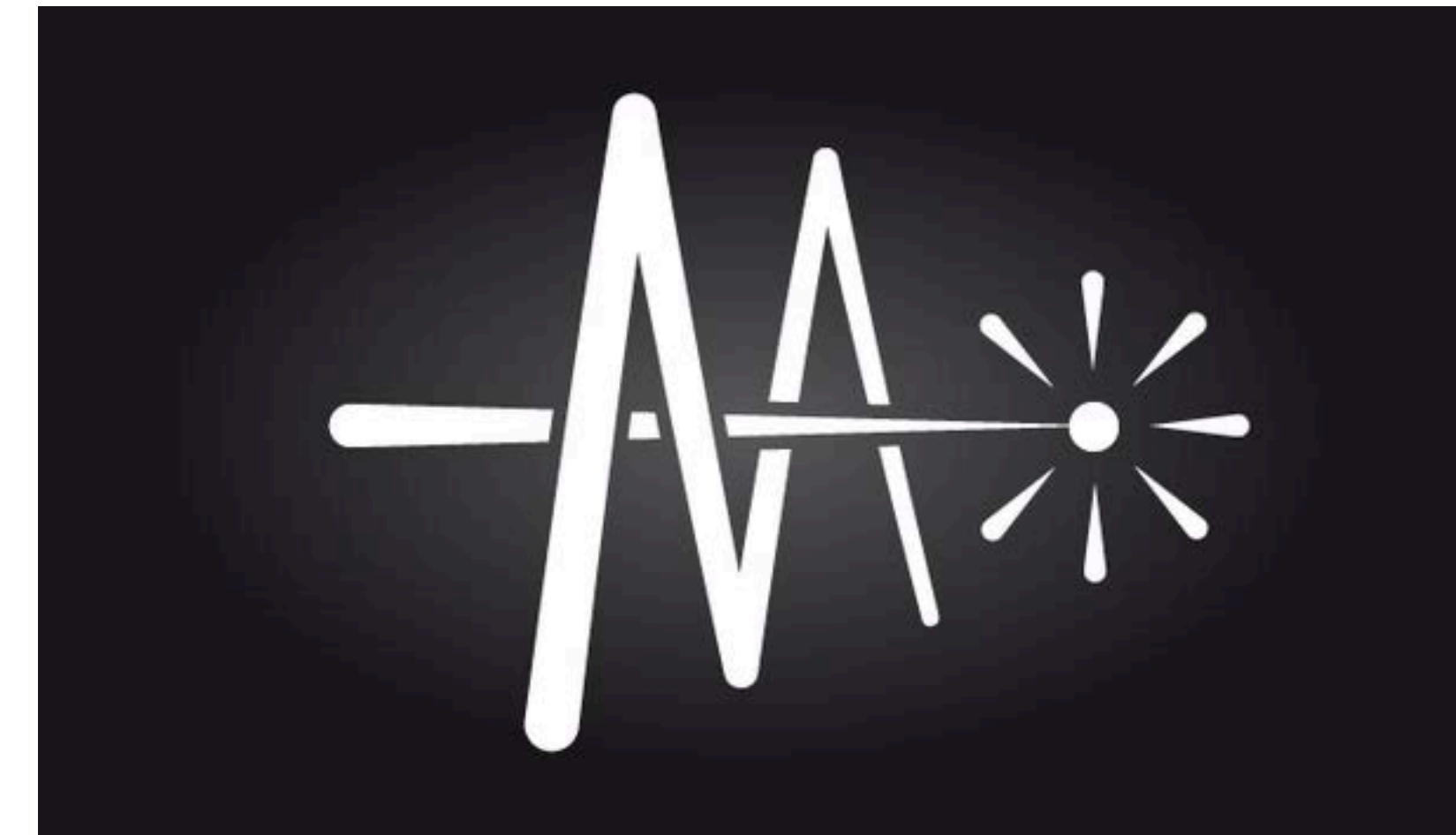


2015



Goede foute voorbeelden

- Van teveel en te rommelig... naar beter, goed.



Regelrechte "on-vormen"

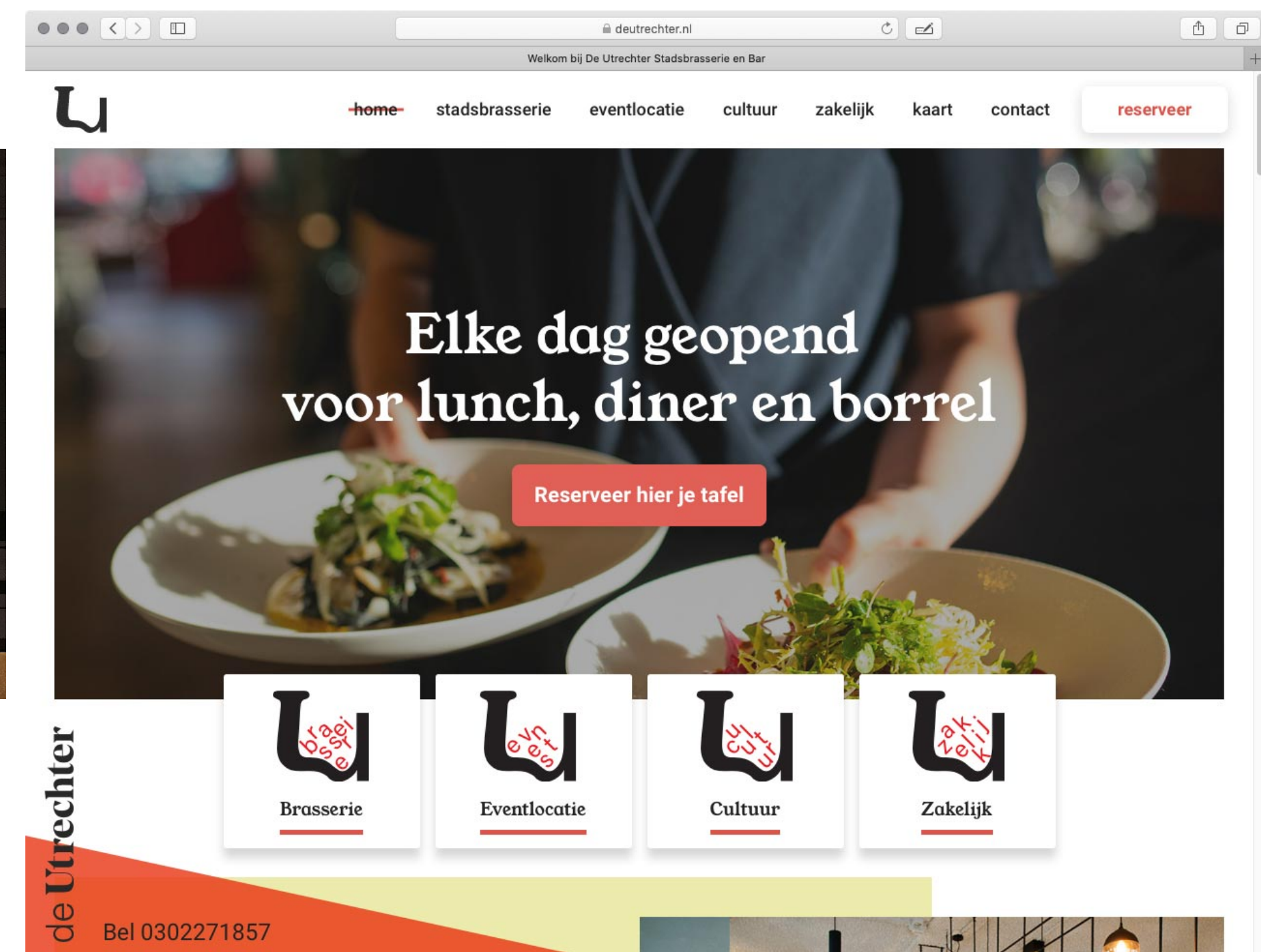
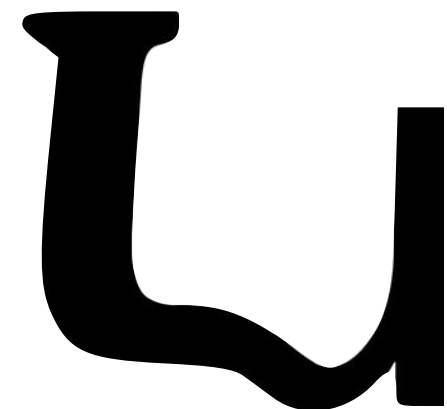


- Misschien door een cultureel verschil ?

In mijn eigen Stadsjie...

- Twéé logo's, eentje mooi en eentje lééélijk !!

de **Utrechter**



Ruitjespapier-logo's...



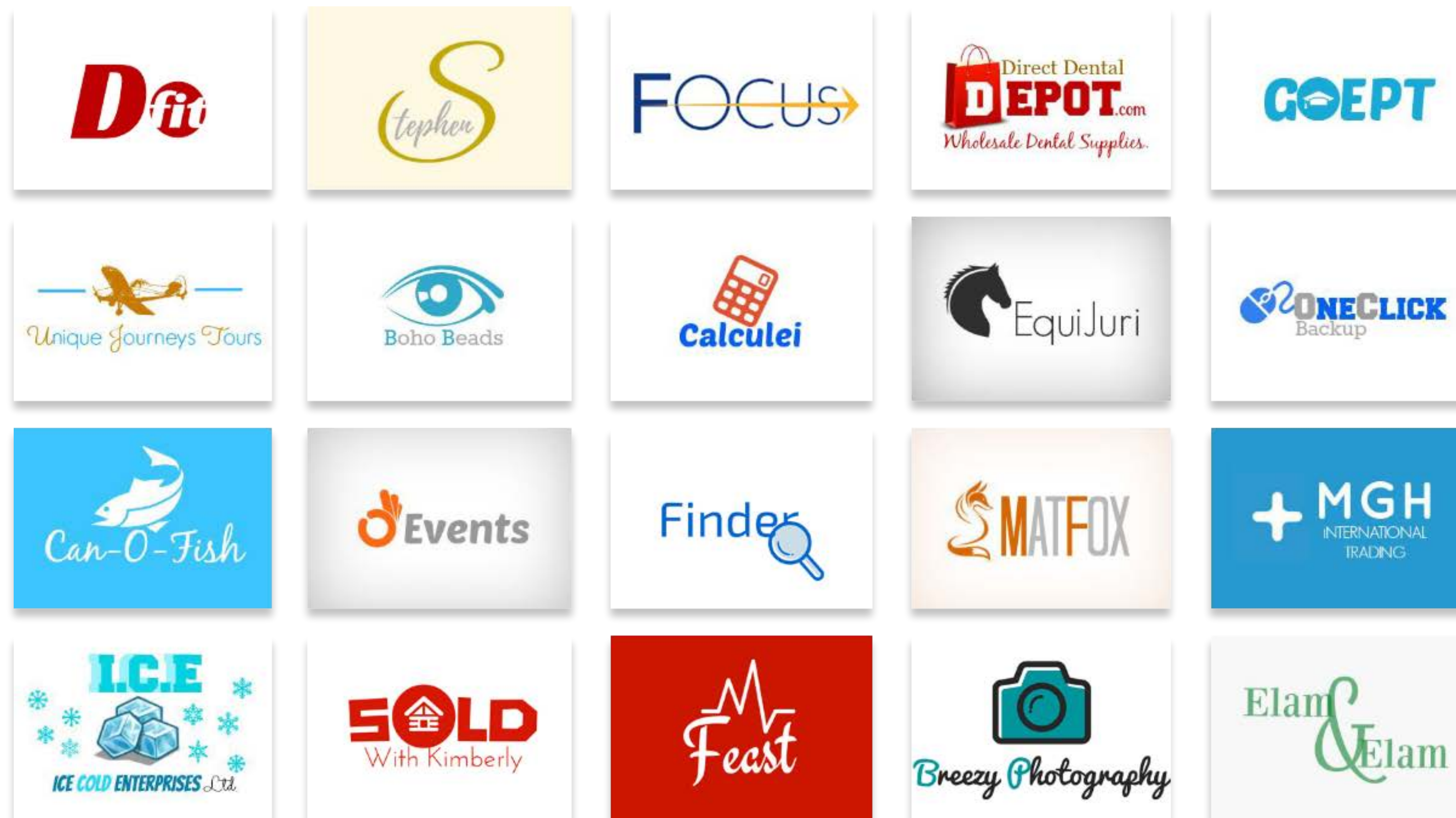
Grafisch verantwoord...

Sodeju, wat een verschil !



Lelijke logo's – assorti

- Heerlijke portie nèt niet geslaagde huisvlijt...



Dertien in een dozijn

- Lever liever niet dit soort *standaard designs*...



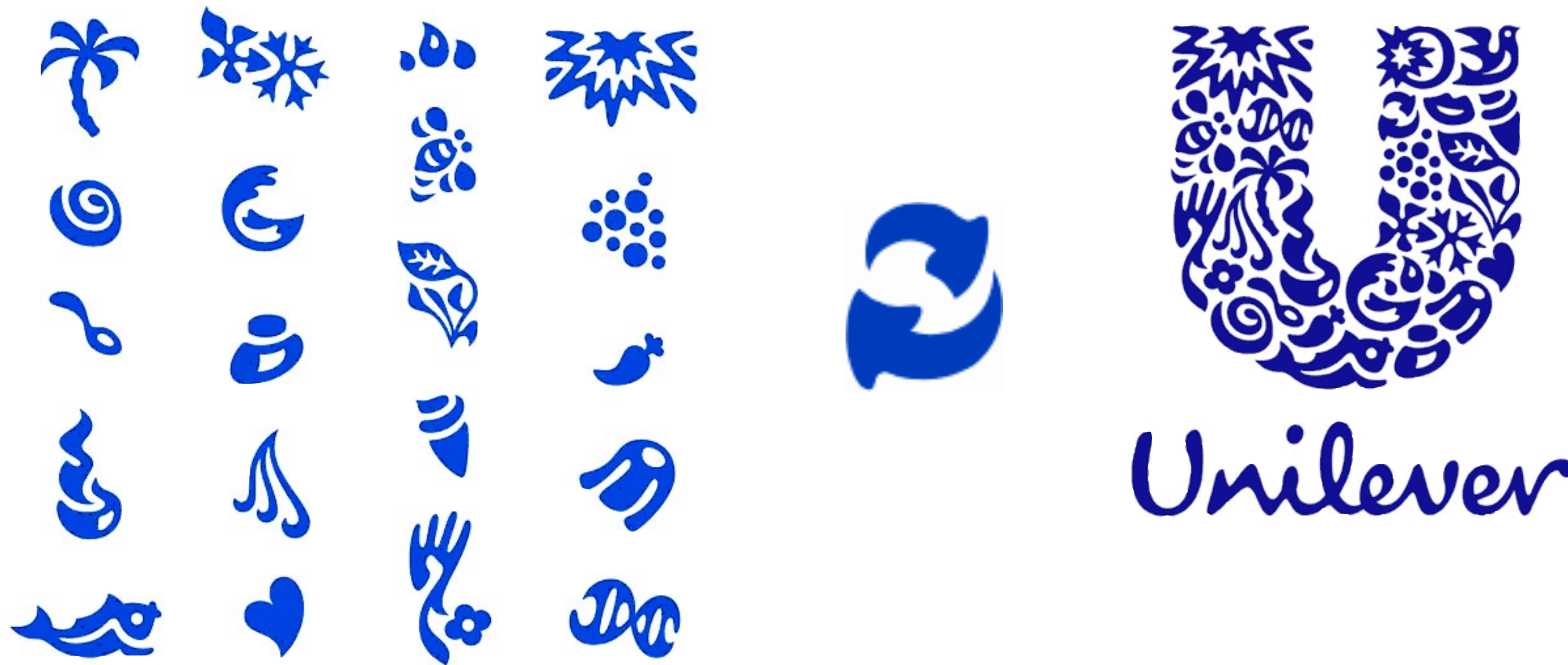
Of iets met een boogje...



Of dit soort spacy letters...



Unilever-logo zette een trend



<https://www.unilever.nl/about/who-we-are/our-logo/>

Anderen volgden...



Tourist logo-trend, *eBay* clones



Meer trends, soms effect-bejag



Pas op:
een app-icoon
is geen logo

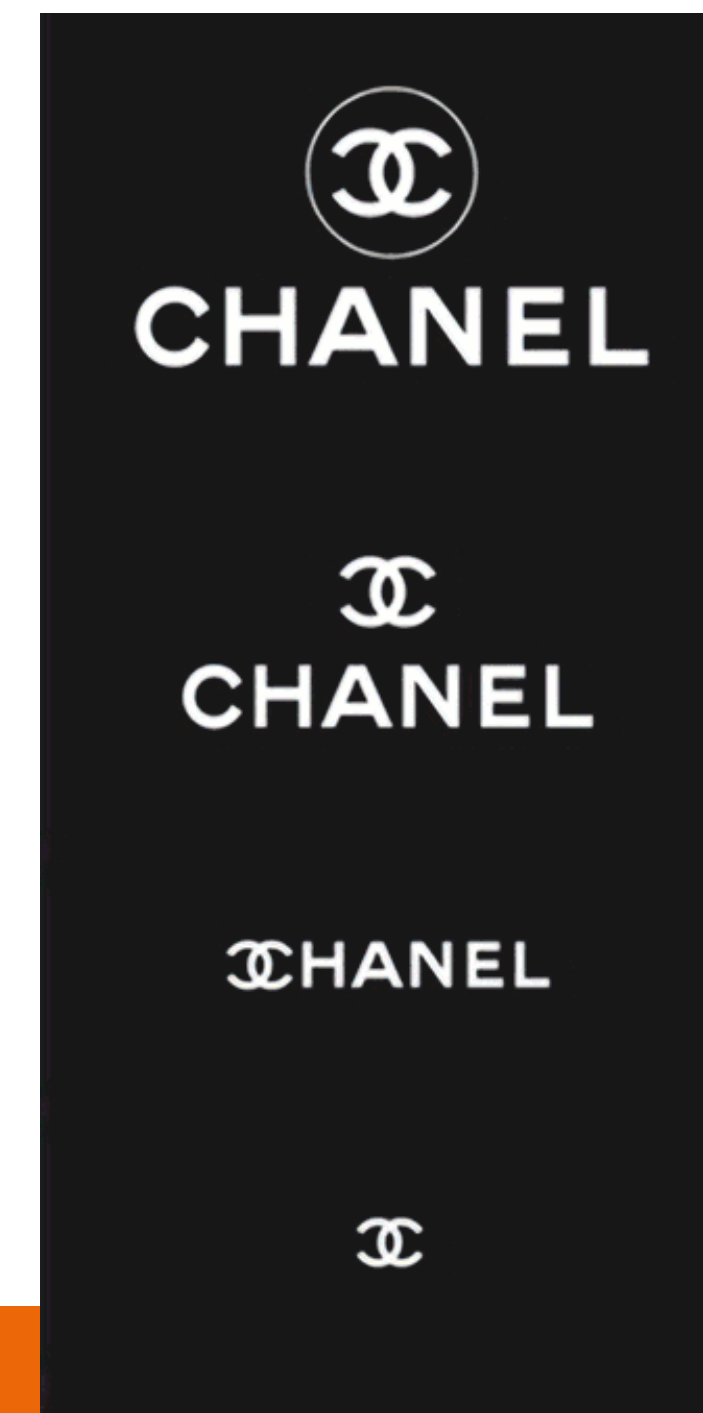
Responsive logo's

- Een ouder fenomeen, maar nu ook cruciaal vanwege "*dynamiek*" in digitale media.



Responsive logo's

- Passen zich aan het doel en de ruimte aan door o.a. een groter of kleiner logo te tonen, met of zonder naam, tekst of andere details.





Responsive logo's – variaties

- Ook leuk: verschillende variaties van logo, of voor de gelegenheid aangepaste versies.



Animated logo's



Waarom niet, op beeldscherm ?

Inkt is ook niet altijd hetzelfde...



- Verschil tussen constant of "*build-up*" (vanuit niets opbouwende animatie).
- Leuk bij openen van pagina of app, maar **niet constant** heftig bewegen. Hooguit 1 à 3 x, daarna héél subtiel.



Voorbeeld animated logo



Hoe gaat men te werk ?

Briefing

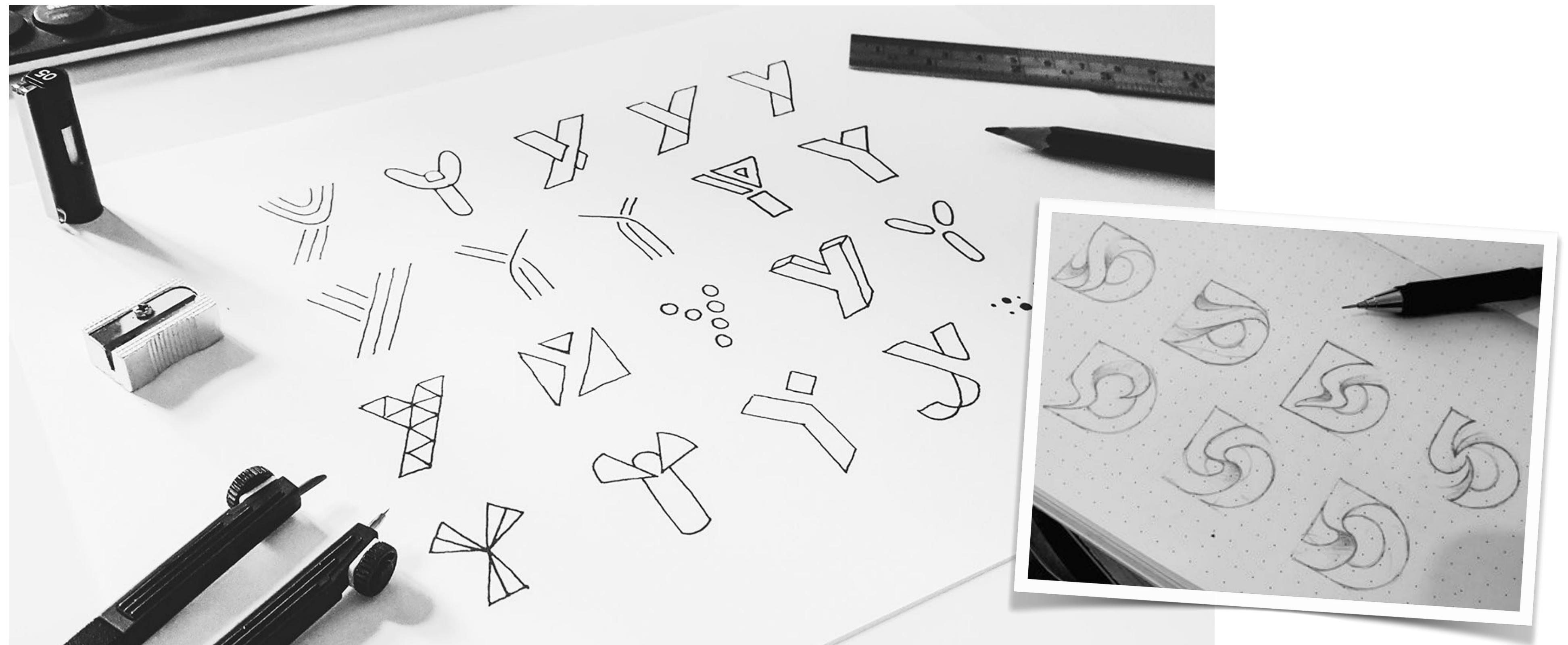
- Brainstormen, paste-up sessie, moodboards
- Onderzoek (doelgroep, concurrentie, trends)
- Wat vindt de baas [niet] mooi ? Voorbeelden
- Eerste schetsen, variaties uitwerken, testen
- Juridisch onderzoek (merk vast te leggen ?)
- Besluit (laten) nemen, uitvoeringen maken

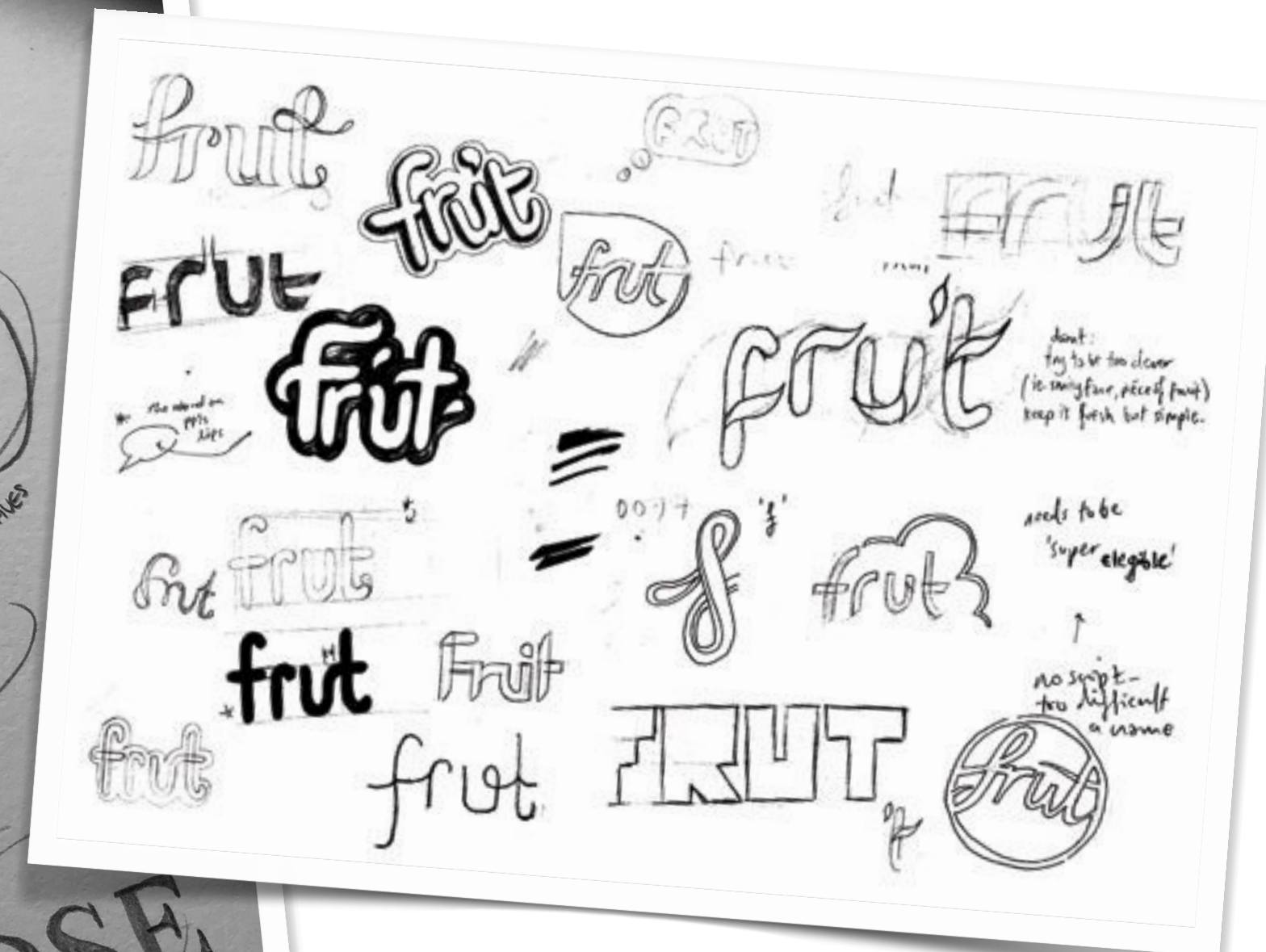
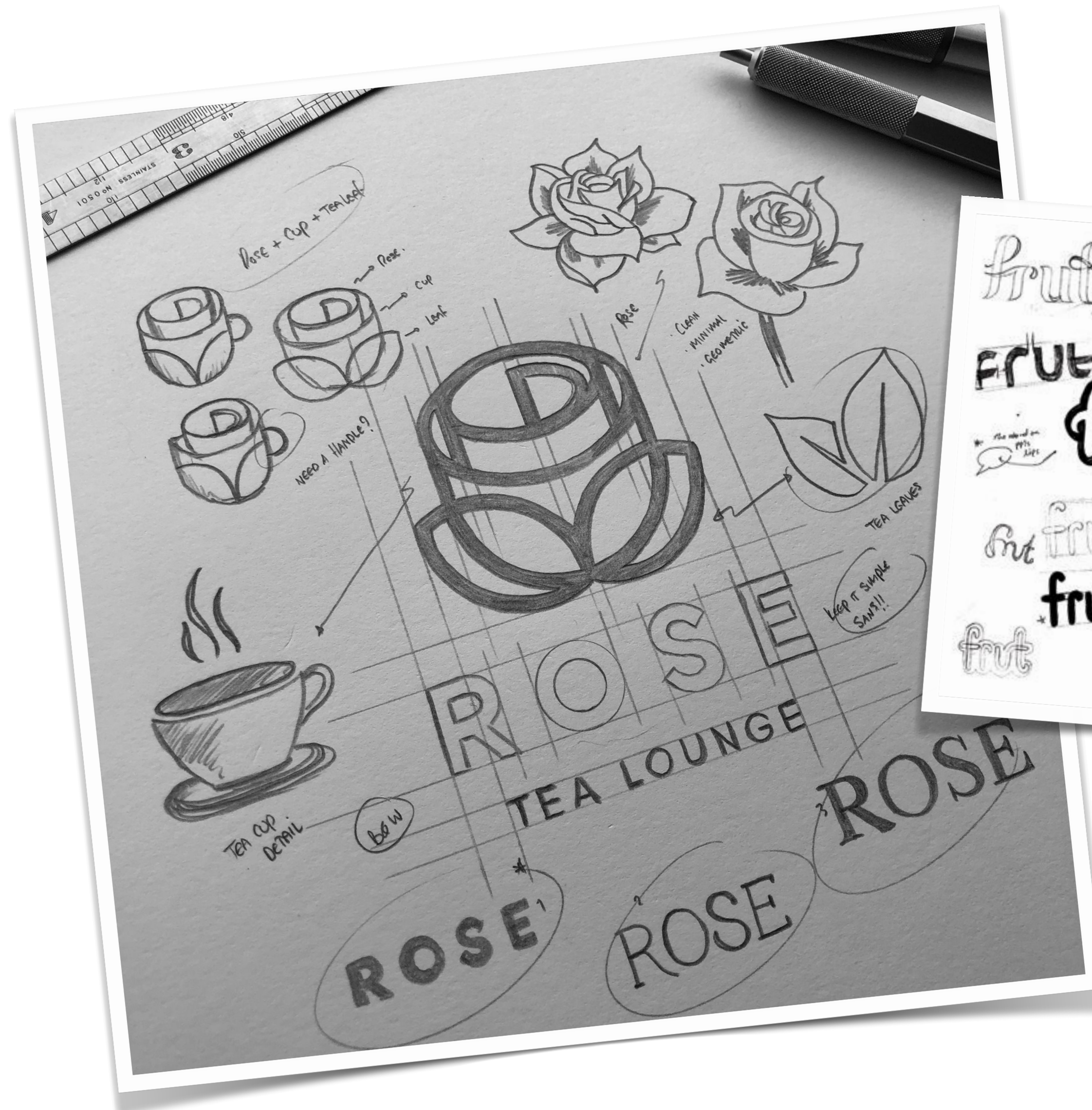
Presentatie (*pitch*) – huilend naar huis, of...



Eerste schetsen (in zwart/wit)

- *Beschouw kleur als een extra, wat niet altijd nodig is.*

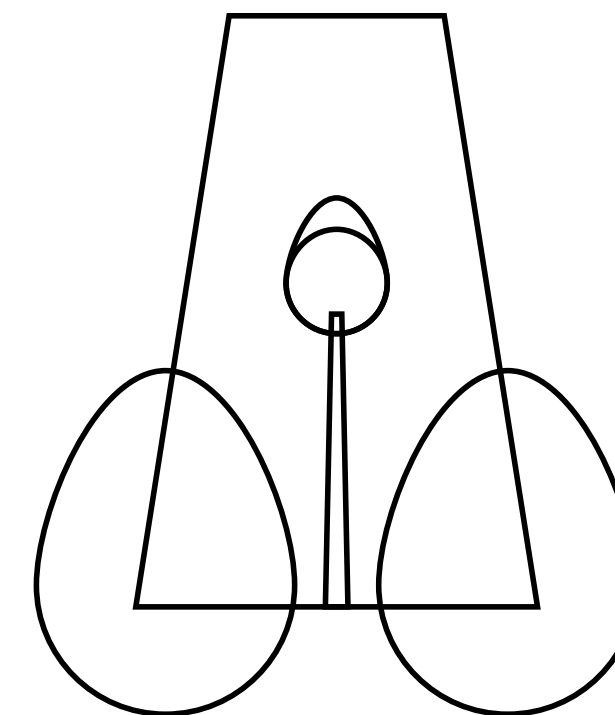
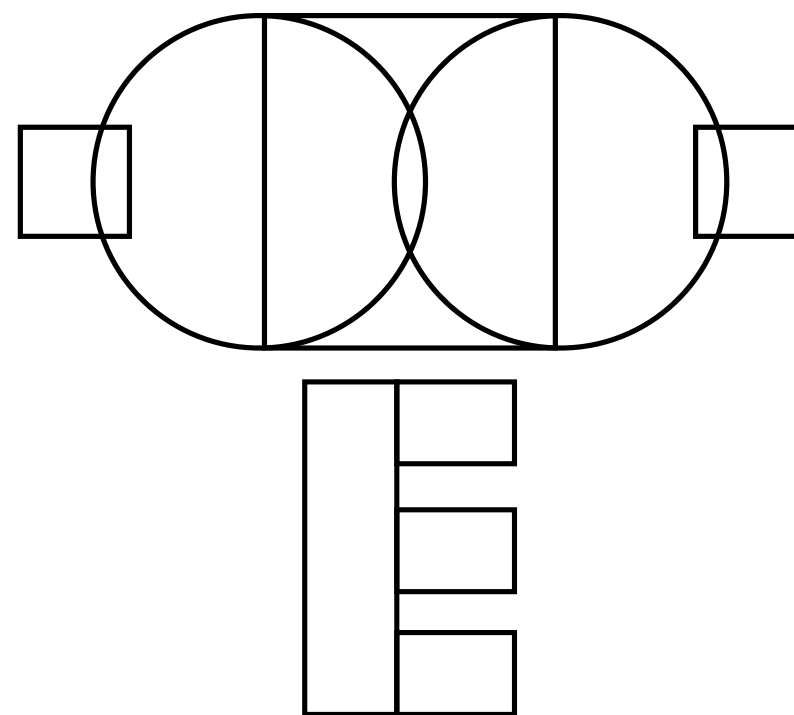
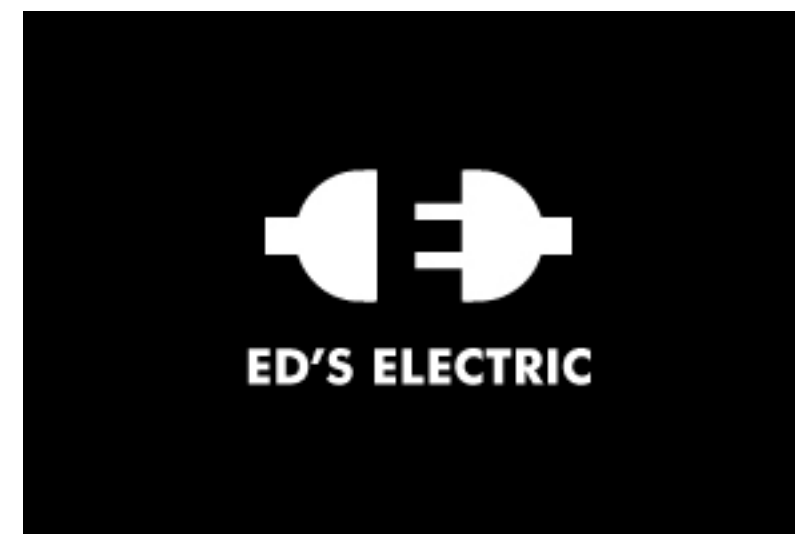






Kunstjes met basisvormen

- Combineer basisvormen m.b.v. PathFinder



Kleur-conventies per cultuur

YELLOW

TRADITIONS	THE MEANING / ASSOCIATIONS
Asia	Sacred, imperial
Buddhism	Wisdom
China	Nourishing, royalty
Egypt	Mourning
European	Hope, joy, happiness, hazards, cowardice, weakness, taxis
Japan	Courage
India	Merchants

KEYWORDS:			
Sun	Light	Memory	Intelligence
Joy	Happiness	Optimism	Summer
Purity	Enthusiasm	Warmth	Honour
Loyalty	Clarity	Jealousy	Curiosity
Mellowness	Confidence	Humour	Dreams
Creativity	Action	Optimism	Hope

Yellow stimulates mental activity, attracts attention - it is the colour most visible to the human eye. Thus yellow objects move to the forefront. Cheerful yellow can be used to promote food especially in combination with other fruit and vegetable tones, children's and leisure products and is best used as a highlight. With overuse, yellow can be disturbing and promote anxiety. Yellow against black denotes a warning ... the sting of the bee.

Yellow is not a practical colour to use when selling expensive items to men ... they perceive it as an untrustworthy and childish ... and avoid yellow if you wish to evoke safety and stability. Care is needed with shades of yellow as they can lose their warmth and appear dirty.

GOLD

TRADITIONS	THE MEANING / ASSOCIATIONS
World-wide	Success, high quality, money

KEYWORDS:			
Wealth	God	Winning	Safety
Prestige	Wisdom	Sciences	Spiritual love
Quests of the heart		Desire for power	
Mystic powers			

Gold and navy (credibility) are the best combination for selling to men and the second best for selling to women.

GREEN

TRADITIONS	THE MEANING / ASSOCIATIONS
China	Exorcism, green hats indicate a man's wife is cheating on him
European / USA	Spring, new birth, go, safe, environmental awareness, Saint Patrick's Day, Christmas (with red)
Ireland	Symbol of the entire country, Catholics
Islam	Hope - the cloak of the prophet was thought to be green, virtue - only those of perfect faith can wear green
Japan	Life - environmental
USA	Money, durability, reliability, environmental

KEYWORDS:			
Abundance	Fertility	Tree & plant	Growth
Hope	Renewal	Youth	Stability
Freshness	Nature	Environment	Tranquil
Quiet	Healing	Good luck	Jealousy
Vigour	Harmony	Safety	Compassion
Calm	Nurturing	Soothing	Sharing

Green lowers blood pressure, relaxes the nervous system, calms and soothes the mind, stimulates creativity, and is an appetite suppressant. Green is easy on the eye and can improve vision. Images set in green backgrounds seem farther away. Green is popular in most cultures.

Useful as a marketing colour for organic, healthy and natural 'green' products.

SILVER

TRADITIONS	THE MEANING / ASSOCIATIONS
World-wide	Success, high quality, money

KEYWORDS:			
Glamour	High tech	Industrial	Telepathy
Intuition	Dreams	Power	Astral energies
Goddess	Ornate riches	Sleekness	Modernity

To create a high-tech look, use silver with other colours. Silver works well combined with gold and white to promote a feeling of control and power.

Silver and other reflectors are strong eye attractors and are associated with life-giving water.

BLUE

TRADITIONS	THE MEANING / ASSOCIATIONS
Catholicism	Colour of Mary's robe
Cherokees	Defeat, trouble
China	Immortality
Christianity	Christ's colour
Colombia	Soap
European	Soothing, "something blue" bridal tradition
Hinduism	The colour of Krishna
Iran	Mourning
Judaism	Holiness
Middle East	Protection
Worldwide	"Safe" colour

Fortune	Wisdom	Protection	Spiritual
Calmness	Reassurance	Gentleness	Sea
Creativity	Peace	Formality	Freedom
Humanity	Loyalty	Intelligence	Sadness
Depression	Truth	Confidence	Acceptance
Security	Cleanliness	Cold	Technology

Blue does not require the eye to focus. Images and objects recede in blue backgrounds. When overuse, blue can create feelings of cold. Although popular with women, blue is the predominant favourite colour of males. Blue is the favourite colour of more than half of the world's people - it is the colour least disliked by most cultures.

High impact designs can be created with combinations of blue, red and yellow. Combinations of light and dark blues can create feelings of trust. Combining dark and lighter shades of blue creates a conservative and sophisticated look. Blue with food is not recommended as it is seen as an appetite suppressant, perhaps due to the fact that the environment doesn't have much in terms of blue food.

BROWN

COUNTRY	THE MEANING
Australian Aboriginals	Colour of the land, ceremonial ochre
Colombia	Discourages sales

Reliability	Credibility	Outdoors	Earth
Stability	Simplicity	Practicality	Longevity
Masculine	Nurturing	Contentment	Autumn

Brown is too low key if used broadly without texture or another colour to enhance it. Useful for promoting food and outdoor products for work and play.

PINK

TRADITIONS	THE MEANING / ASSOCIATIONS
East India	Feminine colour
European	Feminine colour, baby girls
Japan	Popular with both sexes
Korea	Trust

KEYWORDS:			
Romance	Love	Friendship	Femininity
Truth	Passivity	Good will	Peace
Affection	Caring	Nurturing	Sweet
Ethereal	Delicacy	Calming	

BLACK

TRADITIONS	THE MEANING / ASSOCIATIONS
Australian Aboriginals	Colour of the people, ceremonial ochre
China	Colour for young boys
European	Funerals, death, mourning, rebellion, cool, restfulness
Judaism	Unhappiness, bad luck, evil
Thailand	Bad luck, unhappiness, evil

KEYWORDS:			
Protection	Negativity	Binding	Power
Formality	Elegance	Classy	Sophistication
Wealth	Mystery	Fear	Evil
Sadness	Remorse	Bad Luck	Underground
Reserve	Dignity	Secretive	Night
Emptiness	Authority	Prestige	Serious

An excellent technical colour and it assists targeting a sophisticated high-end market or a youth market to add mystery. Over a large area, black can be depressing. Though black backgrounds can enhance perspective and depth, they diminish readability of text. Useful for web sites for art and photography to help other colours to vibrate.

GREY

KEYWORDS:			
Security	Reliability	Intelligence	Respectable
Modesty	Dignity	Maturity	Conservative
Practical	Sadness	Boring	Serious
Professional	Quality	Quiet	Sophisticated
Durability	Gloominess	Uninteresting	

RED

TRADITIONS	THE MEANING / ASSOCIATIONS
Australian aboriginals	The land, earth, ceremonial ochre
Celtic	Death, afterlife
Cherokees	Success
China	Traditional bridal colour, good luck, celebration, happiness, joy, vitality, long life, summoning. Chinese saying goes "when something is so red, it is purple" - red purple brings luck and fame
Christian	Sacrifice, passion, love
Eastern	Joy (with white)
European	Danger (stop signs), love (hearts), excitement (for sale signs)
Hebrew	Sacrifice, sin
India	Purity
Japan	Passion
Romans	Red flag signified the onset of battle
South Africa	Mourning
USA	Christmas (with green), Valentine's day (with white)

KEYWORDS:			
Energy	Strength	Passion	Fire
Speed	Desire	Vibrancy	Cheerfulness
Love	Revolution	Power	Dynamic
Excitement	Warmth	Attention	

Red tends to promote images and text, making objects appear larger and closer, though less than yellow coloured objects. Bright red can be annoying if used over large areas and is useful as a iconic colour to encourage people to act quickly, eg. on buy or click here buttons. An apetite stimulant, red is useful for promoting products associated with energy... drinks, cars, sports and games. Mixing bright blue and bright red is also not recommended, the combination is very tiring on the eye.

TURQUOISE

TRADITIONS	THE MEANING / ASSOCIATIONS
Ancient Persians	Warding off evil eye

KEYWORDS:			
Calming	Protection	Refreshing	Sophisticated
Emotional healing			

Turquoise is equally popular with men and women. Mixes well with pale pinks and lavenders for a feminine look. With orange or yellow, it creates an innovative, fresh image suitable for sports-oriented sites.

ORANGE

TRADITIONS	THE MEANING / ASSOCIATIONS
European	Autumn, creativity, harvest
Hinduism	Protestants
Netherlands	Favourite colour (House of Orange)
USA	Halloween, cheap goods

KEYWORDS:			
Enthusiasm	Vibrancy	Vitality	Property deals
Action	Friendly	Inviting	Legal matters
Joy	Strength	Youth	Charity
Growing	Creativity	Happiness	Beginnings
Autumn	Kids colour	Health	Emotional lift

In restaurants, orange is an appetite stimulant, orange decor encourages sales. Less passionate than red, orange still increases oxygen supply to the brain, stimulating mental activity. Popular amongst youth. Orange backgrounds help images seem closer and larger, but avoid over-use. Useful for highlighting important elements, promoting food and toys.

WHITE

TRADITIONS	THE MEANING / ASSOCIATIONS
China	Death, mourning
Eastern	Marriage, angels, hospitals, doctors, peace
European / North American	Purity, clinical, cleanliness, simplicity, snow
Japan	Mouming, white carnation means death
India	Unhappiness

KEYWORDS:			
Spirituality	Peace	Purity	Reverence
Simplicity	Cleanliness	Humility	Innocence
Youth	Birth	Winter	Cold
Clinical	Clarity	Perfection	Holiness
Light	Fairness	Safety	Positivity
Faith	Charity	Innovations	Union

All white rooms can be uncomfortable with a stark atmosphere. White is useful for a background or accent colour as it highlights other colours. White is perceived by the eye as a brilliant colour.

White can indicate simplicity with high-tech products and safety and cleanliness with medical products.

PURPLE

TRADITIONS	THE MEANING / ASSOCIATIONS
Catholicism	Mourning, death, crucifixion
European	Royalty
Thailand	Mourning

KEYWORDS:			
Influence	Meditation	Spiritual	Dignity
Royalty	Nobility	Ceremony	Mystery
Dreams	Deja vu	Creativity	Ego
Sensuality	Wealth	Magic	Extravagance
Luxury	Richness	Elegance	Majesty

Almost 75 percent of pre-adolescent children prefer purple to all other colours, making bright purple effective for promotion of children's products. Light purple is useful for feminine designs. Excessive exposure to purple may cause people to become sullen, withdrawn and ill-at-ease with their surroundings. Purple is a polarising colour – people either love it or hate it.

FUJI XEROX 



The Meaning
of Colours
in communication

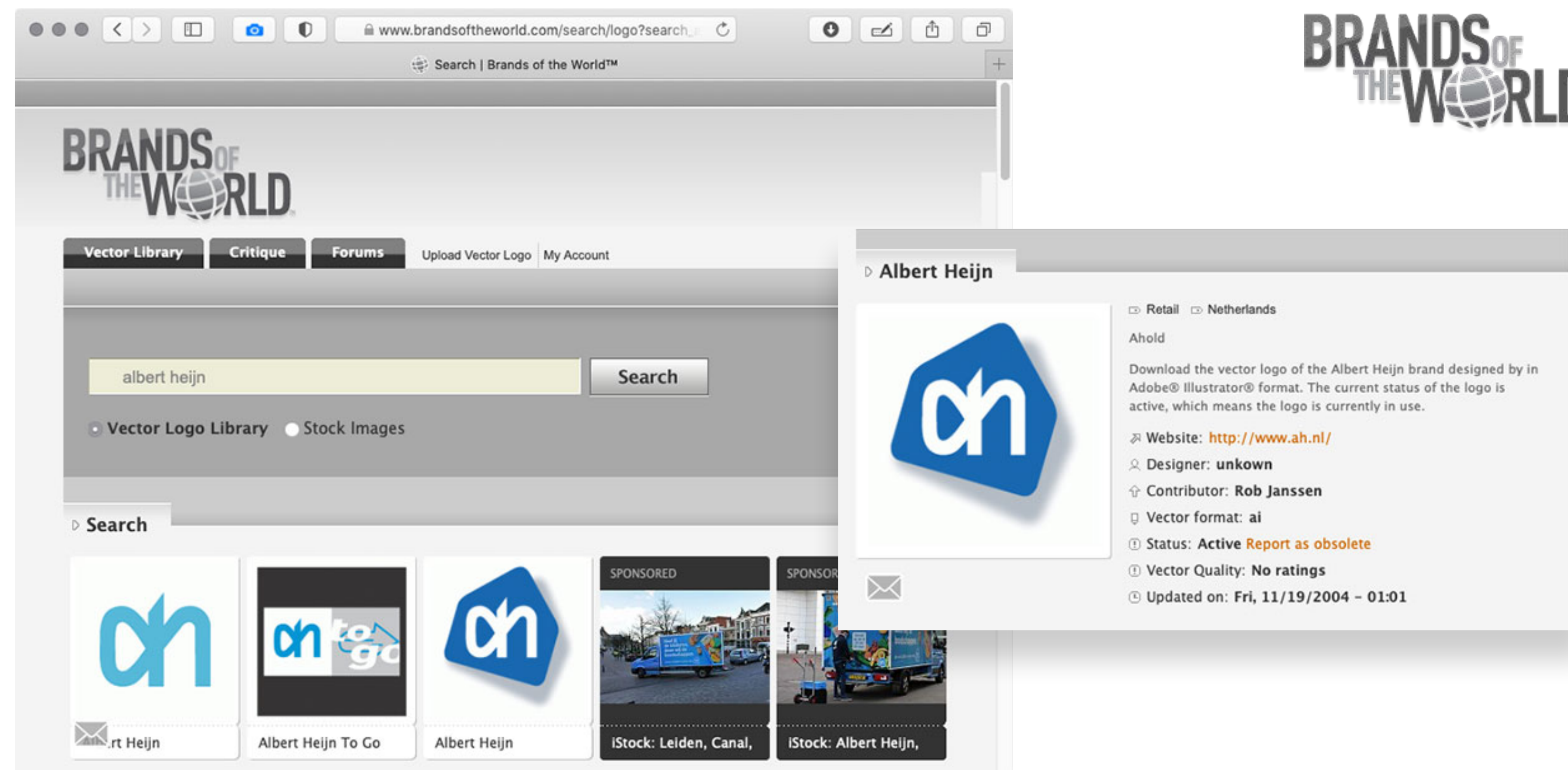
Reference:
Sibagraphics
Pomona, Qld Australia 4568
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Hulp bij missende logo's

- <https://www.brandsoftheworld.com>
- <https://seeklogo.com>

seeklogo



En zo kunnen we uren doorgaan...



Vragen & Antwoorden

ADOBE MASTERCLASS

Pauze !

Even een Zen-momentje...





Adobe Illustrator



Aan de slag !

En bij deze ook de uitnodiging om te helpen het logo te variëren, uit te werken en af te maken. Zomaar voor de lol, alsof je niks anders te doen hebt ;-) Stuur mij een email aan peter@studea.nl met het email-adres van jouw Adobe-ID, om toegang tot het online Illustrator-bestand te krijgen.

Afronding

Vragen ? Verzoeken ? Verwonderingen ?

Meer informatie...

Bij *Drukwerkdeal*,

- *in de diverse blogs*
- *in DWD Klaslokaal*



Tutorials

www.drukwerkdeal.nl/nl/blog/categories/tutorials

Design Blog

www.drukwerkdeal.nl/nl/blog/categories/design



<https://www.youtube.com/playlist?list=PLNNJaKnHmQxs-lZxTq6LiDDbHMGlzKsuW>

Deze sessie en meer bekijken ?

- Opfris-cursus en oude/eerdere Masterclasses



VIDEO: opfriscursus Adobe
Illustrator met Peter Villevoye



Terugkijken: Masterclass Adobe
Illustrator met Peter Villevoye



Terugkijken: masterclass Adobe
InDesign (middag)

<https://www.youtube.com/user/drukwerkdeal/videos>

<https://www.drukwerkdeal.nl/nl/terugkijken-masterclass-adobe-indesign-middag>

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Dank voor je aandacht



