

POETRY LOGO DESIGN
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Symbol Design
GD1 - 003
Fall 2019

PROJECT DESCRIPTION

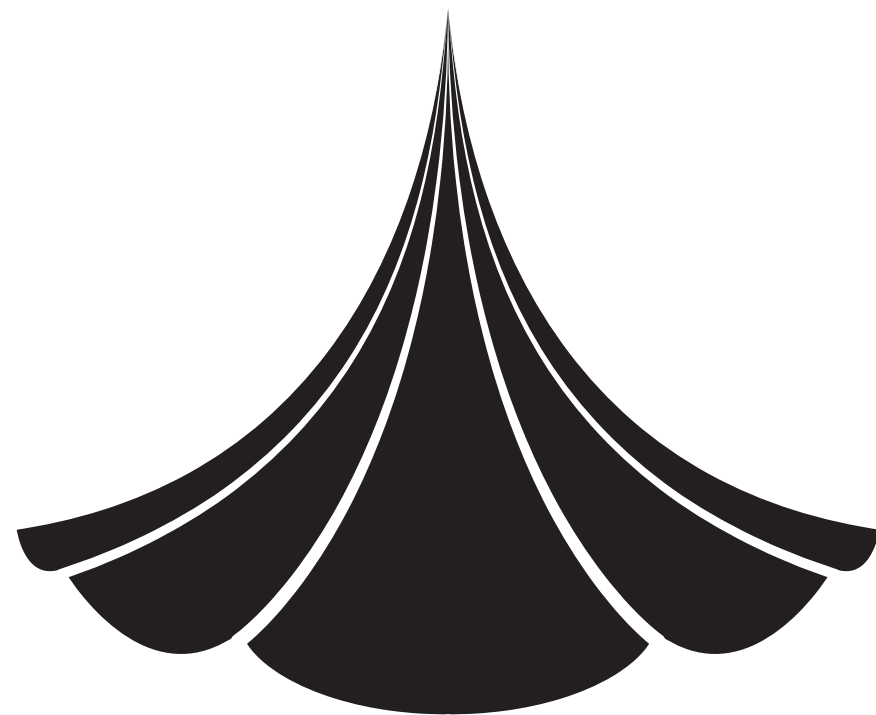
This project was a formal introduction into logomark making, or more broadly sign or symbol making. The task was to make dynamic and naturalistic marks with effective meaning and strong aesthetics. The project was limited to two-dimensional shapes and no additional wordmarks.

The initial **deliverables** were two refined black and white symbols, one representational and one abstract, both meant to signify the chosen topic. One symbol direction was then selected and a final symbol system including black and white and color symbols was **developed**. The final symbol system was then applied to four different items or products that related to the topic.

CHOSEN WORD DEFINITION
POETRY

/po·et·ry/
noun

Literary work in which special intensity is given to the expression of feelings and ideas by the use of distinctive style and rhythm; poems collectively or as a genre of literature.

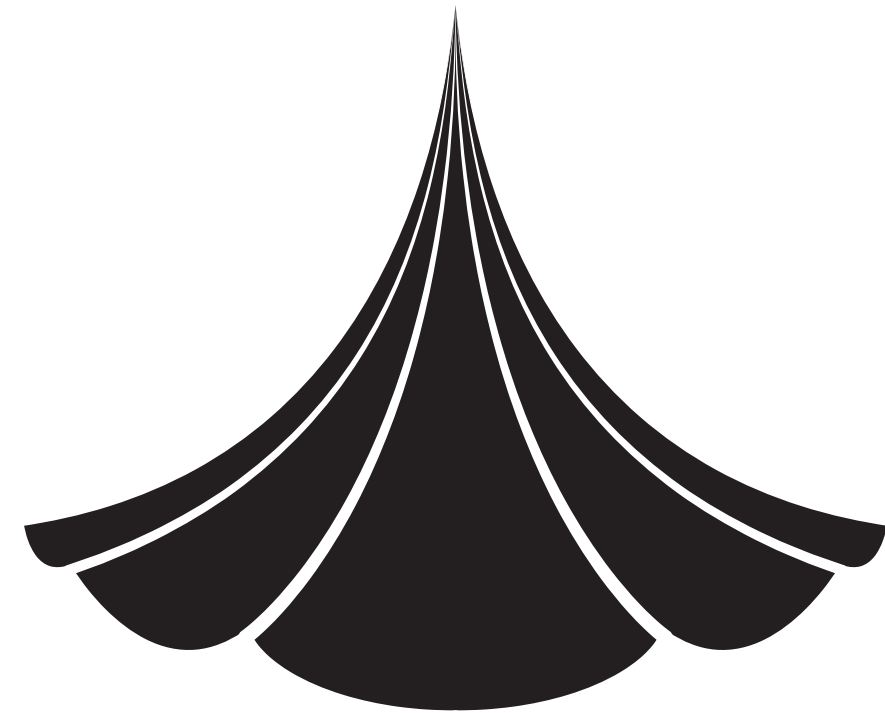


Abstract



Representational

SYMBOL CONCEPTS



I wanted to represent the idea of mystery and surprise that can come with experiencing a literary work for the first time. The cloth qualities are a reference to performance poetry, as if it's a curtain being pulled upwards to reveal the stage. Purple can be a challenging color to work with, but I think it represents the mystery of the symbol well.

FINAL SYMBOL SYSTEM

APPLICATION OF SYMBOL SYSTEM

The elegance of the logo suggests use within an artistic company or association. Possibly for a poetry or creative writing based organization that hosts events, sends out newsletters, or publishes online to provide exposure to up and coming writers.



LETTER



SIGNAGE



PENS



WALL