

Chermayeff & Geismar: Their process:

– Listening objectively to the client's description of the problem.

Ask what makes the organization unique...
How is it perceived by its clients, employees, vendors, and competitors?
Where is the organization now, and where does it want to go in the future?
What should this mark represent?

– Evaluating the problem in the context of current and future needs.

– Defining a conceptual approach from which design development can begin.

Who is the competition? What do they look like?
What might be their future needs?
What changes might occur to the mark through exposure?
If an existing mark is being redesigned, why?

– Creating a series of design possibilities, while weeding out the merely fashionable.

– Presenting the proposed design with examples of the mark in use.

– Guiding the effective implementation and evolution.

"This creative approach succeeds best when the people with whom we work know themselves, and come to the firm with clear direction. The first necessity in creating any kind of identity, whether social, political, personal, or corporate, is to know where you come from, what you stand for, and where you are headed - exactly the kinds of information we listen for in the first stage of every project.

When all is said and done, a mark is both form and substance, image and idea. To be effective, its forms must be familiar enough to be recognizable, and unusual enough to be memorable. The design must be simple enough to be read in an instant, and rich enough in detail or meaning to be interesting. It must be contemporary enough to reflect its epoch, yet not so much of its time as to appear dated before the decade is out. It must be flexible enough to evolve as society and its owner change, yet strong enough to create continuity. Finally, it must be memorable, and appropriate to the ideas and activities it represents."

Some techniques for logo development:

- Expressive typography (type is placed to show literal meaning)
- Replace a letter with an image or symbol
- Combining simple graphic elements with type
- Reflection
- Repetition
- Reversing out/knocking out type (use of positive/negative space and shapes)
- Abstraction, simplification or stylizing
- Playing with letter forms (vary weight, color, size, placement, alter the letters)
- Pictorial typography
- Creating images which form letters
- Using familiar icons which lend their own history/meaning to the logo
- Humanizing an inanimate object or animal