

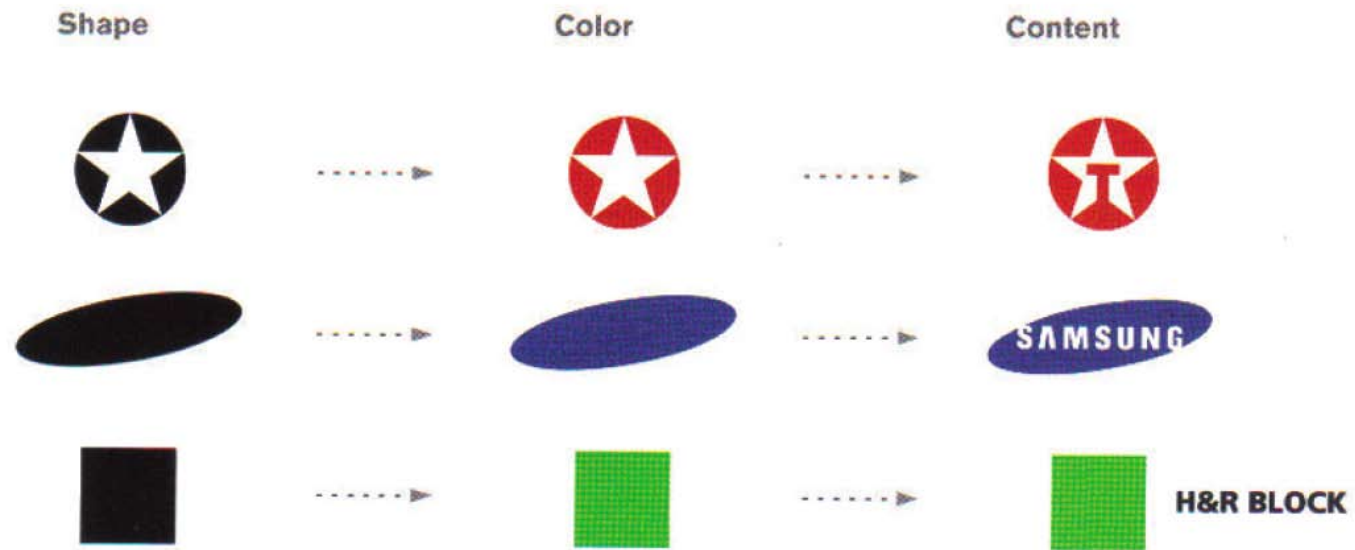


## **Examine**

Meaning  
Attributes  
Acronyms  
Inspiration  
History  
Form  
Counterform  
Abstract  
Pictorial  
Letterform  
Wordmark  
Combination  
Time  
Space  
Light  
Still  
Motion  
Transition  
Perspective  
Reality  
Fantasy  
Straight  
Curve  
Angle  
Intersection  
Patterns

**Reducing a complex idea to its visual essence requires skill, focus, patience and unending discipline. You should seek to integrate meaning with form AND examine all possibilities.**

# Explorative Considerations.



The Sequence of Cognition.

Cognitive Considerations.

## TRAITS OF A GOOD SYMBOL

- Positive Association** Show the organization in a positive light.
- Easy Identification** Quickly and easily recognized, remembered and recalled.
- Abstraction Level** Symbolic/Abstraction Marks for large company; Word or Pictorial Marks for Small business.
- Reduction** Be reducible to at least 1/2" both in print and screen.
- Open Gestalt** Implement Gestalt Principles: Figure Ground Relationship, Equilibrium, Continuation, Closure, Isomorphic Correspondence, Proximity, Similarity
- One Color** Designed as effective in black and white as in color.
- Negative/Positive Space** More memorable if considering positive and negative space.
- Symbol Weight** Heavy & simple so it reduces well, yet have varying weights so it's combinable with type.
- Flow** Flowing negative space instead of trapped whitespace.
- Direction** Directional indication is important for symbol. For example, point up and to the right is more effective than point down and to the left.

# Visual Considerations.

**Visibility**

Is the trademark visible enough?

**Application**

Can the trademark be used in all desirable applications?

**Competition**

Does the trademark distinguish itself from other marks?

**Legal Protection**

Can the trademark be protested?

**Simplicity**

Is the trademark simple in concept and easy to understand?

**Attention Value**

Does the trademark have attention value?

**Decency**

Is the trademark decent?

**Color Reproduction**

Does the trademark use standard & few colors?

**Black and White Reproduction**

Does the trademark work well in black & white reproduction?

**Vehicles**

Will the trademark's direction work on vehicles?

**Holding Power**

Does the trademark have holding power?

**Description**

Is the trademark descriptive?

**Tone of Voice**

Is the tone of voice appropriate?

**Fashionability**

Is the trademark fashionable?

**Timelessness**

Is the trademark durable?

**Graphic Excellence**

Does the graphic design of the mark imply managerial competence?

**Buy-Me**

Does the trademark have 'buy-me' quality?

**A Trademark As A Trademark**

What if a trademark doesn't look like a trademark?

**Film/Television**

Can the mark be animated for use on film, television or web?

**Three-Dimensionality**

Can the trademark be rendered in three dimensions?

**Pronunciation & Mean**

Can the trademark be easily pronounced/mean something else in markets?

**Nonverbal Sounds**

Can the trademark be associated with a sound or piece of music?

**Discretion**

Can the trademark be used for discreet identification?

**Likability**

Do you like the trademark?

Practical Considerations.