the existing SelfDesign logo is an integration of:

wordmark  + visual symbol
This presentation is divided into 3 main sections:

1- Wordmark (type)
2 - Visual symbol (logo)
3 - Color
1.0 - redefining the wordmark
A Wordmark is essentially a distinct text-only typographic treatment of the name of an organization, company, institution, or product. It is used for purposes of identification and branding.

The name is rendered with a specific graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.
SelfDesign®
current wordmark
The current wordmark is composed of two capitalized words, with the typical space between them removed. The intention is to bring them together to create a unified singular element - a joining of two concepts into one word through conjunction.

However, despite their proximity, these two words maintain an uneasy distance and appear to hold their separate domains. The two strong individual colors reinforce the separation, as does the capitalization. Each word has its distinct presence and meaning, and each competes for the eye's attention.

While Self and Design get close, they remain unrelated.
This ambiguity is embedded within the wordmark itself. A polarized personality, with a tension played out at the juncture - two words juxtaposed in an uneasy relationship.
Improving the relationship through anatomy…
current anatomy of the juncture
In typography, a **ligature** occurs where two or more graphemes or letters are joined as a single glyph. Ligatures usually replace consecutive characters sharing common components and are part of a more general class of glyphs called "contextual forms", where the specific shape of a letter depends on context such as surrounding letters or proximity to the end of a line.

- $ae \rightarrow æ$
- $oe \rightarrow œ$
- $ff \rightarrow ff$
- $fi \rightarrow fi$
an ‘f’ that reaches out and an open ‘D’ that is receptive
Self + Design

= relationship, partnership, collaboration, dance
a tighter more unified relationship

two words / one word
A number of other aspects of the letterforms and their relationships can be explored and refined
SelfDesign
SelfDesign
SelfDesign
SelfDesign
bring ‘the learner’ forward...

allow ‘the program’ to recede.
introduce one color into the wordmark

the program plays a supportive role.
neutral grey, receptive, open.
the proposed wordmark...
A cleaner, harmonious and integrated wordmark
Each element maintains its identity, in a resolved relationship
2.0 - redefining the logo
(the visual symbol)
A logo is a graphic mark or emblem commonly used by an organization, company, institution or individual to provide a direct means of identification and recognition.

Logos are either purely graphic (visual symbols/icons) or are composed of the name of the organization (a logotype or wordmark) or both.
the conceptual framework

a natural unfolding

logarithmic spirals

Fibonacci series

stages of life

life path.

SelfDesign's visual symbol represents a life path from birth to death - the *Lifespiral*. It is a naturally ordered, geometric, mathematical spiral that expands outwards exponentially. It represents the phases of our lives, and acts as a model for understanding.
Unlike conceptual frameworks and models, our personal Lifespirals often seem to branch out in many directions at once. These manifest in our lives through our relationships and chance encounters and they inform us with choices, richness and complexity.

A redefined visual symbol can encompass some of these qualities.
...there are many paths each is unique all unfold

multiplicity
...a path embodies motion
...circles, mandalas, spirals
everything is revolving
constantly in motion

rotation
radial expansion

...growth expands in all directions
symmetry

...balance

...harmony

symmetry
celebrate the mystery of things without beginnings
make a move to a (r)evolutionary form…
that embodies a richer conceptual framework…
symmetry
harmony
balance

radial expansion
growth radiates
inwards / outwards

movement
implied motion

logarithmic spiral
fibonacci series
stages of life
unfolding

conceptual framework
life path

rotation
circular
revolving

our life path
richness
choice
unique

multiplicity
many paths
complexity
a vital and dynamic form
“Like a circle in a spiral
Like a wheel within a wheel
Never ending or beginning
On an ever spinning reel”

“Like a snowball down a mountain
Or a carnival balloon
Like a carousel that’s turning
Running rings around the moon”

excerpt from: The Windmills Of Your Mind
2.1 - density studies
sparseness and density
a variable density?
the proposed new logo...
3.0 - Colors
“A thimbleful of red is redder than a bucketful.”

Henri Matisse
Use of color

Color will be used to lend expression and articulation to the character of the different program areas.

Details of the overall color program will be clarified during the strategy work scheduled in early January.

Reflections from this work will inform the definition of the finalized color program for SelfDesign.
logo color studies
We conducted many color studies and have explored many options.

In keeping with the developing theme of multiplicity as a defining thread for SelfDesign’s new identity, we have also explored the introduction of colour into the proposed logotype in a fresh way…
Our New Wordmark and Logo…