

SelfDesign Learning Community

identity redesign

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december, 2013



the existing SelfDesign logo is an integration of:

wordmark + visual symbol

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 words 'Self' and 'Design' are together yet separate.

SelfDesign®

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 proximity & separateness results in a structural ambiguity



SelfDesign

The wordmark 'SelfDesign' is displayed in a sans-serif font. 'Self' is in a light blue color, and 'Design' is in a brown color. A red circle is drawn around the junction of the two words, specifically around the 'f' in 'Self' and the 'D' in 'Design', to highlight the structural ambiguity.

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.



The Garden of Earthly Delights (detail) - *Hieronymus Bosch*

eye

head

apex

descender

head serif
ascender

Standard

Typeface

terminal

eye

descender
foot serif

tail

apex
hairline
crossbar
shoulder
beak
arm
bowl
spur
counter
tail

Improving the relationship through anatomy...

SelfDesign

current anatomy of the juncture

*create a **ligature***

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.

fD

ae → æ

oe → œ

ff → ff

fi → fi

fd

FD

FD

Ɔ

Đ

An ‘open’ ligature



an ‘f’ that reaches out and an open ‘D’ that is receptive



La danse (detail) - *Henri Matisse*



Self + Design

= relationship, partnership, collaboration, dance

SelfDesign

a tighter more unified relationship

two words / one word



SelfDesign

A number of other aspects of the letterforms
and their relationships can be explored and refined

SelfDesign

SelfDesign

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SelfDesign

SelfDesign

SelfDesign

SelfDesign

SelfDesign

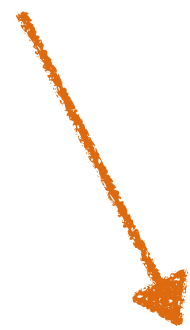
SelfDesign

SelfDesign

→ SelfDesign ←

SelfDesign

bring 'the learner' forward...



SelfDesign



allow 'the program' to recede.

SelfDesign

introduce **one color** into the wordmark



SelfDesign



the program plays a supportive role.

neutral grey, receptive, open.

the proposed wordmark...

The logo for 'SelfDesign' features the word 'Self' in a bold, orange, sans-serif font, followed by 'Design' in a bold, dark grey, sans-serif font. The 'D' in 'Design' is slightly larger and overlaps with the 'f' in 'Self'.

SelfDesign

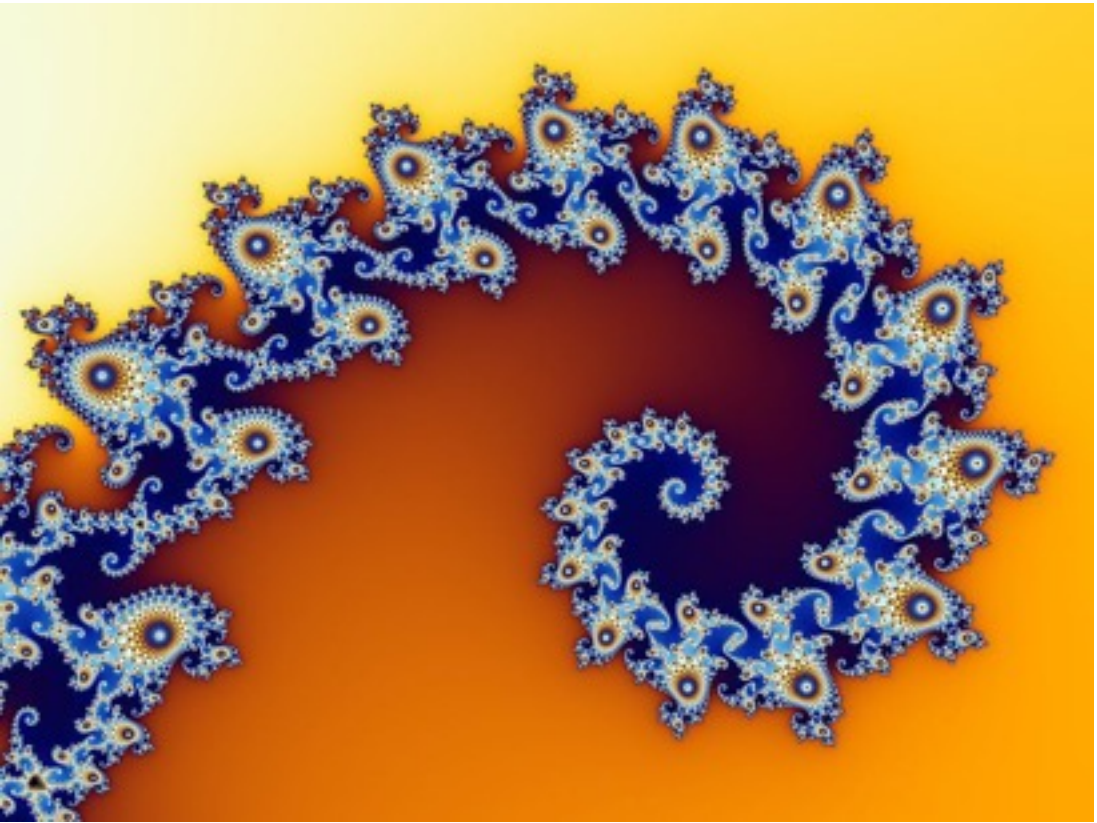
A cleaner, harmonious and integrated wordmark
Each element maintains its identity, in a resolved relationship

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.



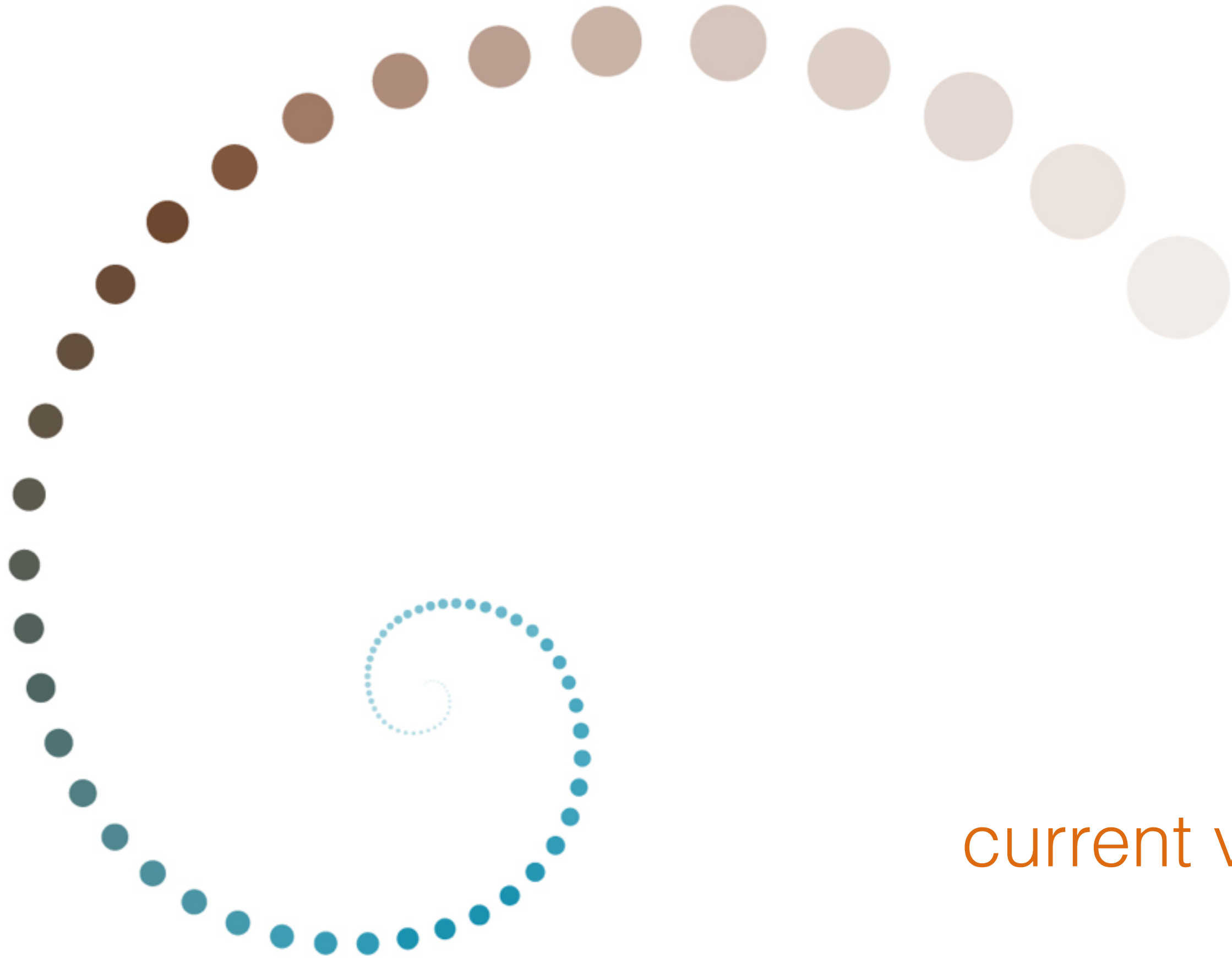
Whirlpool Galaxy (Spiral Galaxy M51)



Partial view of the Mandelbrot set

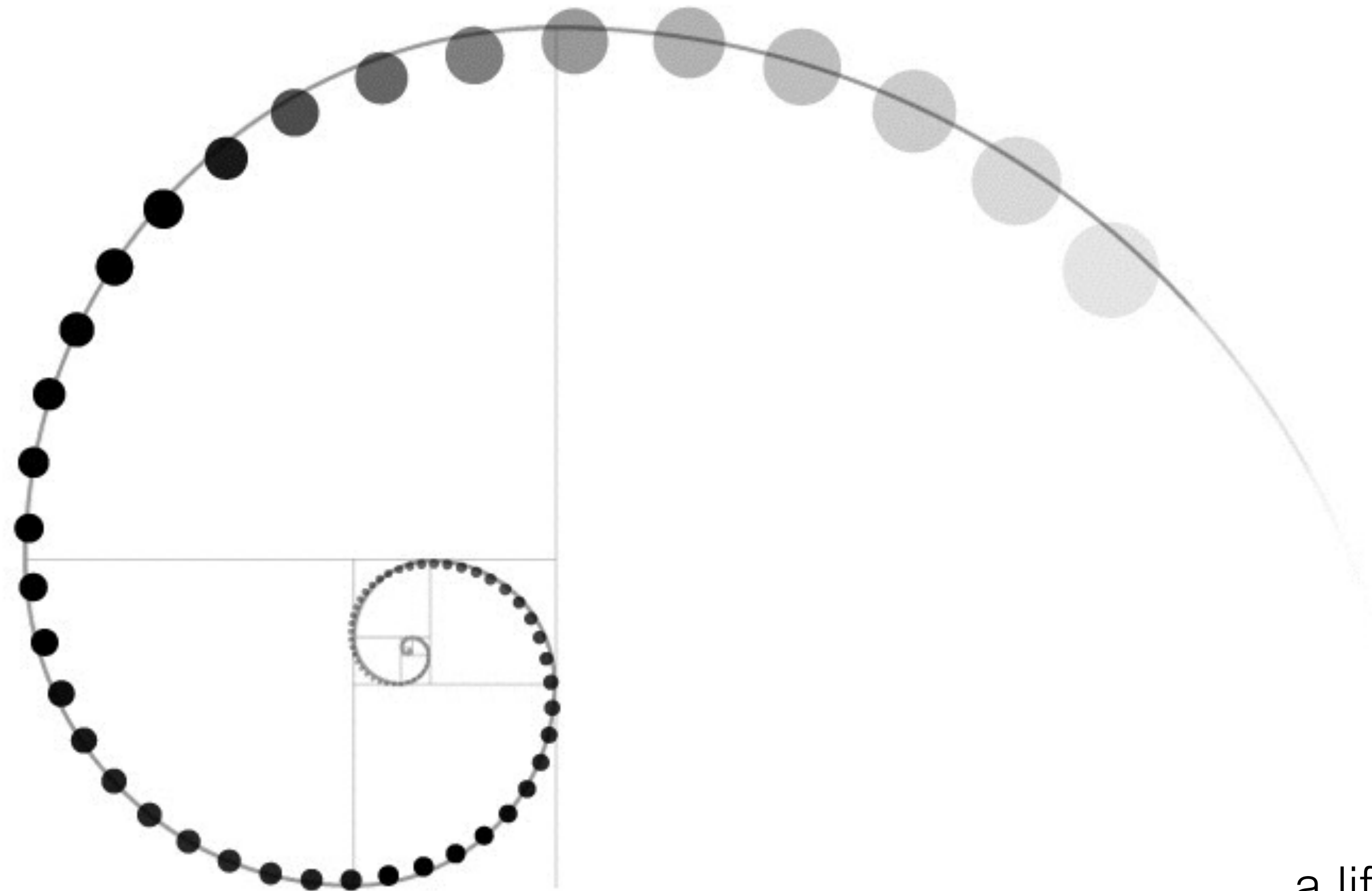


Low pressure system over Iceland



current visual symbol

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.



personal life paths

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

movement



*...circles, mandalas, spirals
everything is revolving
constantly in motion*

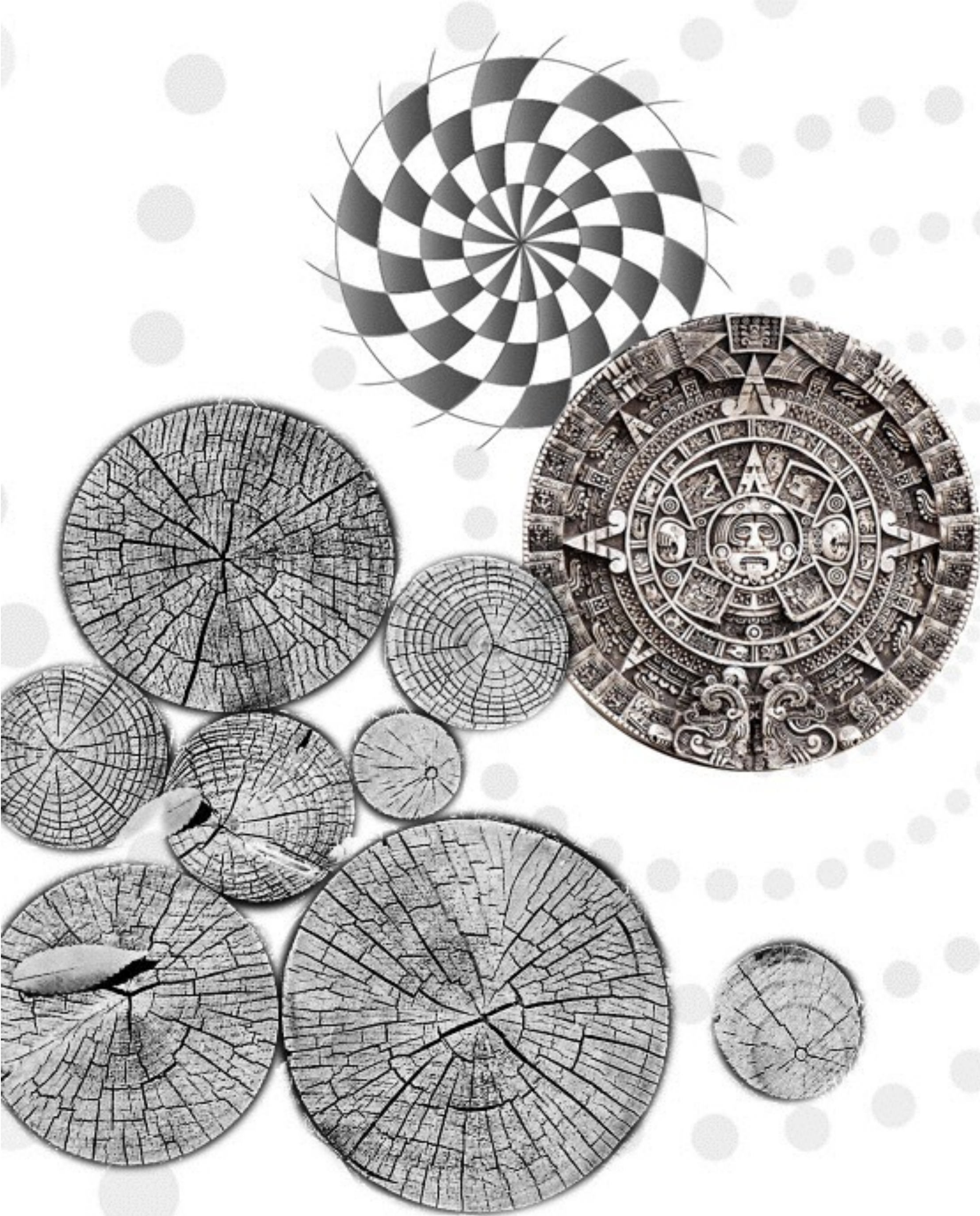


rotation



...growth expands in all directions

radial expansion





...balance

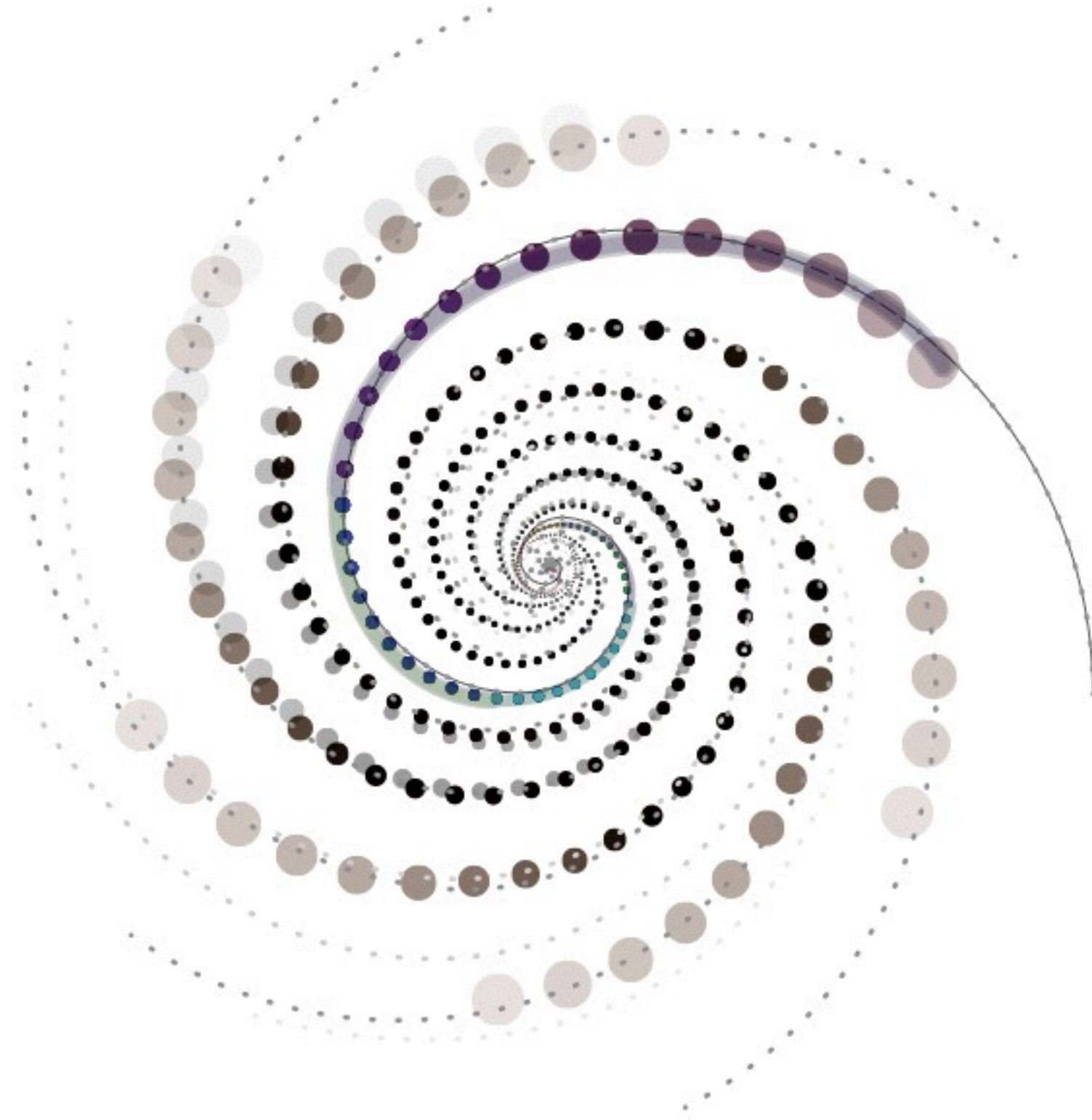
...harmony

symmetry

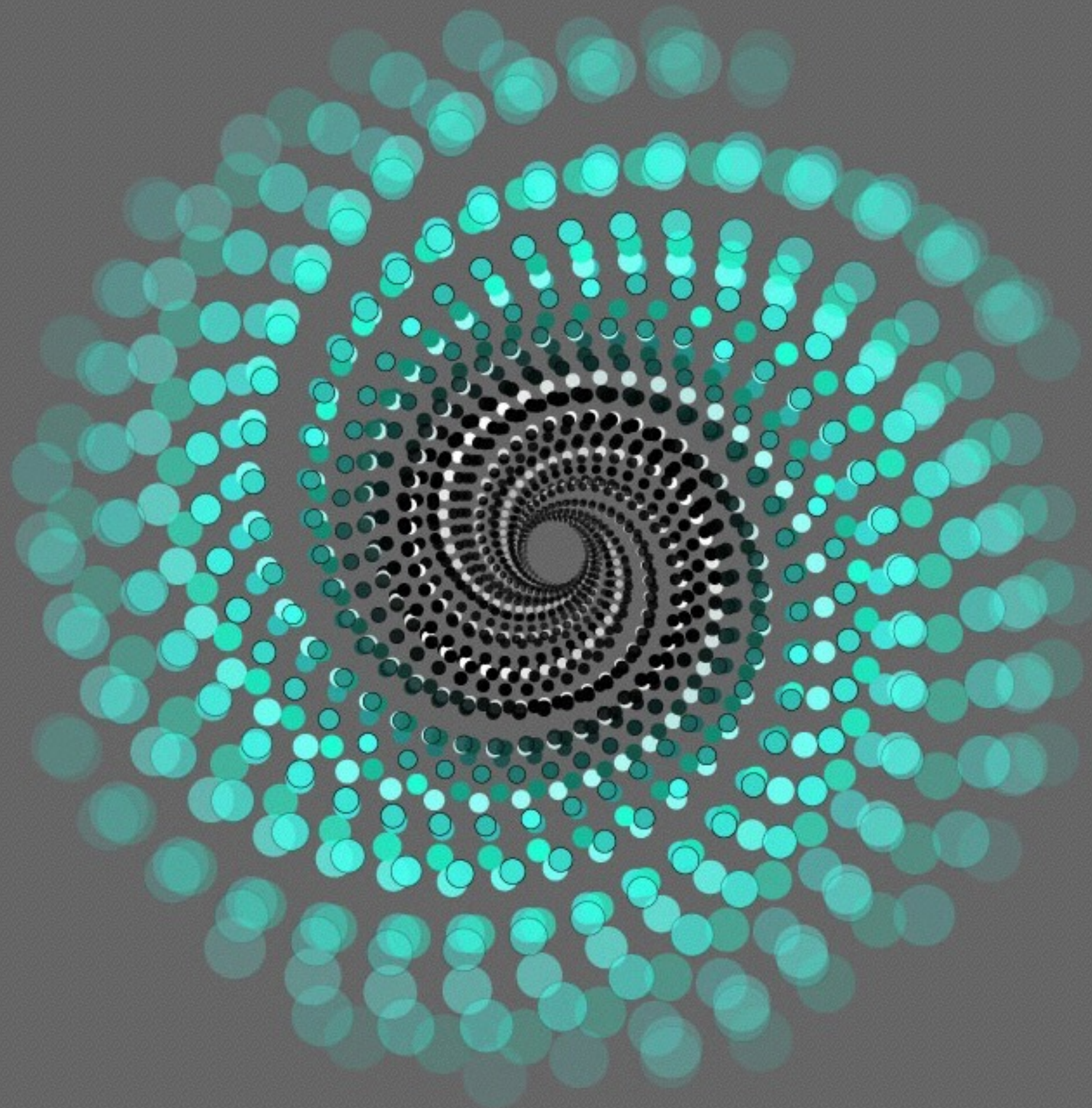


celebrate the mystery

of
things
without
beginnings



make a move to a (r)evolutionary form...



one that embodies a richer
conceptual framework.

symmetry

harmony
balance

radial expansion

growth radiates
inwards / outwards

movement

implied motion

logarithmic spiral
fibionaci series
stages of life
unfolding

conceptual framework

life path

rotation

circular
revolving

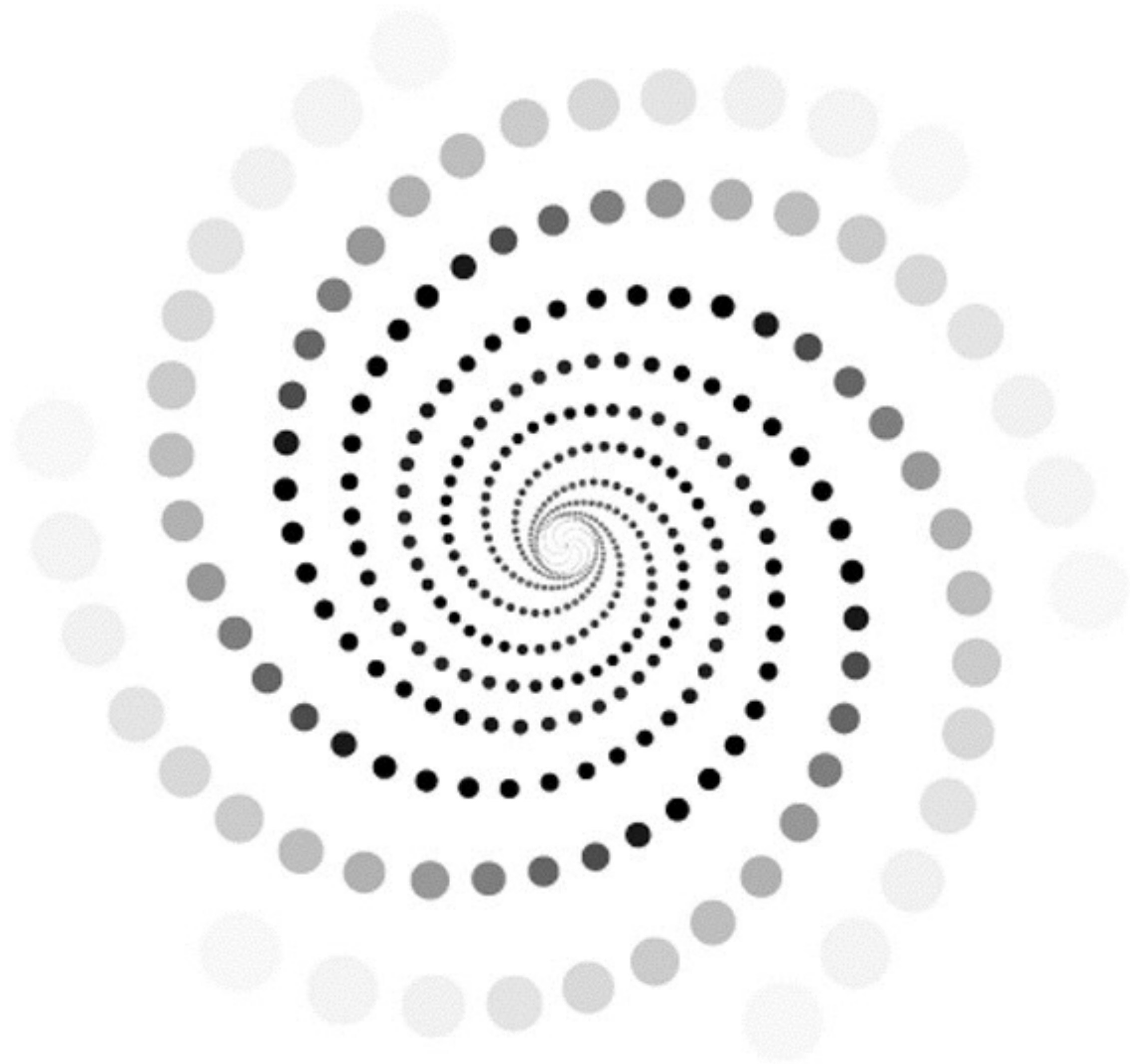
our life path

richness
choice
unique

multiplicity

many paths
complexity



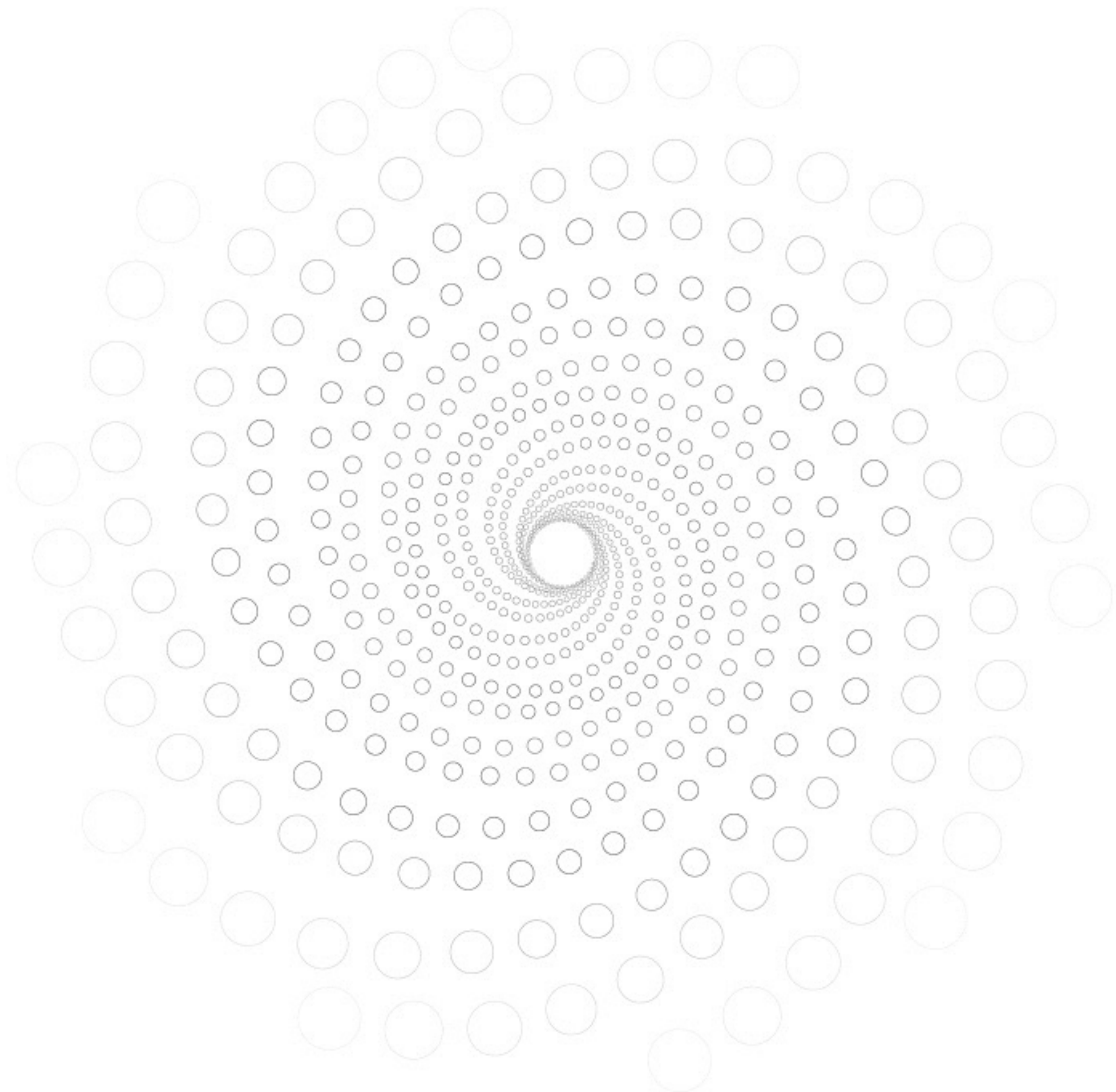


a vital and dynamic form

*“Like a circle in a spiral
Like a wheel within a wheel
Never ending or beginning
On an ever spinning reel”*

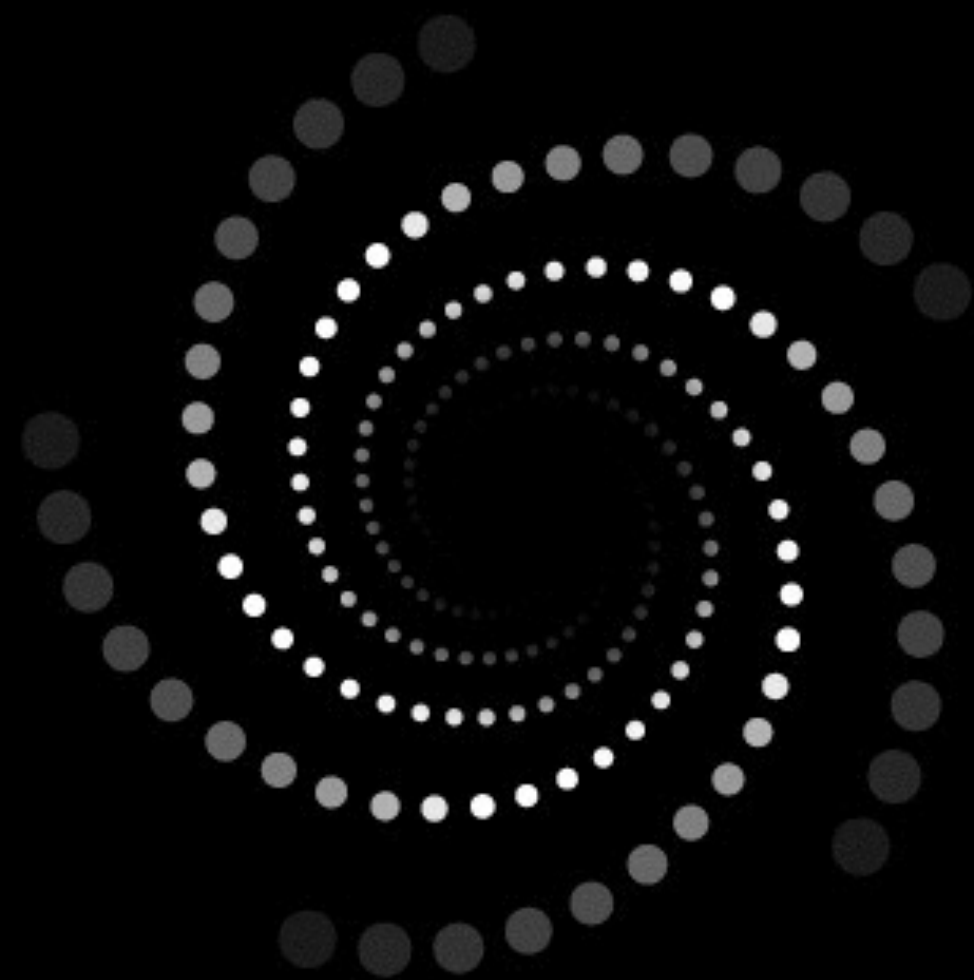


*“Like a snowball down a mountain
Or a carnival balloon
Like a carousel that’s turning
Running rings around the moon”*

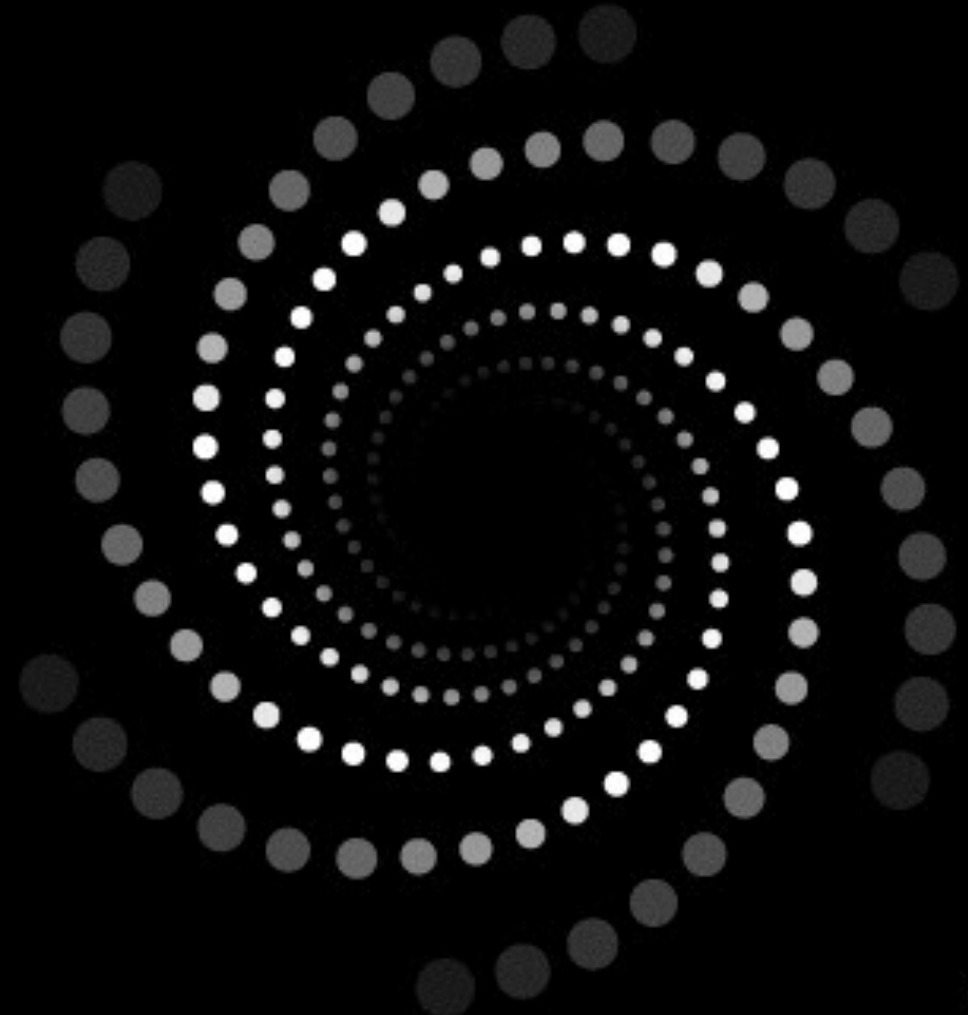


2.1 - density studies

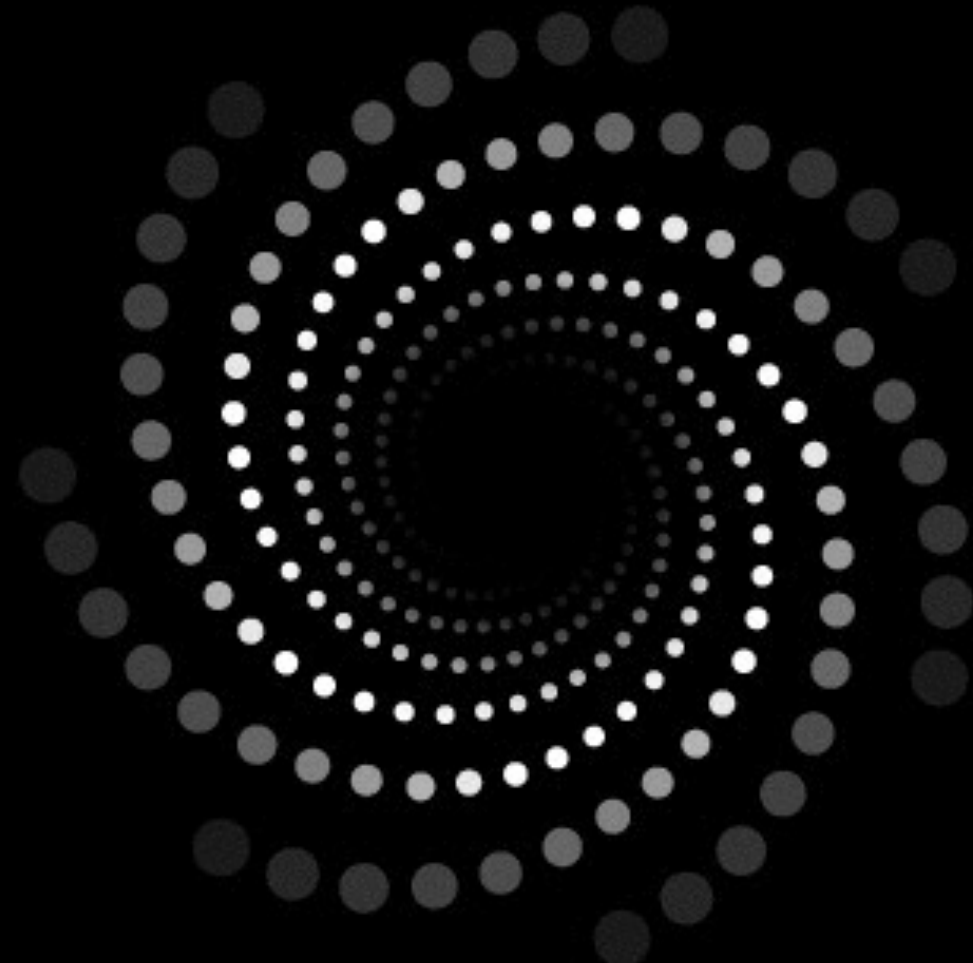
sparseness and density



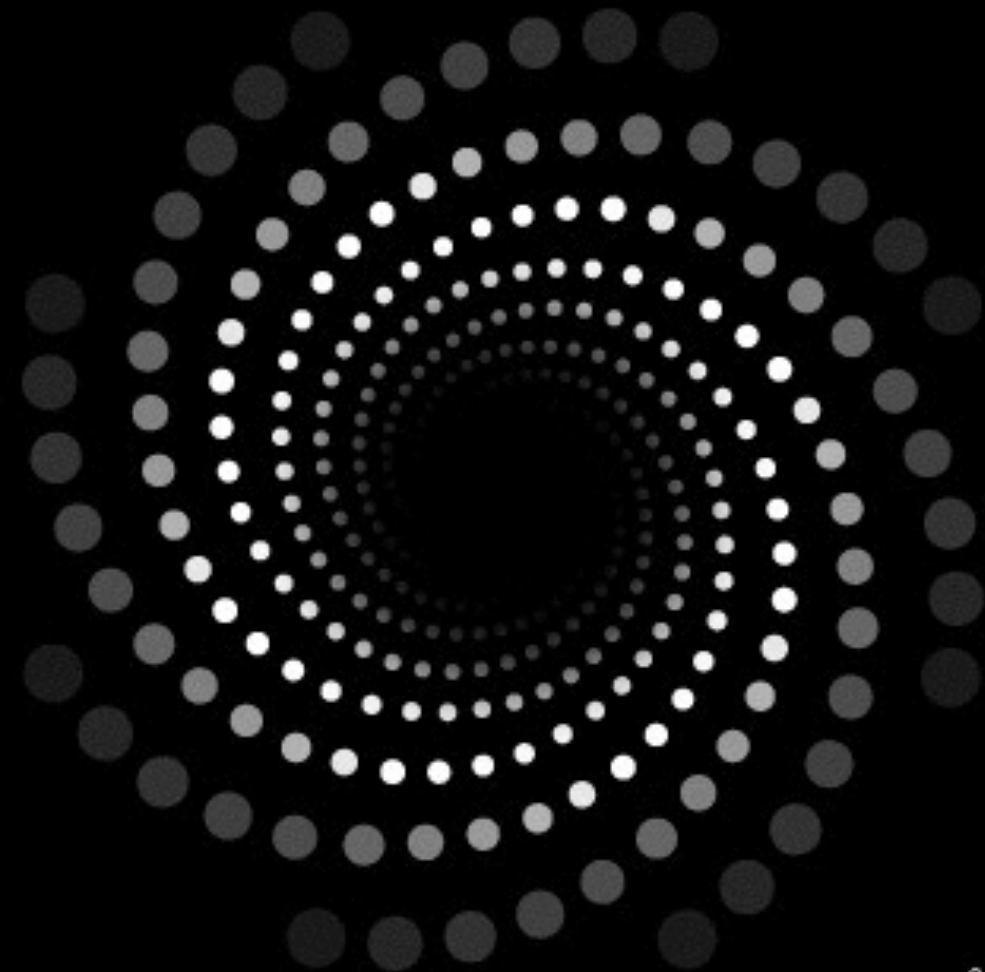
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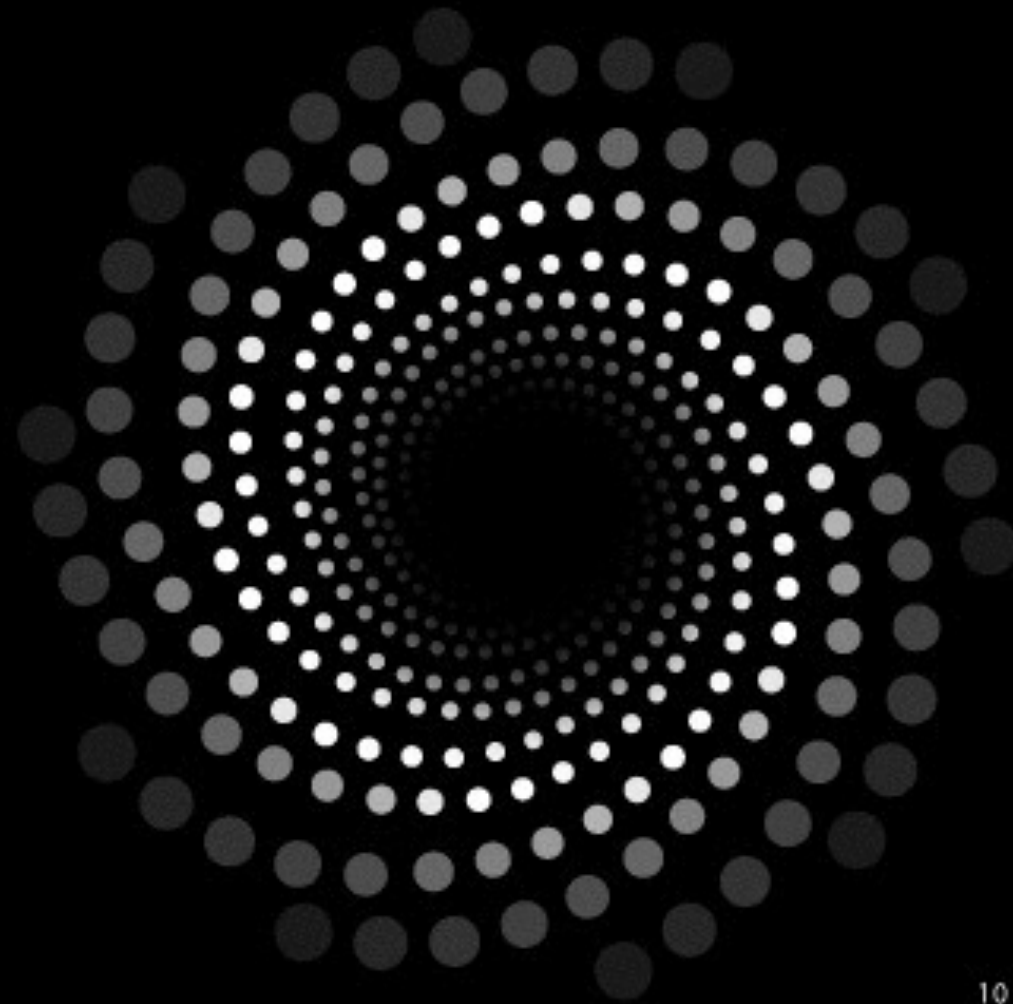
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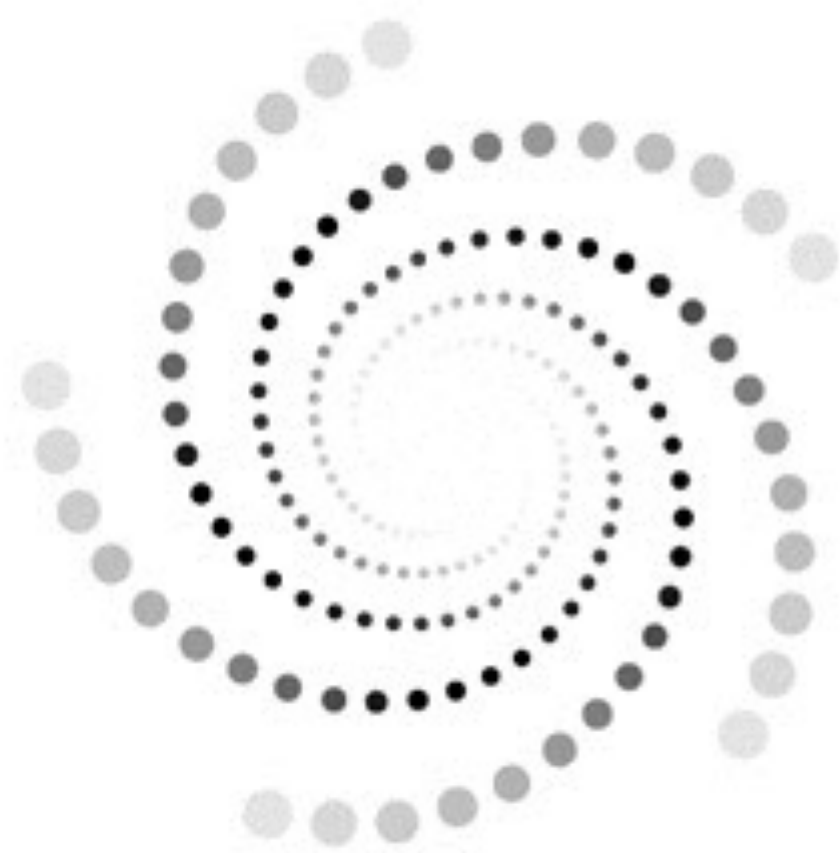


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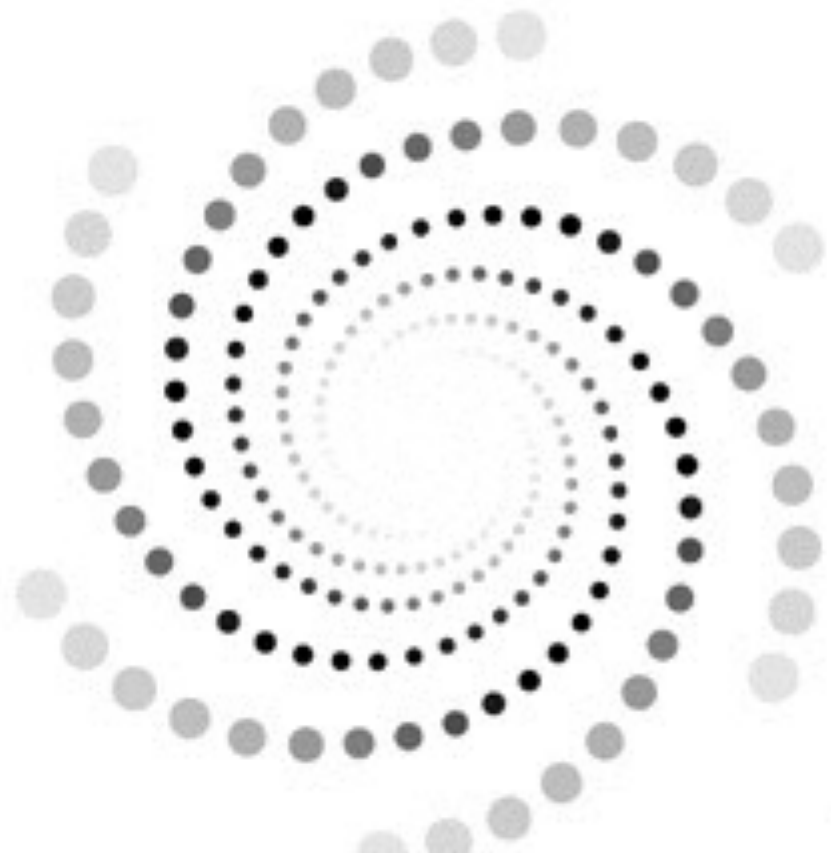


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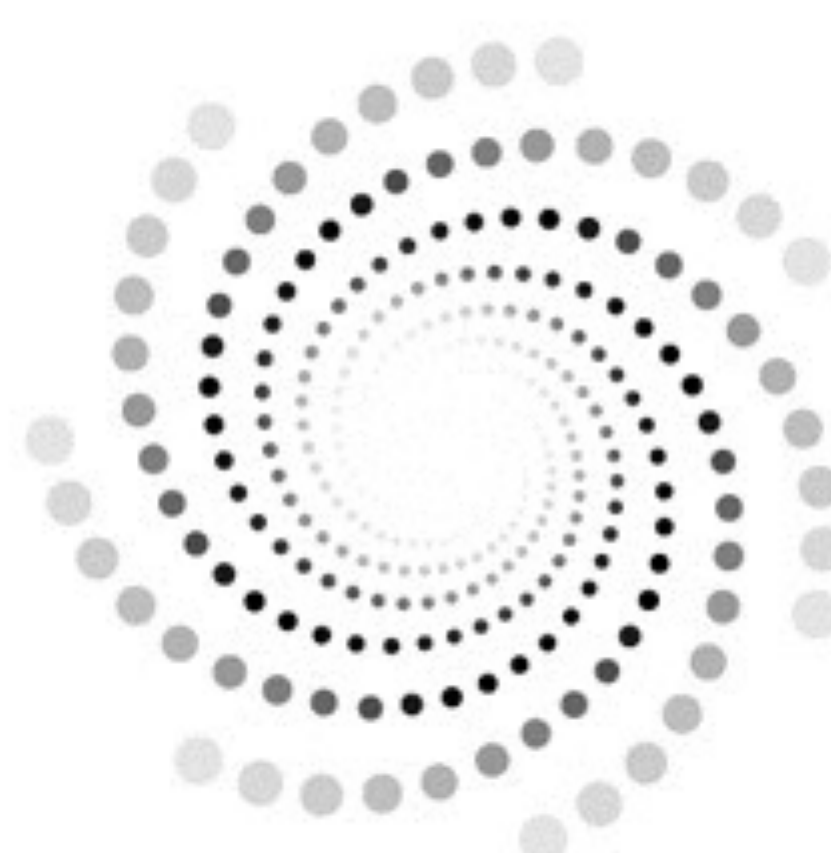
a variable density?



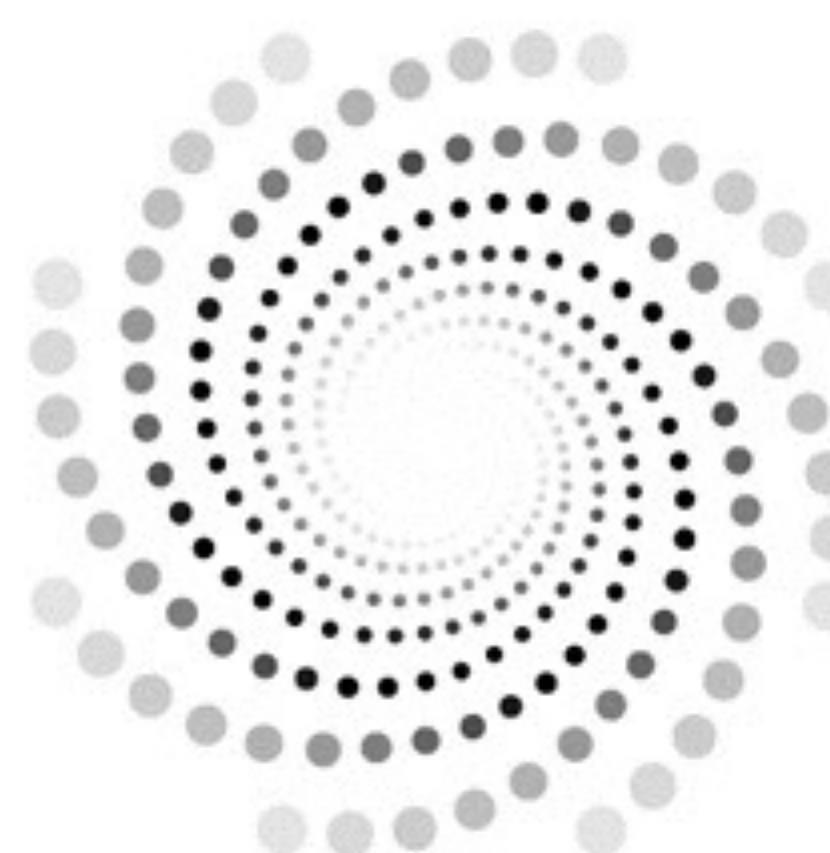
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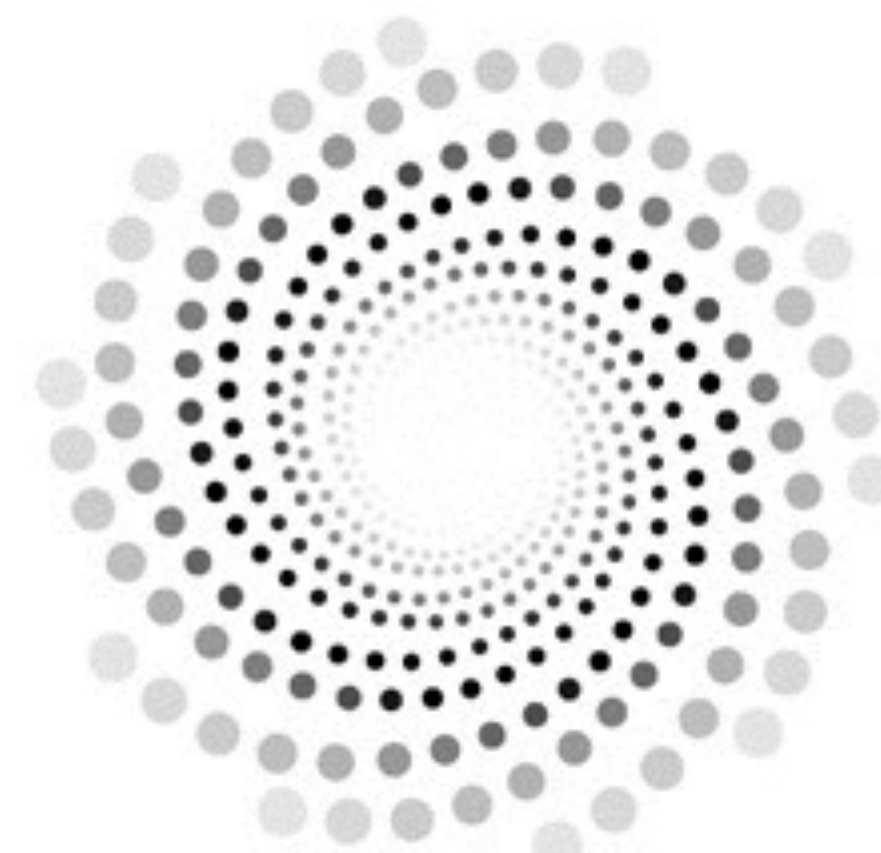
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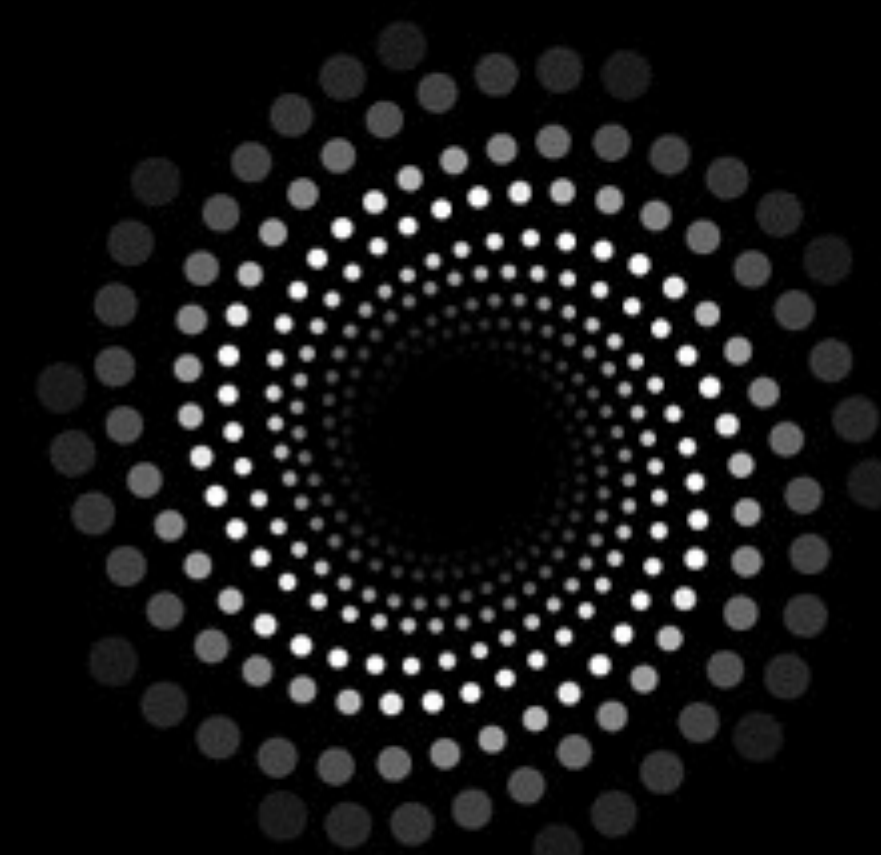
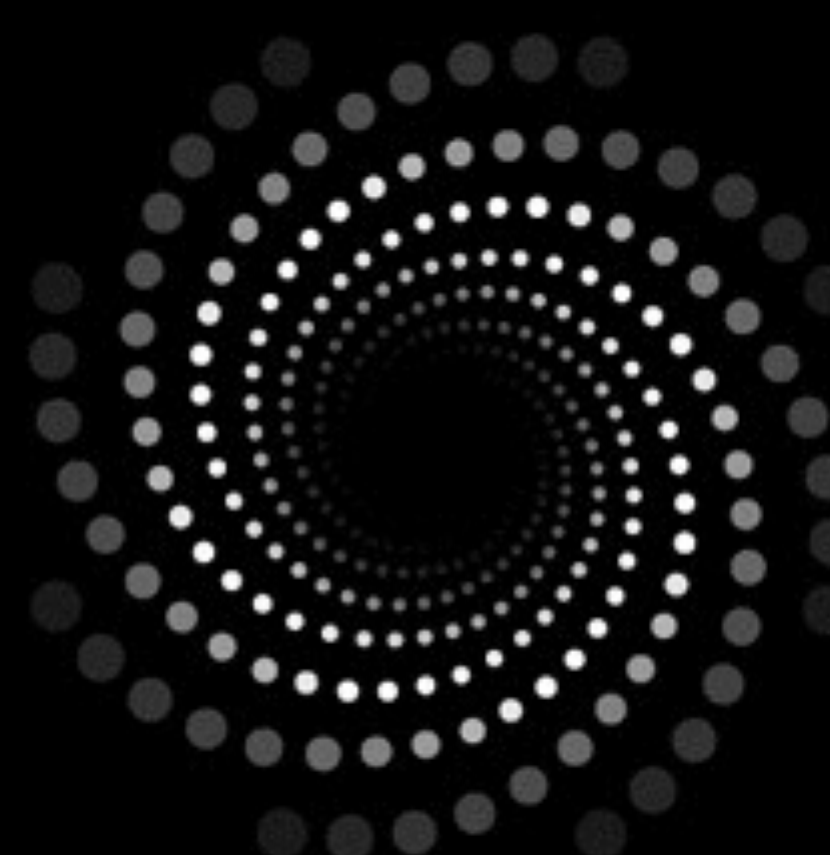
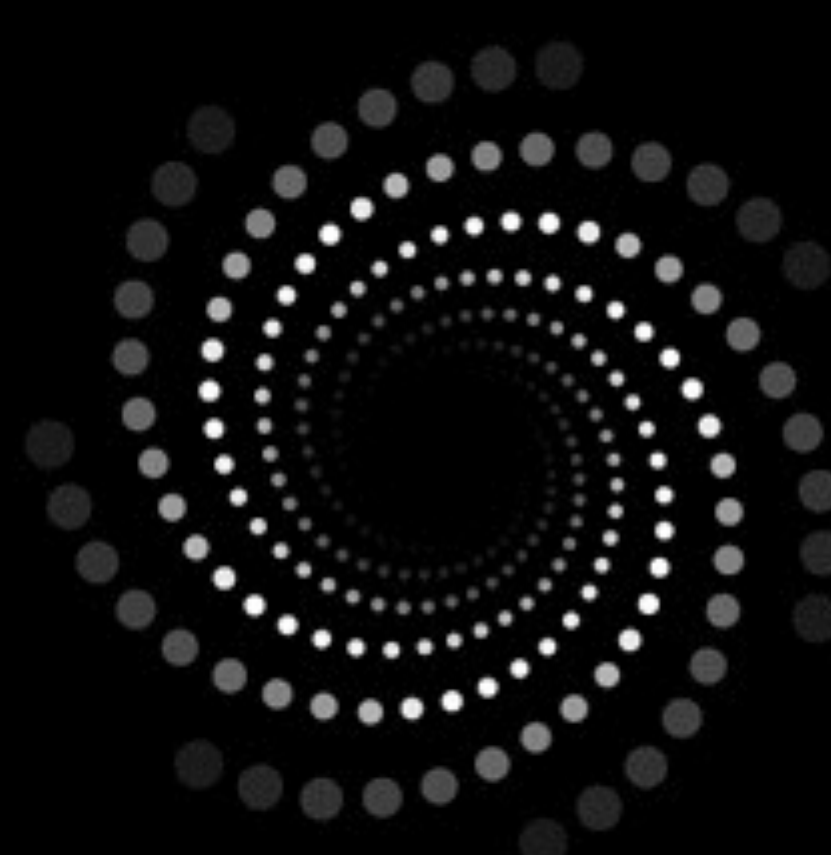
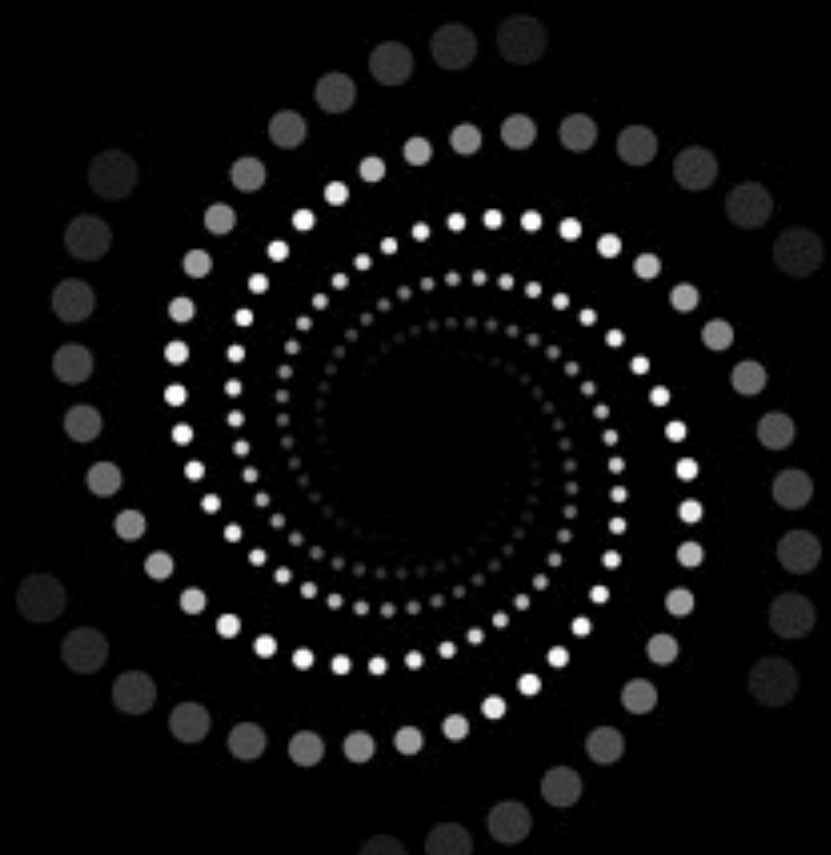
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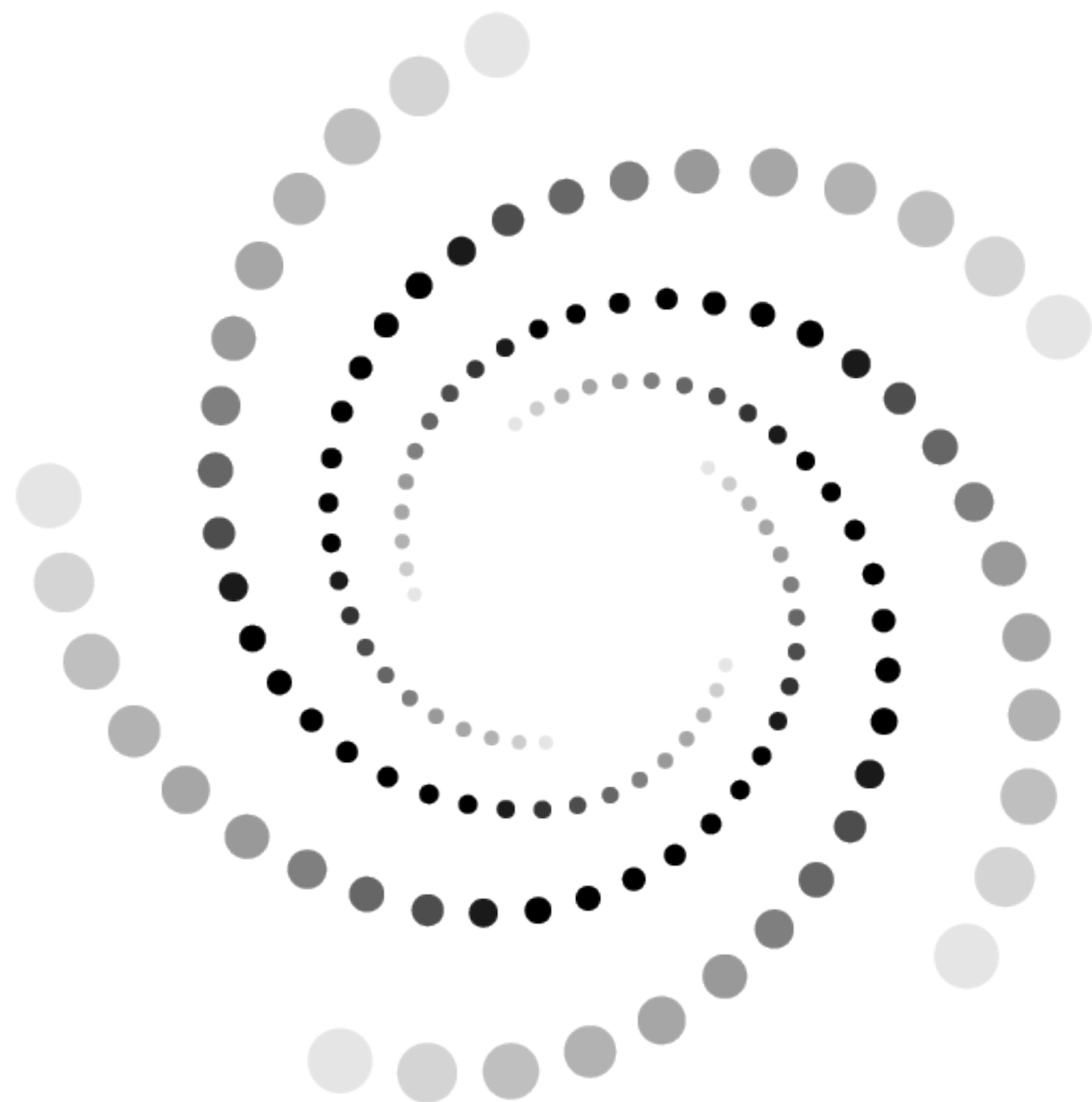
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10



the proposed new logo...





“A thimbleful of **red** is redder than a bucketful.”

Henri Matisse



use of color

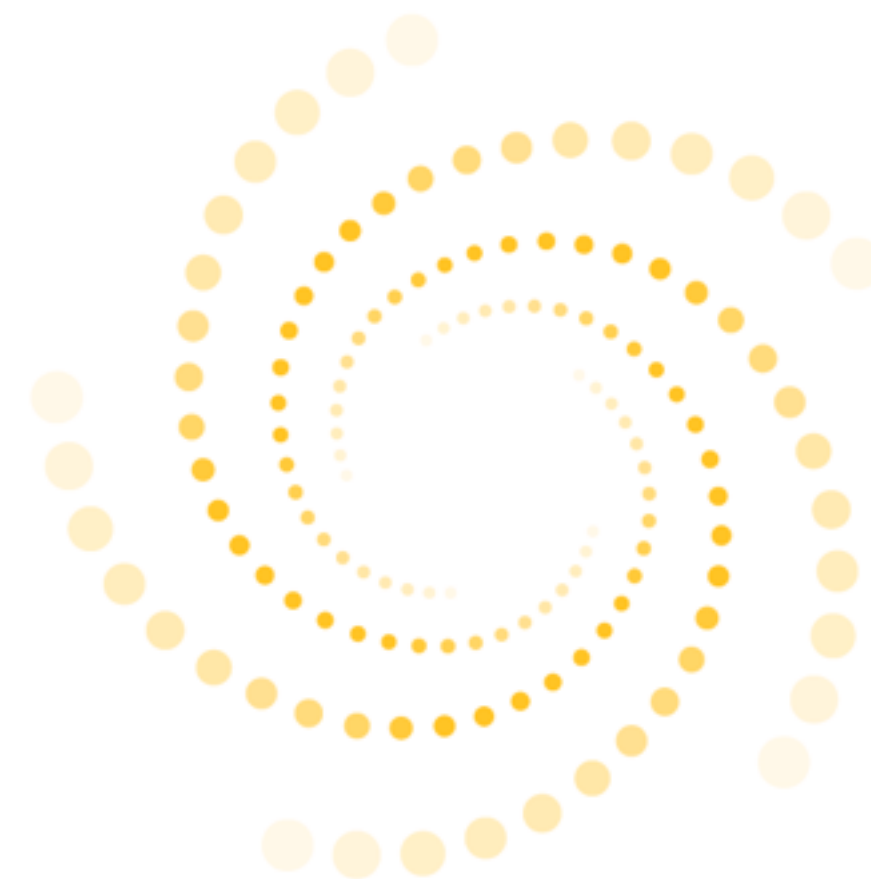
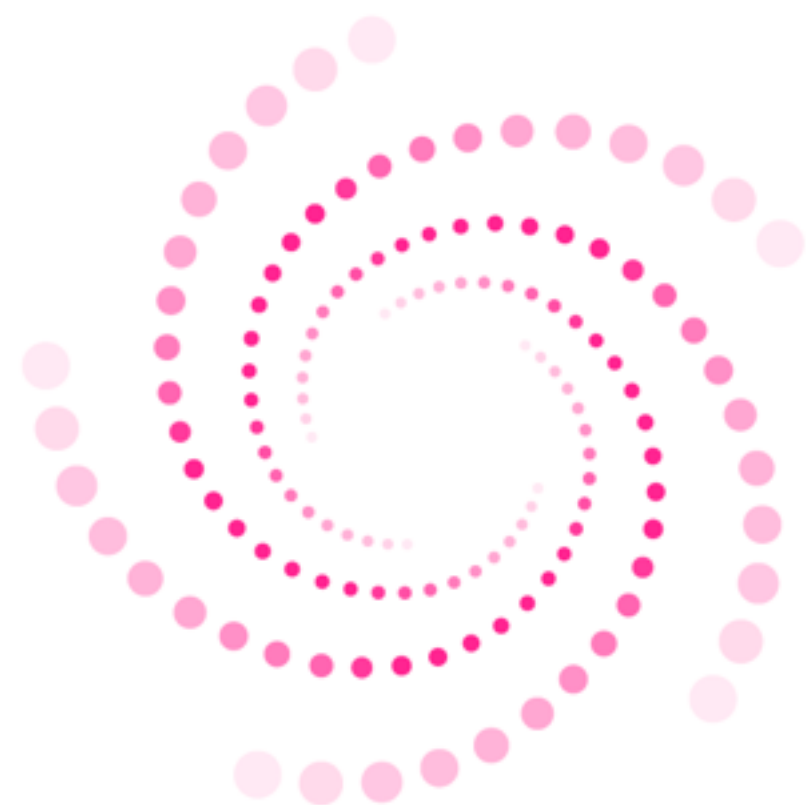
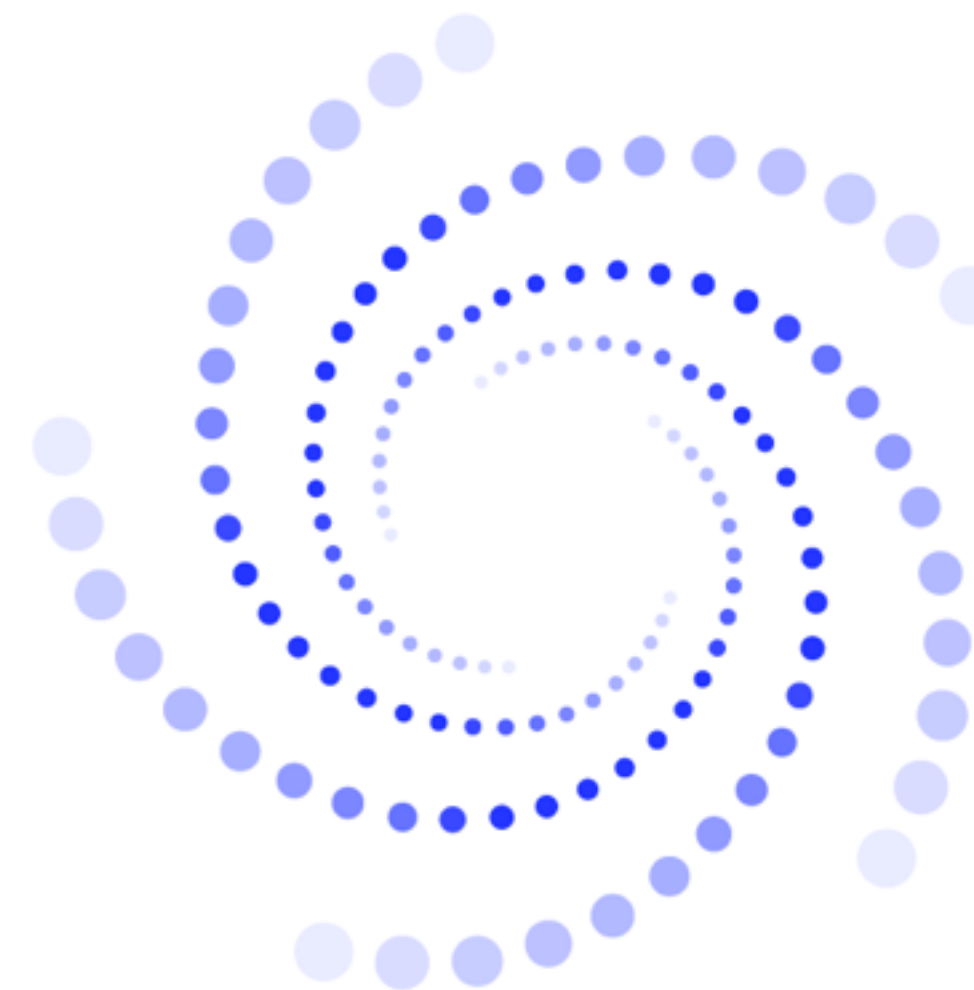


Portrait of L.N. Delekorskaya - *Henri Matisse*

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

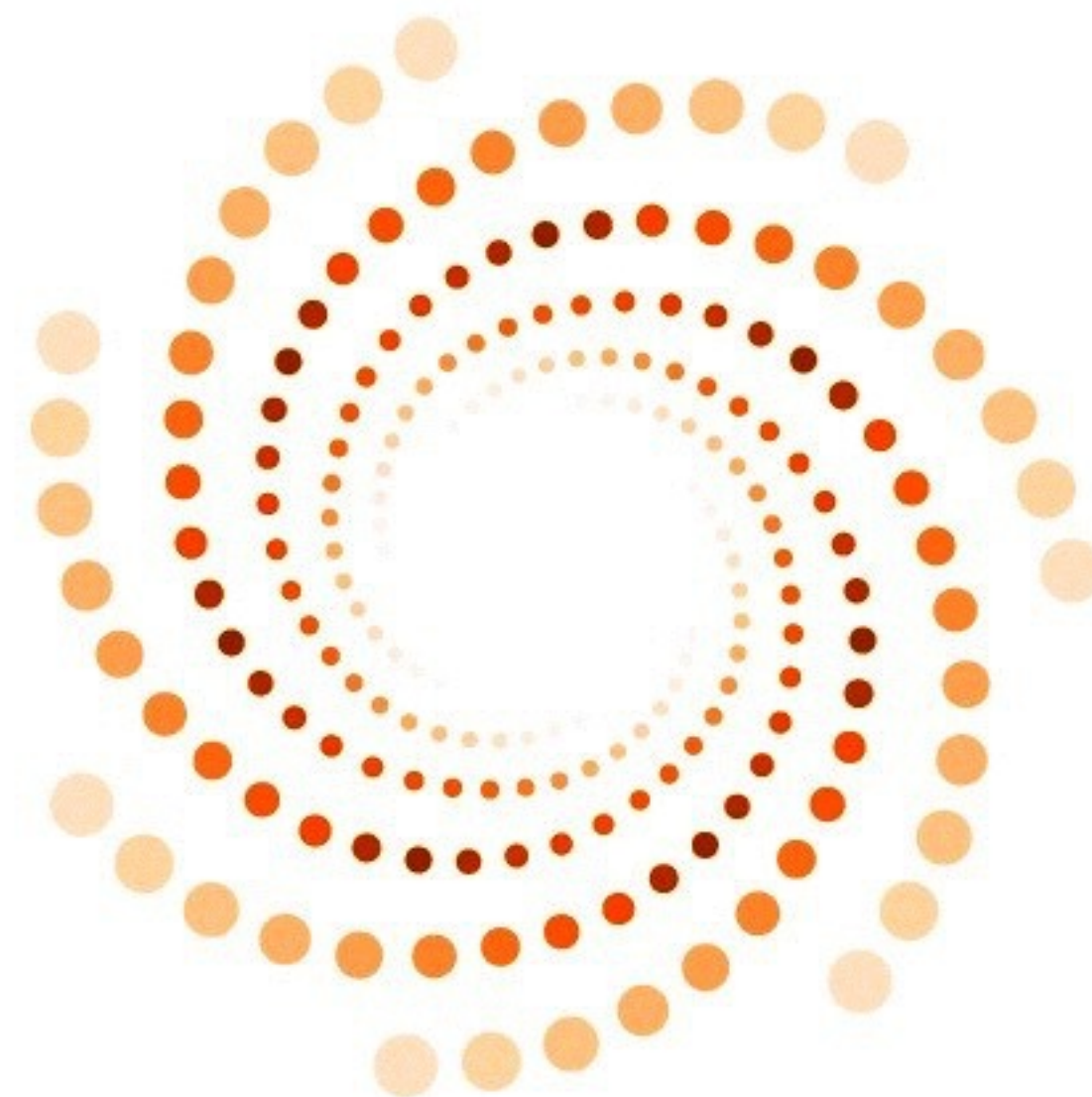
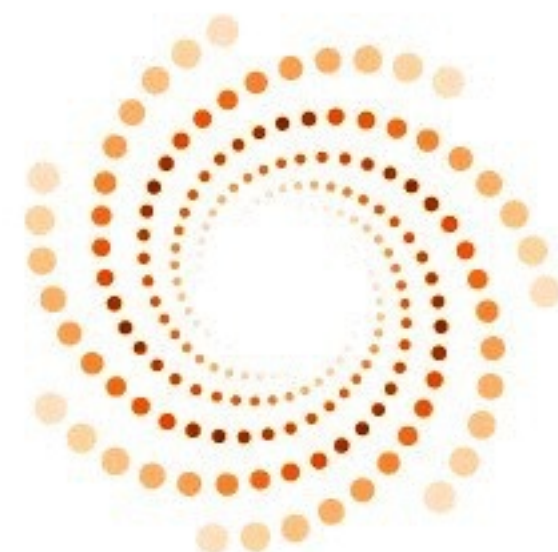
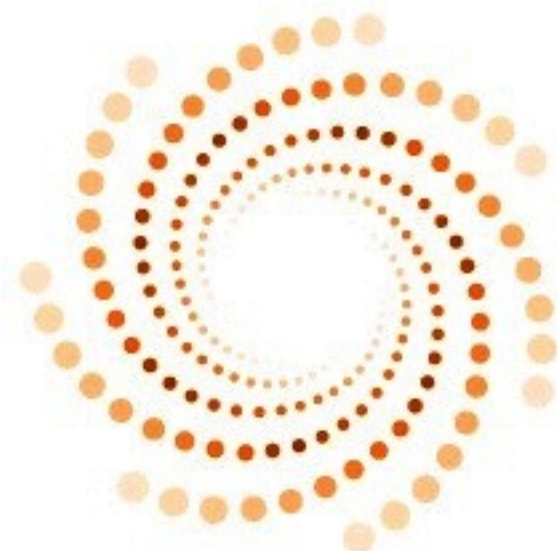
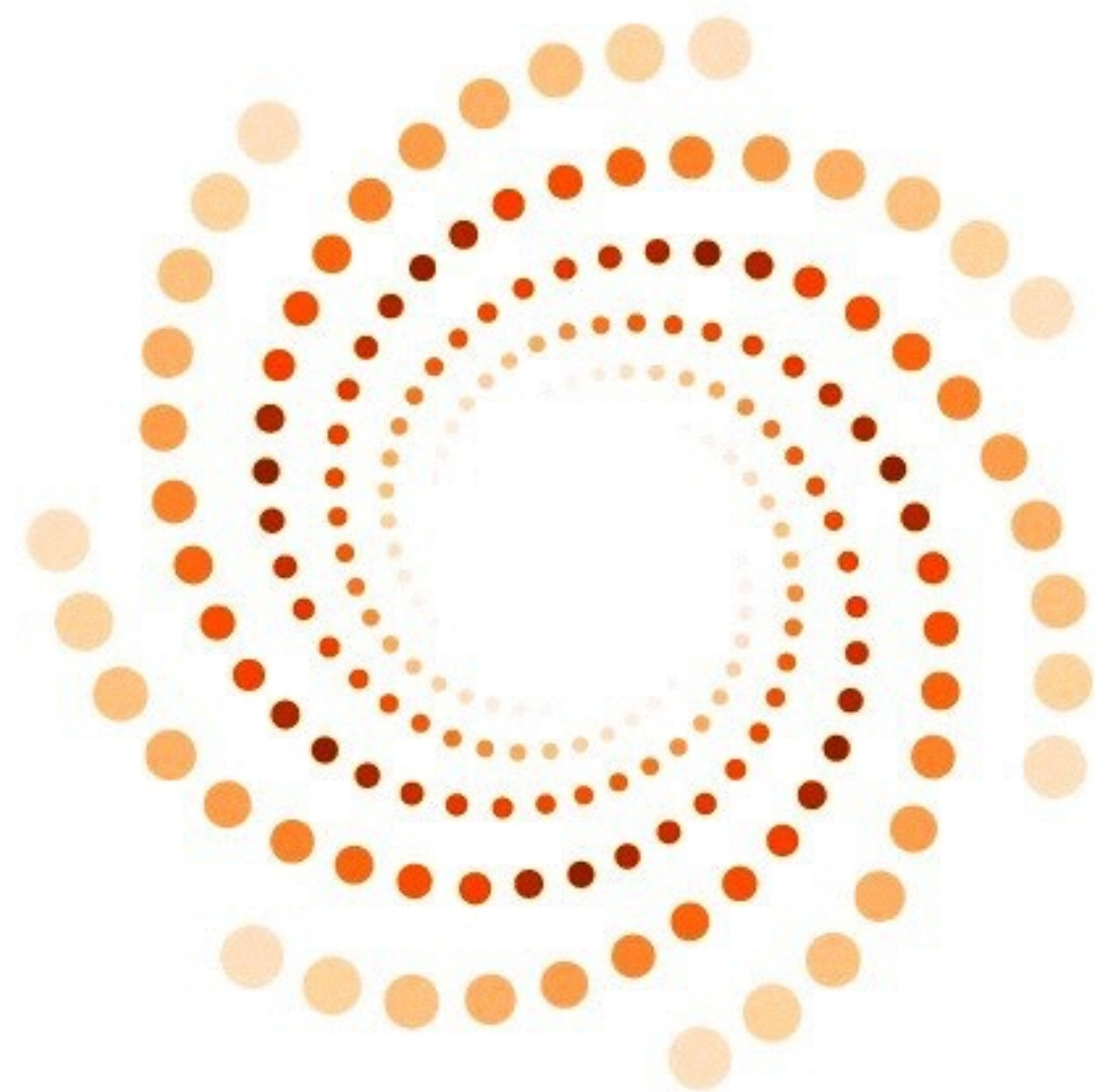
Details of the overall color program will to be clarified during the strategy work scheduled in early January.

Reflections from this work will inform the definition of the finalized color program for SelfDesign.



logo color studies





the proposed colours...

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...



SelfDesign