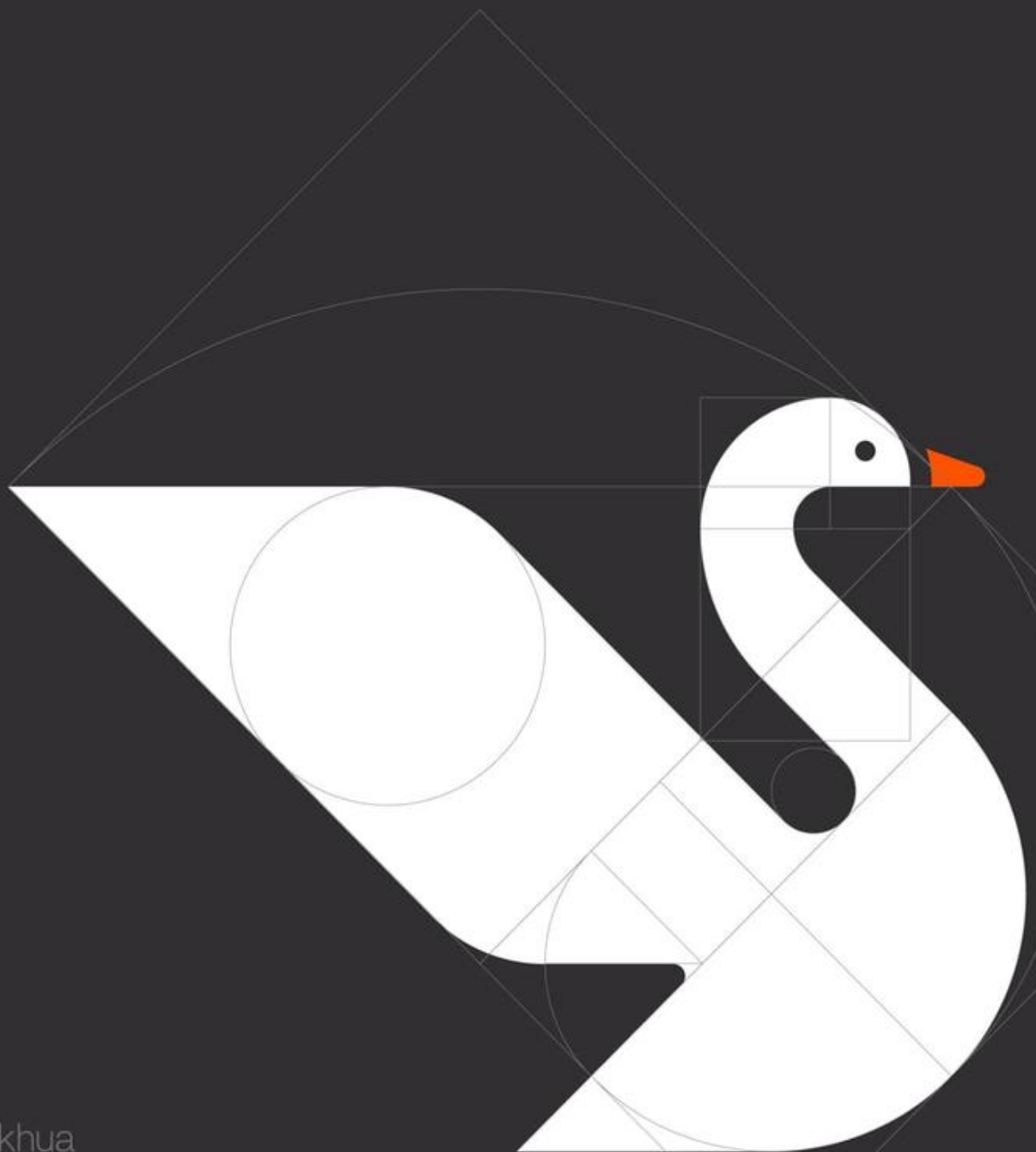


Principles *of* Logo Design

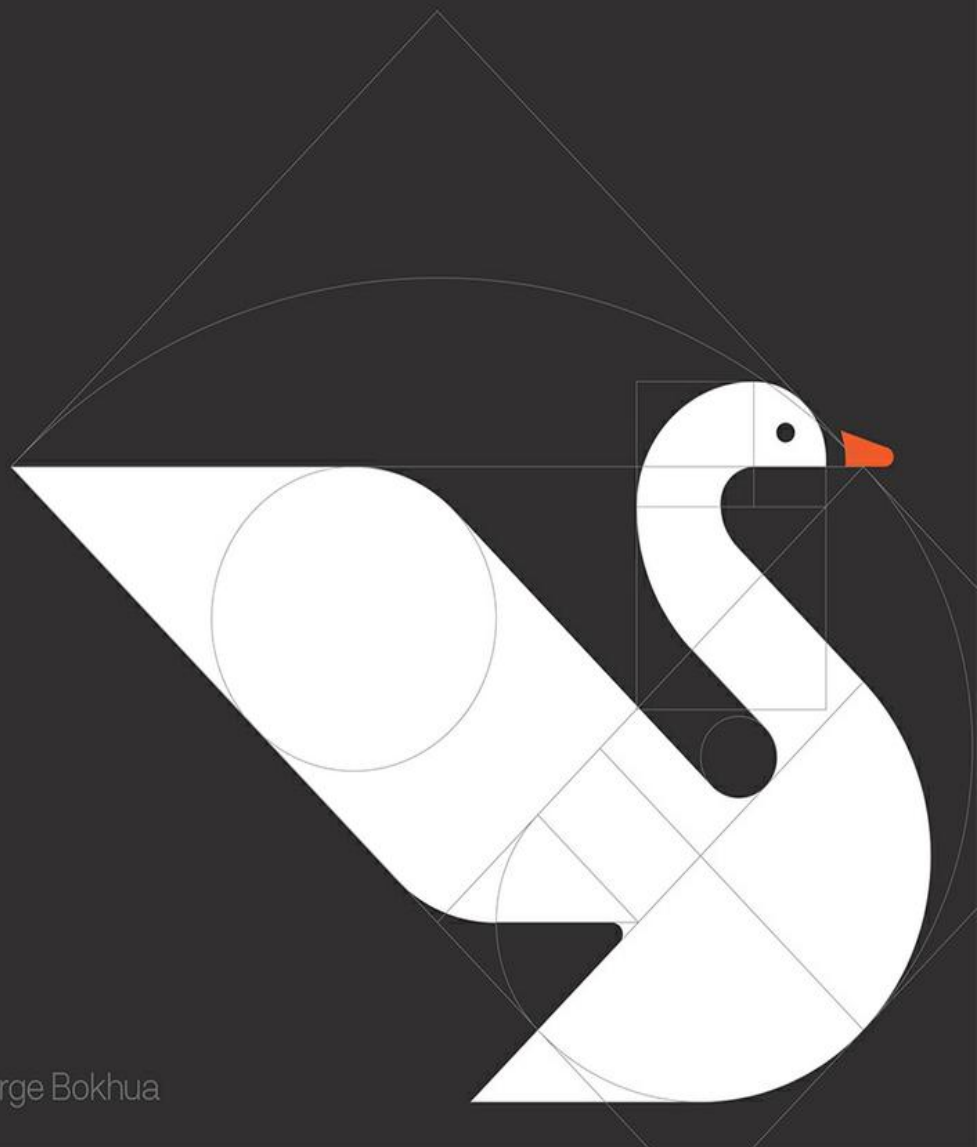
A practical guide to creating effective
signs, symbols, and icons



by George Bokhua

Principles *of* Logo Design

A practical guide to creating effective
signs, symbols, and icons



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Chapter 1 General Concepts

Are Logos Just Logos?

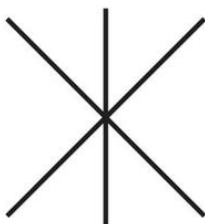
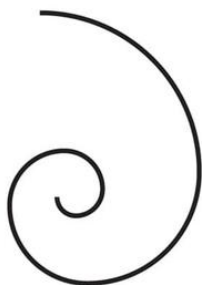
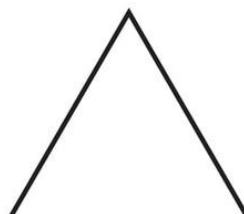
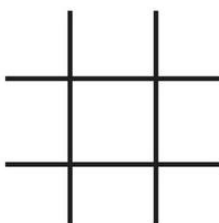
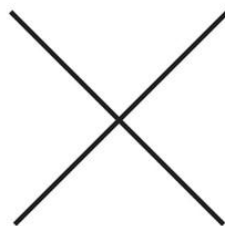
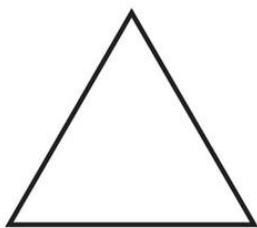
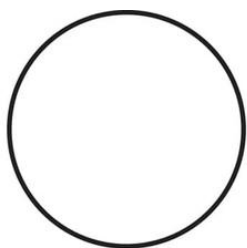
1.618033

Rule or No Rule?

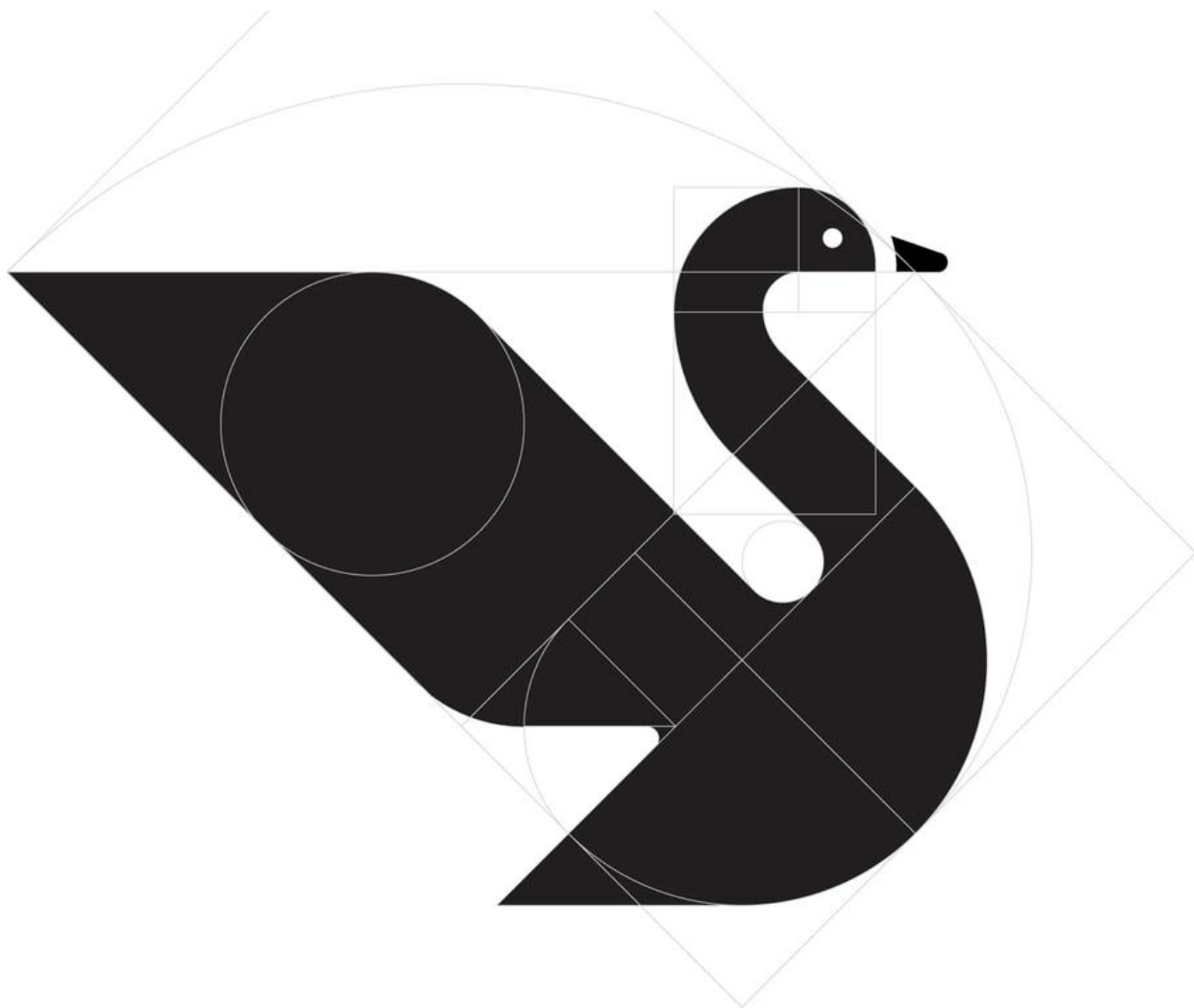
Less Is More?

Modernism in Design

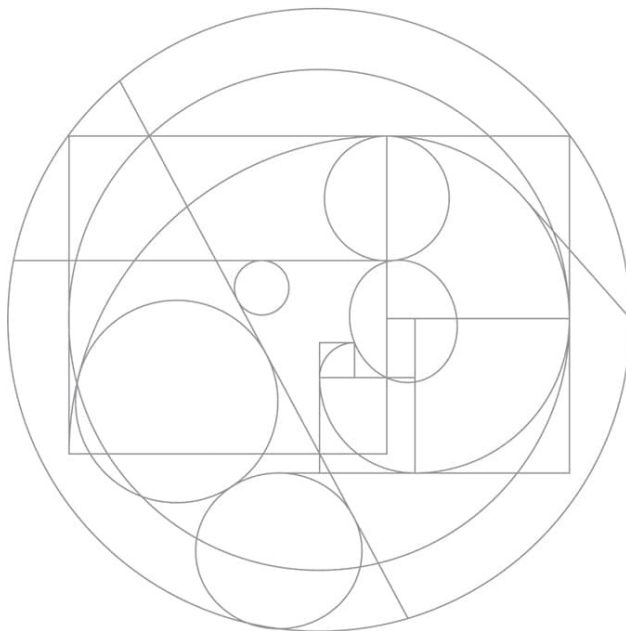
Are Logos Just Logos?



1.618033



Rule or No Rule?



A ram mark using golden spiral as a structural base

Less Is More?



Enso sign, a universal symbol for simplicity, balance, and elegance

Gabriel Columna

Gabriel Columna

Modernism in Design



Examples of the modernist aesthetic: simple geometric forms and repetition

Chapter 2

Types of Logo Designs

Pictorial Marks

Letterforms

Abstract Marks

Wordmarks

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Patterns as Identity Elements

Pictorial Marks



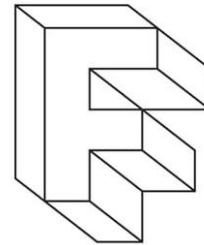
Pictorial marks for various brands

Letterforms

20

1

1



Letterforms for various brands



M letterform

Abstract Marks



Abstract marks for various brands

Wordmarks



newwave

dreem

(F_o)Rm_uLa

Wordmarks for various brands



MARS logo modeled on NASA type

Monograms

GR

Q6

Monograms for various brands



Monogram for the International Association of Accessibility Professionals

Negative Space Marks



Negative space marks for various brands

Logo System



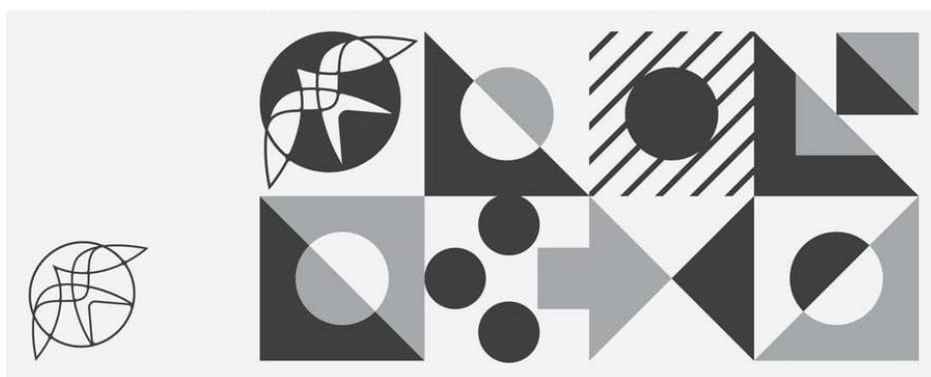
Logo system for Bellman (online news platform)

Pictograms



Pictograms for Superhero; Online platform for influencers.
 Cocreators: Nick Kumbari and Maria Akritidu

Patterns as Identity Elements



Unused concept for the Georgian Post

Chapter 3 Visual Matters

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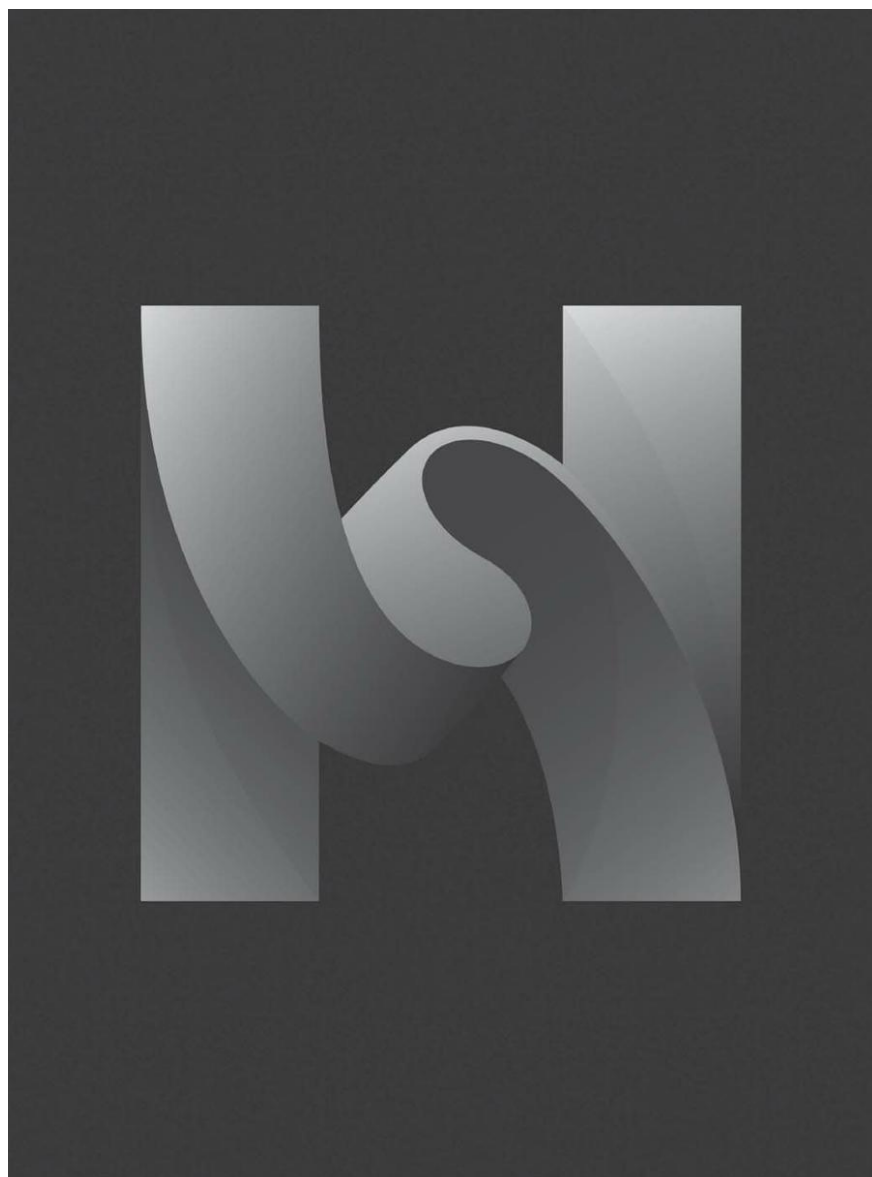
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Gradients



H Letterform

Color Gradation Simplified



1. Owl mark for Studio George Bokhua



2. Logo proposal for NASA's In Space Manufacturing

Shade Gradation with Strokes



Flip Casa. Real estate company

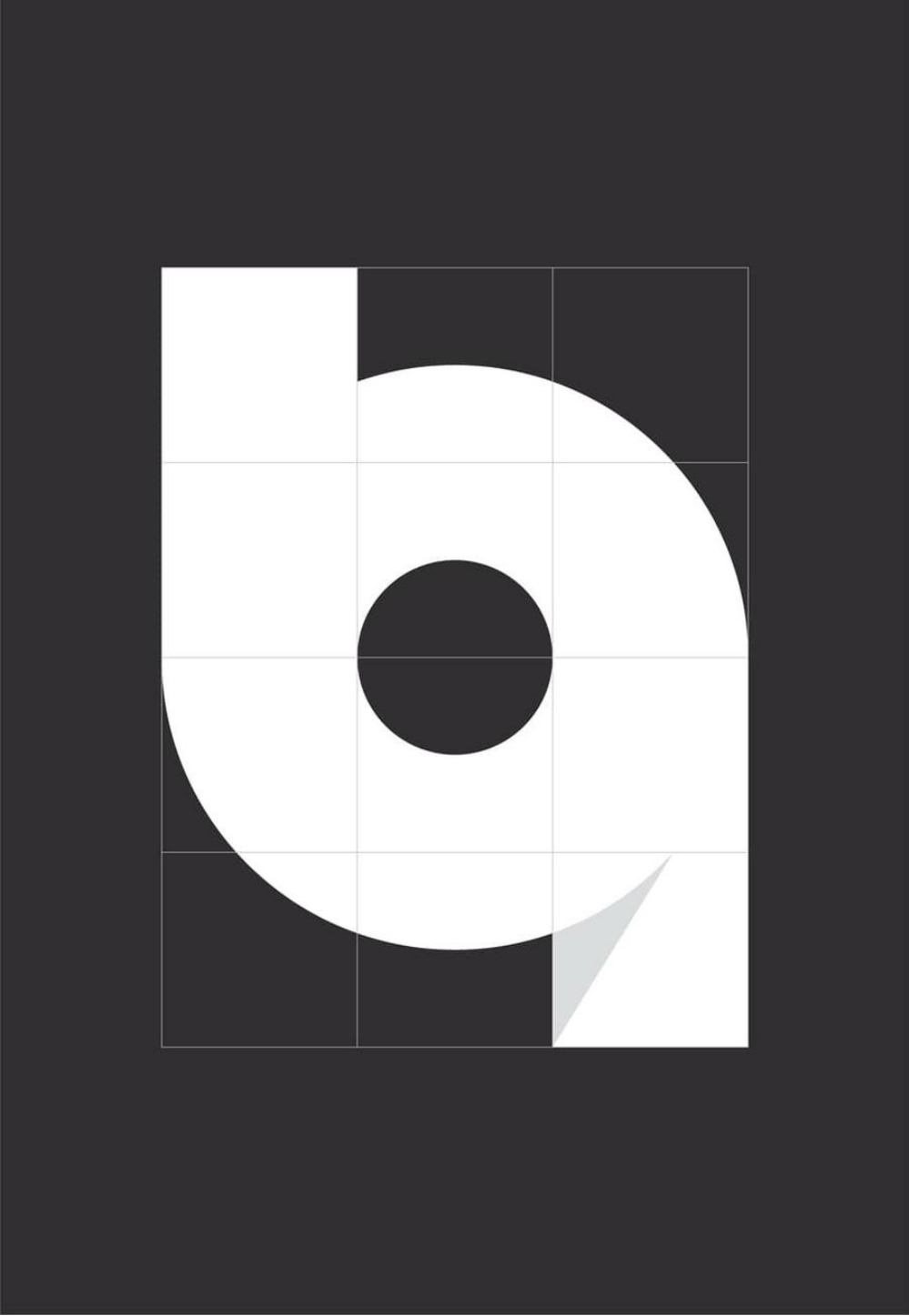
Light and Shading



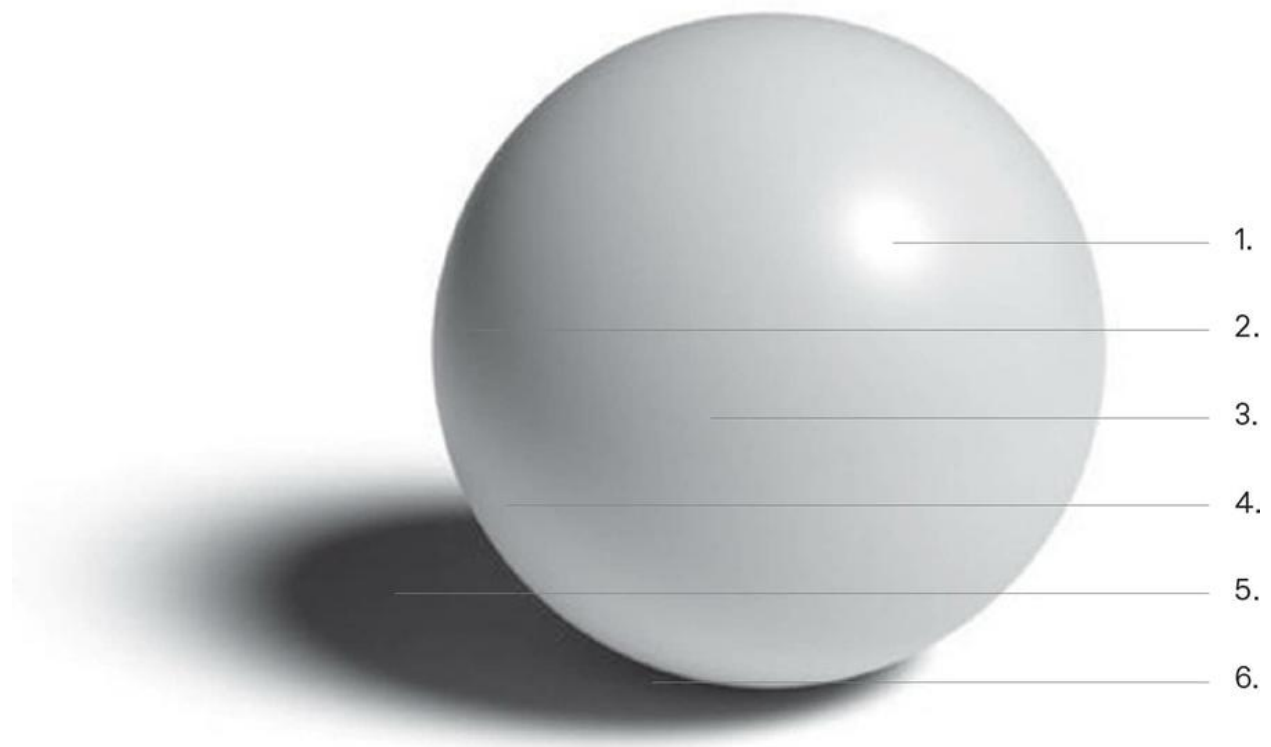
1.

2.

Logo for Benson Seymour. (1) Without and (2) with introduced shading elements



Shading of Hemisphere



1. Highlight 2. Core shadow 3. Midtone 4. Reflected light 5. Cast shadow 6. Occlusion shadow

Light and Shading on Simple Marks



R letterform. Skillshare tutorial

Chiaroscuro in Logo Design



George Bokhua. Self portrait. Social media profile picture



Georgian Parliament

Logo Visibility

1



Crane mark

Graphic Device



NASA's In Space Manufacturing (logo proposal)

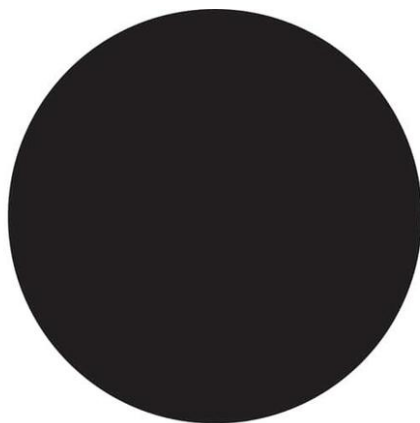


Bank of Georgia (Georgia)



VersaBank (Canada)

Black on White vs. White on Black



Black circle on white and white circle on black backgrounds, for comparison.

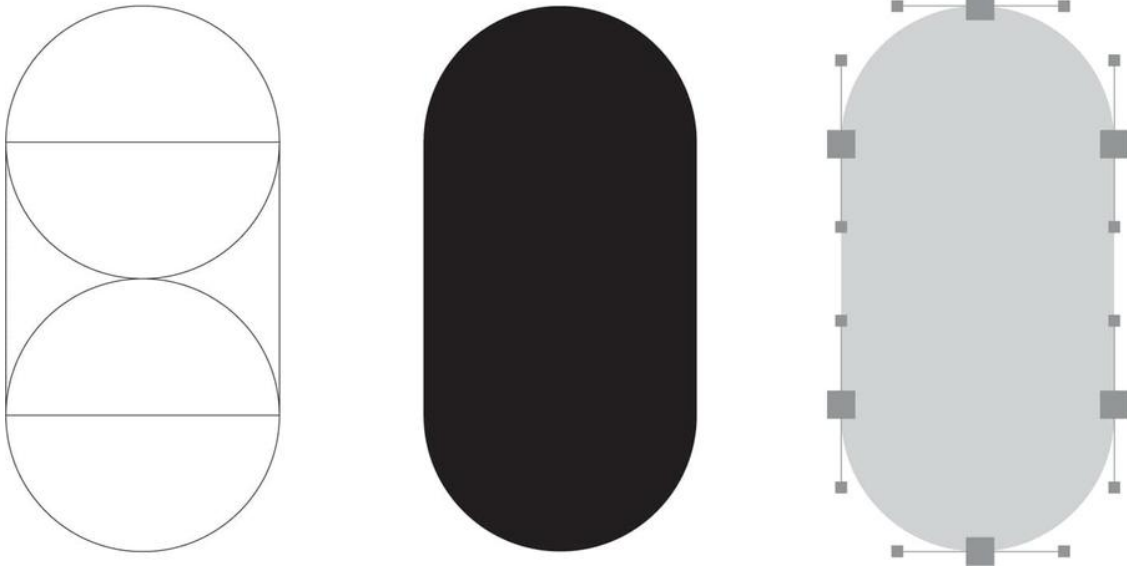
Same-sized Look

1 -



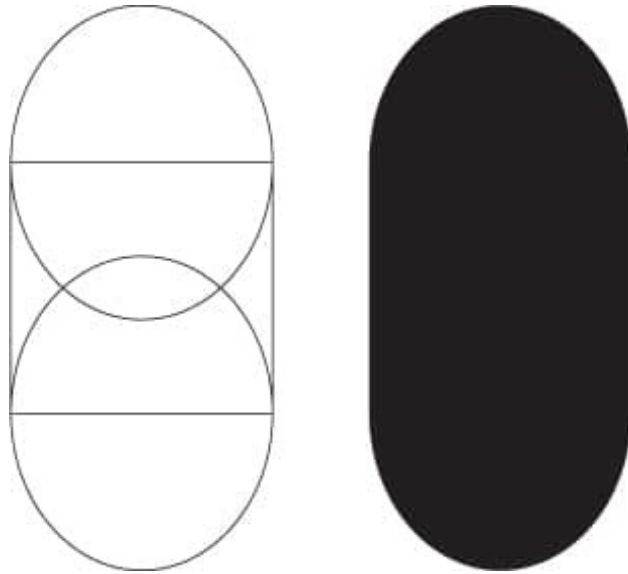
Sensibill. Online billing platform

Bone Effect



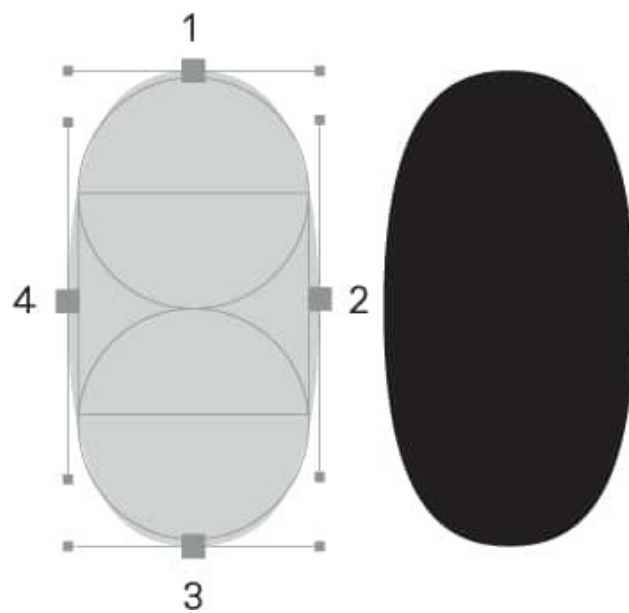
Construction of the shape involving the bone effect.

In typography, the bone effect appears most commonly in cases of the letter *O*.

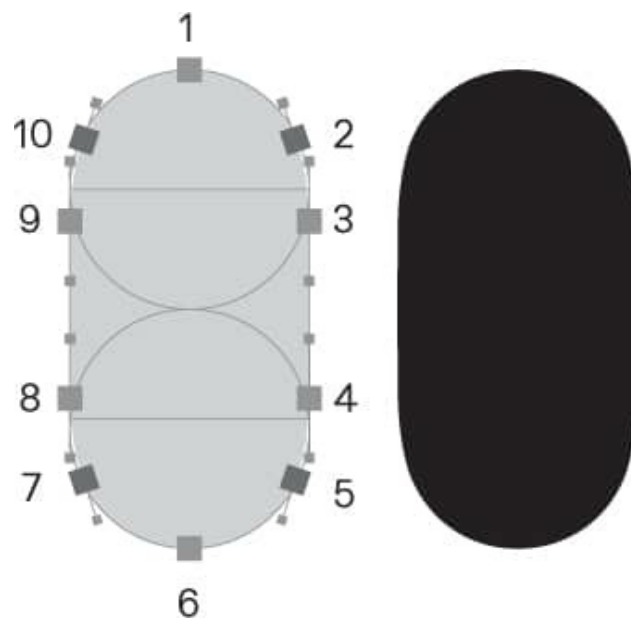


There are six anchor points in use. This solution creates a relatively smooth outcome but does not eliminate the bone effect.

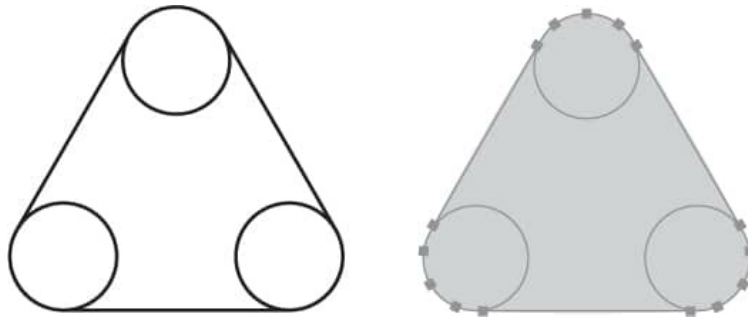
^^



There are as few as four anchor points in use. This solution creates the smoothest outcome.



There are ten anchor points involved, yet a smooth outcome with the least exaggeration can be achieved.



There are ten anchor points involved, yet a smooth outcome with the least exaggeration can be achieved.

Bone Effect in Logo Design



1.



2.

TBC Bank; Logo before (1) and after (2) restyling





Negative space gorilla

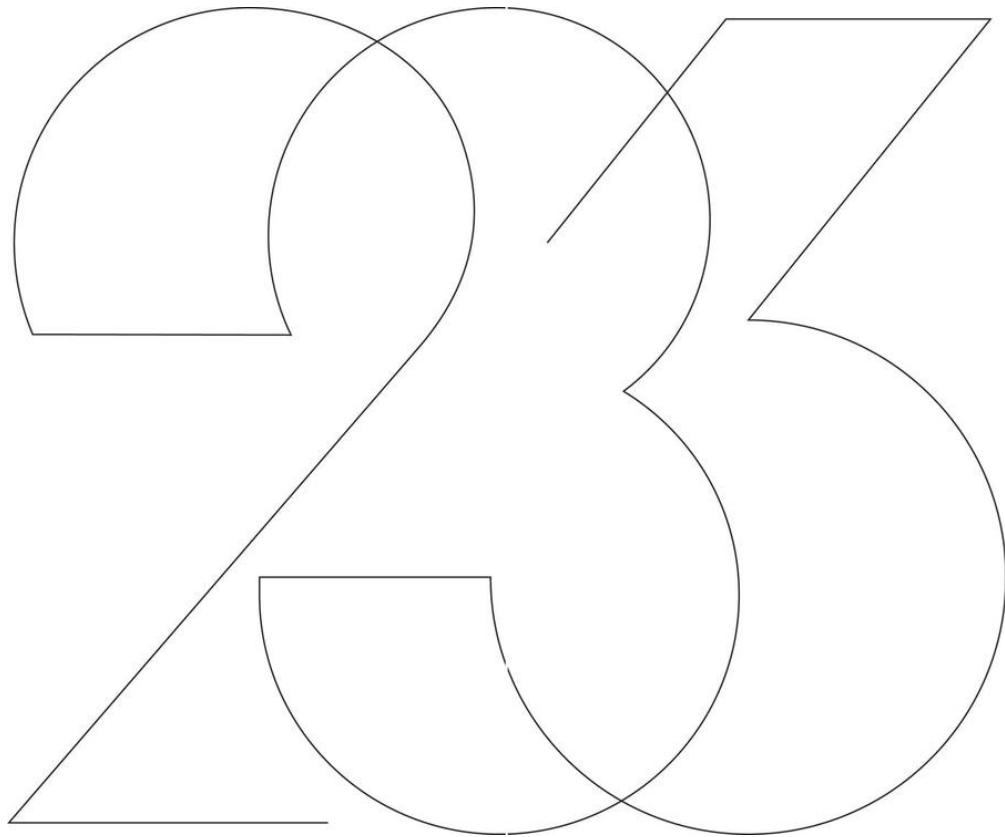
Overshoot



Overshoot in logo design: connected triangle and circle



Overshoot in typography



Overshoot in logo design: 236 mark

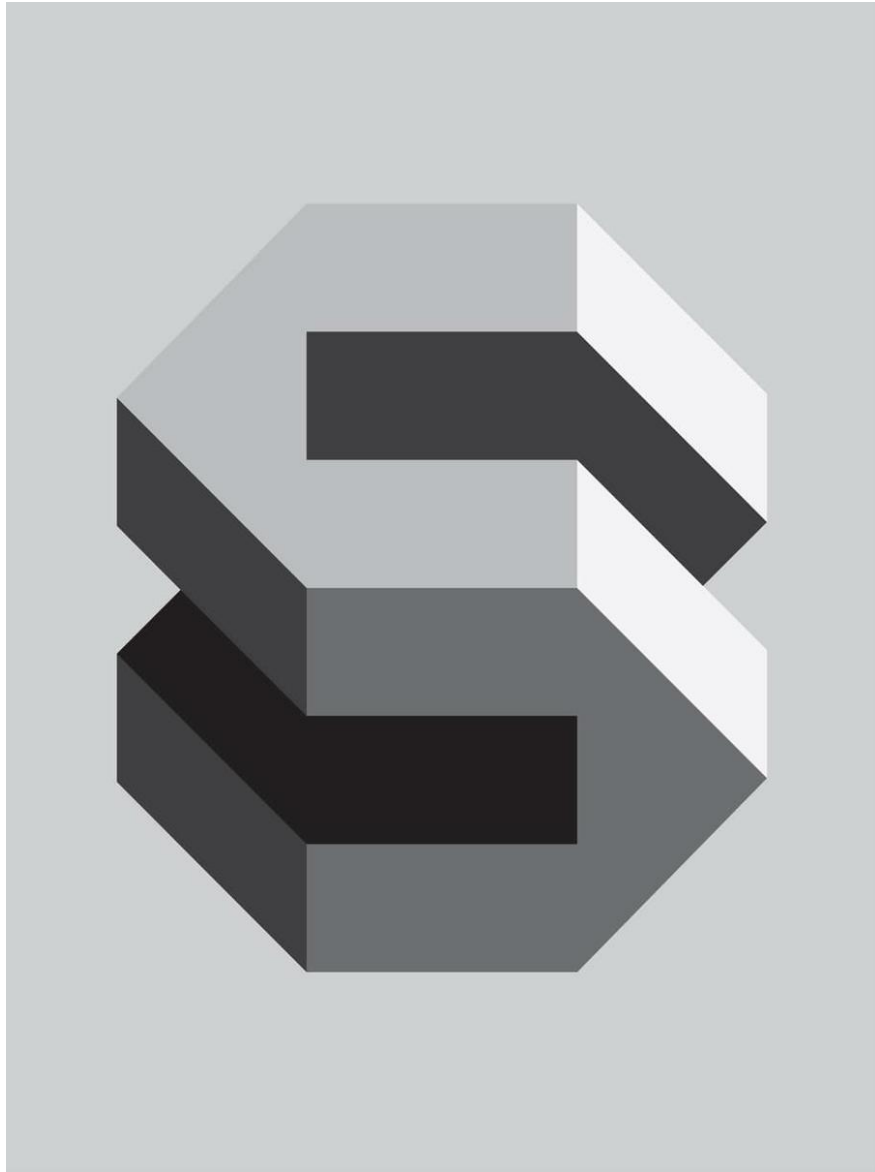
Balancing



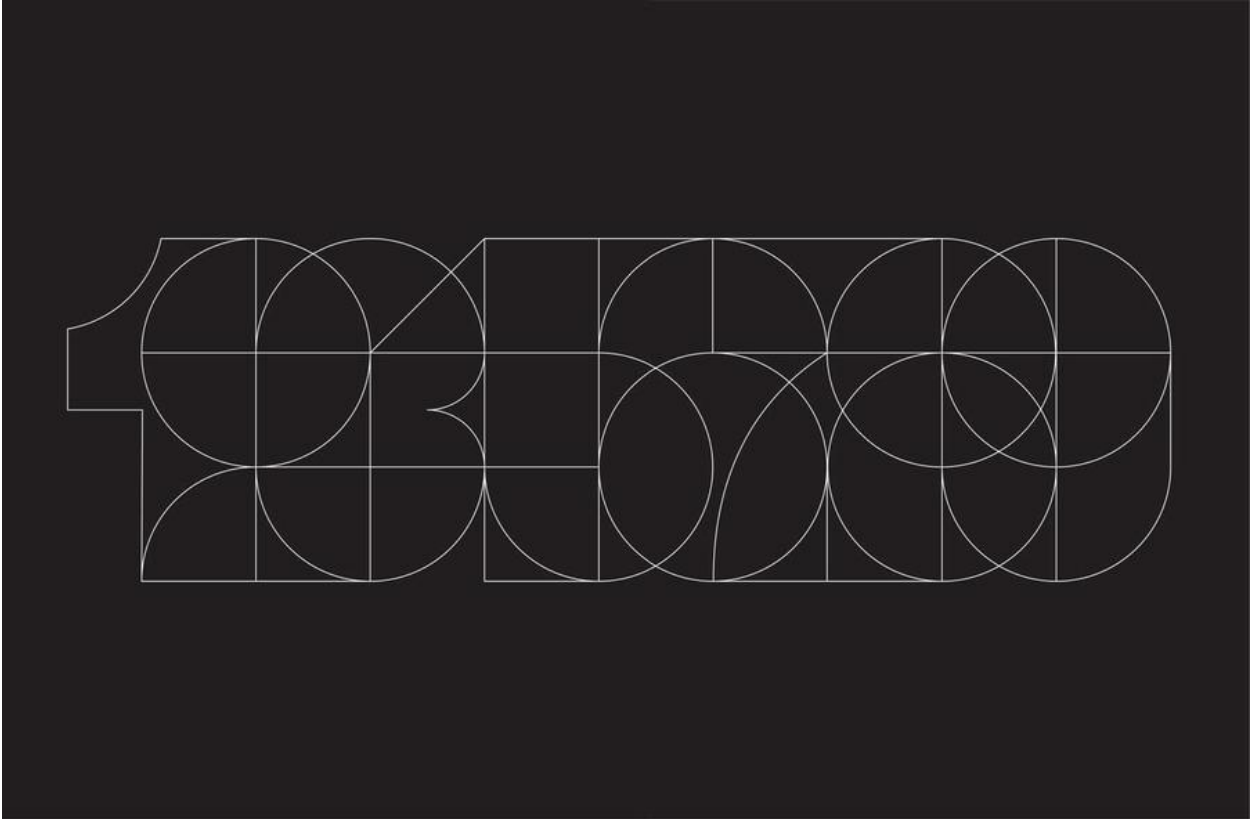
K letterform for Keikkatiimi (manufacturing industry). A concept demonstrates incorporation of an electric thunder bolt with the letter *K*

Visual Paradoxes

1.3



Flip Casa. Real estate



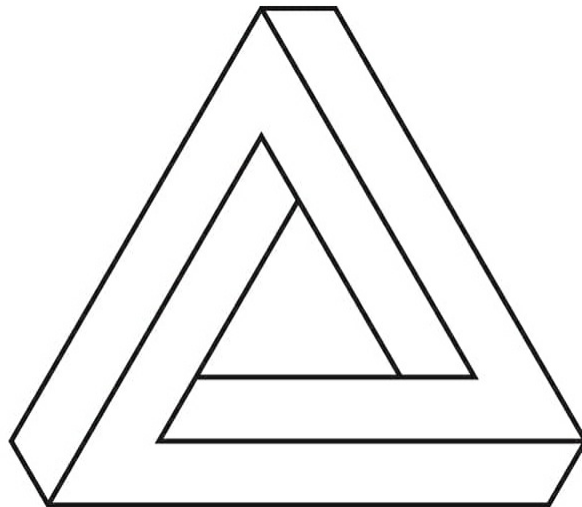
Relative numbers (experimental work)

Types of Visual Paradoxes

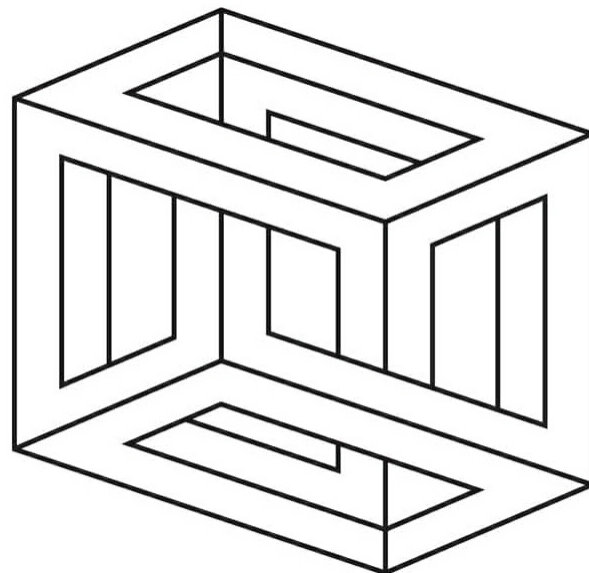


Composition of numbers 1 to 9 (experimental work)

Impossible Figures

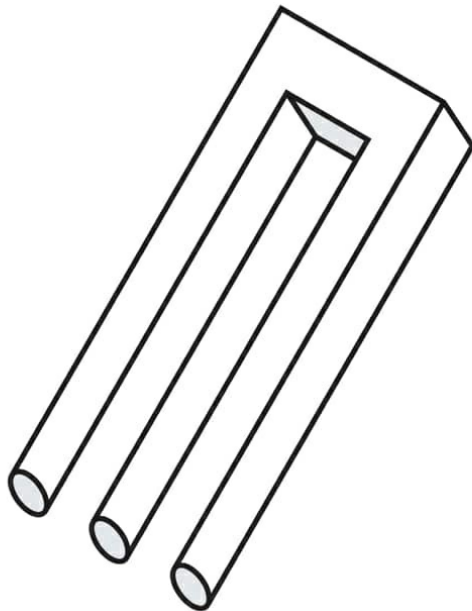


(1) Penrose triangle

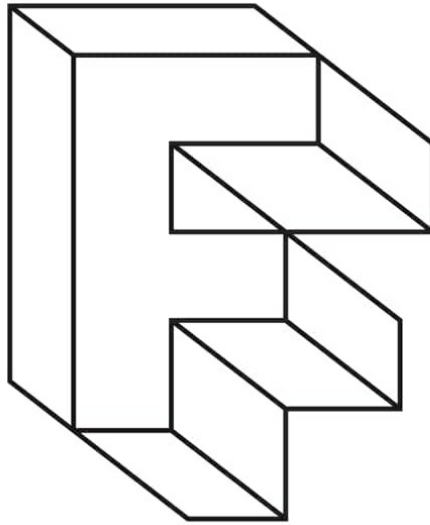


(2) Escher's cube

Impossible Figures and Logo Design



(1) Blivet fork



(2) *F* letterform



Nebo (film production)

Motion Illusion



Rotating Earth symbol with lines representing speed and data units; Proposal for PepsiCo data analytics

Ambiguous Forms



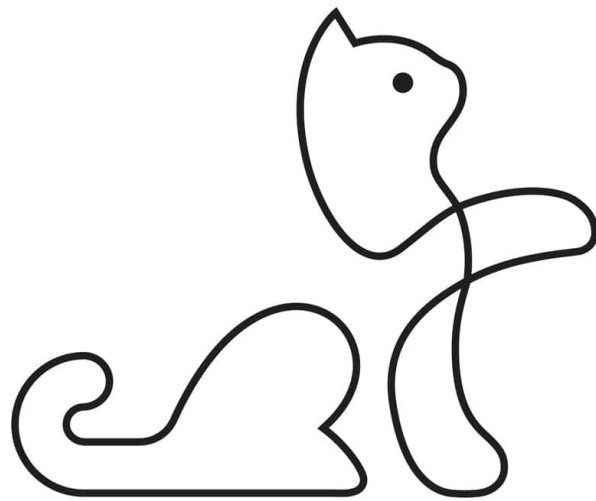
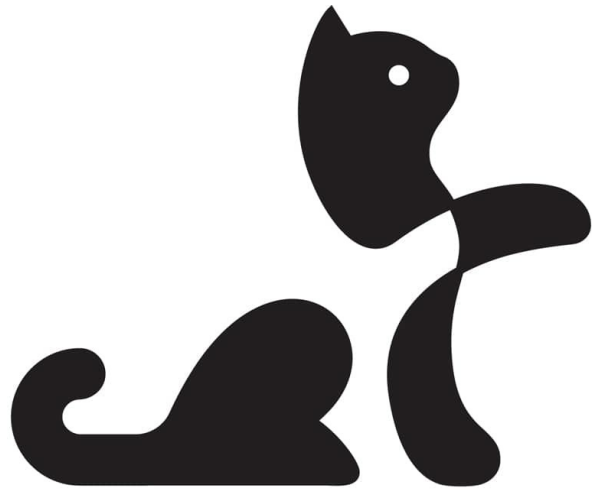
Negative space elephants often confused with a whale symbol

Symmetry vs. Asymmetry

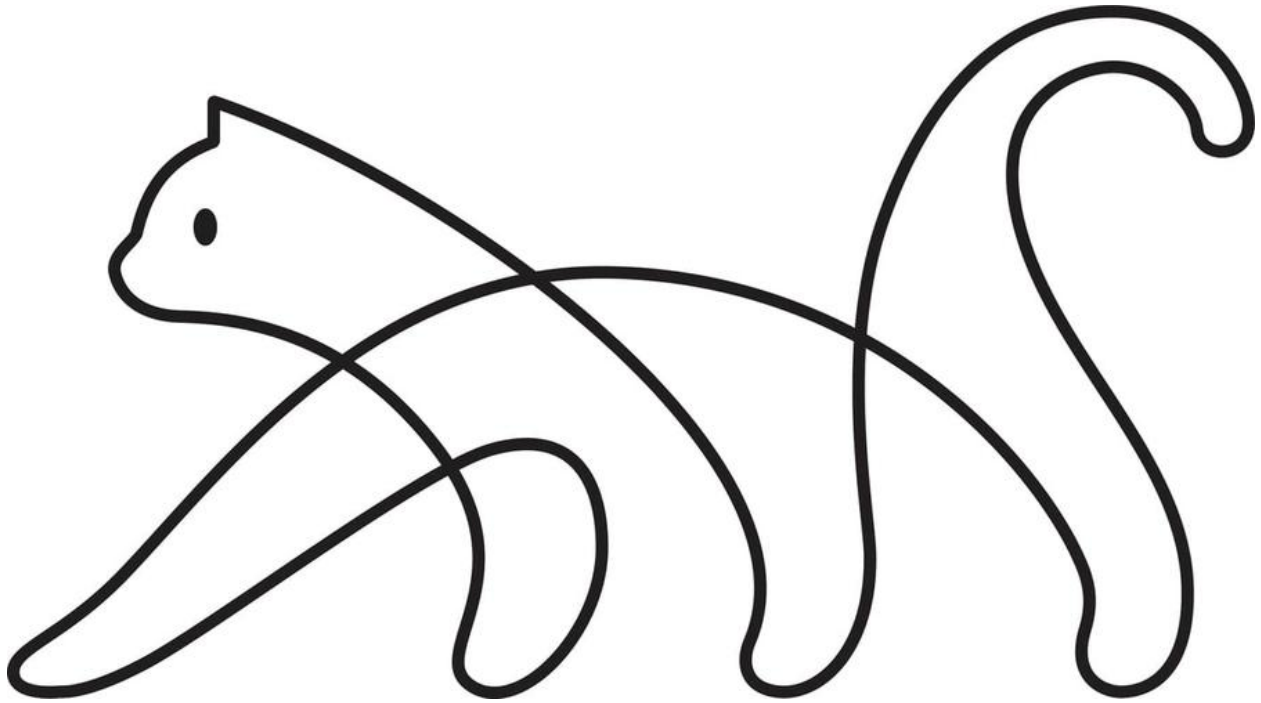


Black and white swans (experimental work)

Solid vs. Line



Cat marks; Solid and line versions (experimental work)



Cat one-liner (experimental work)



Griffin symbol; mascot for the Brazilian Jiu-Jitsu Club



Powerlifter icon (experimental work)

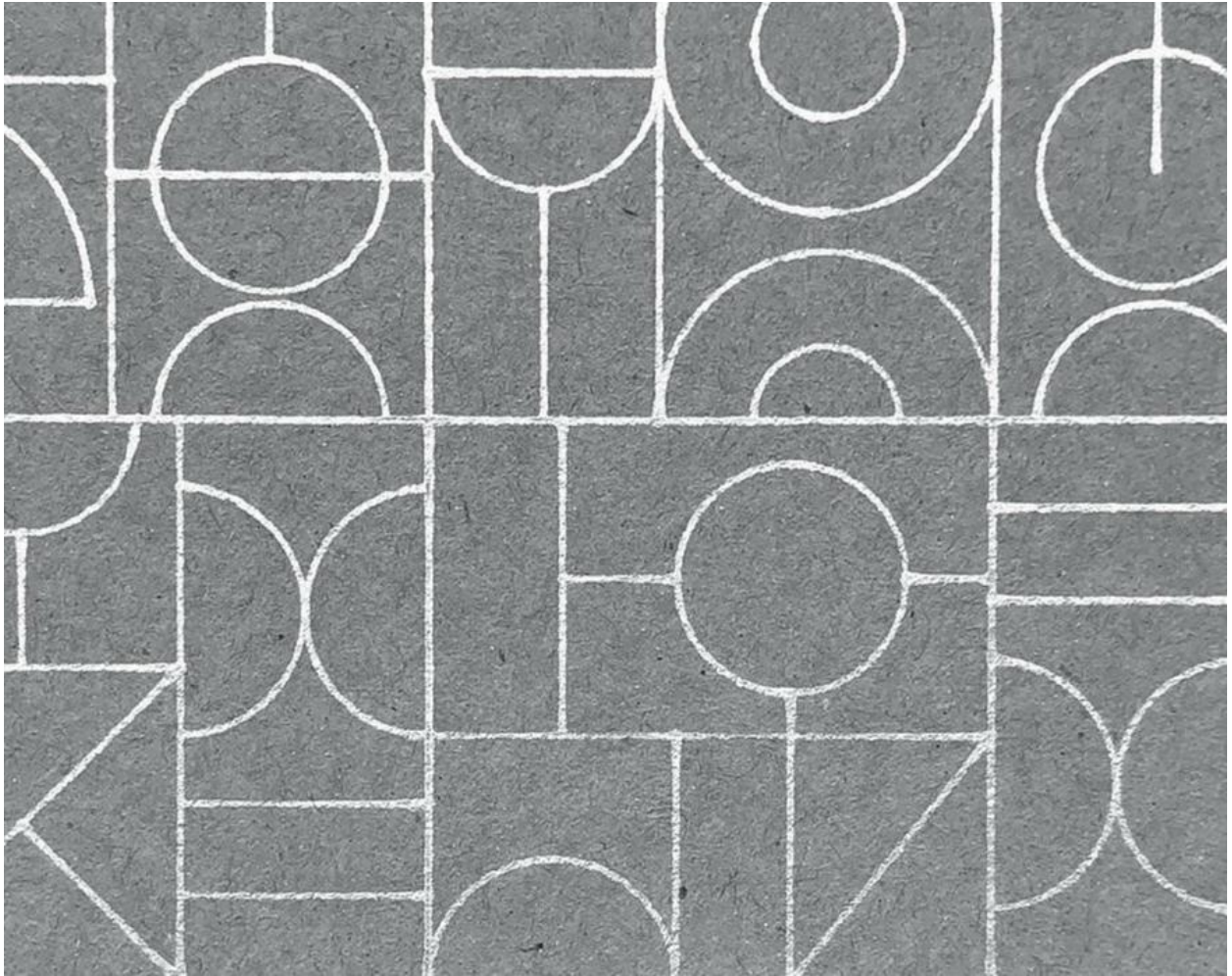
Sharp vs. Round



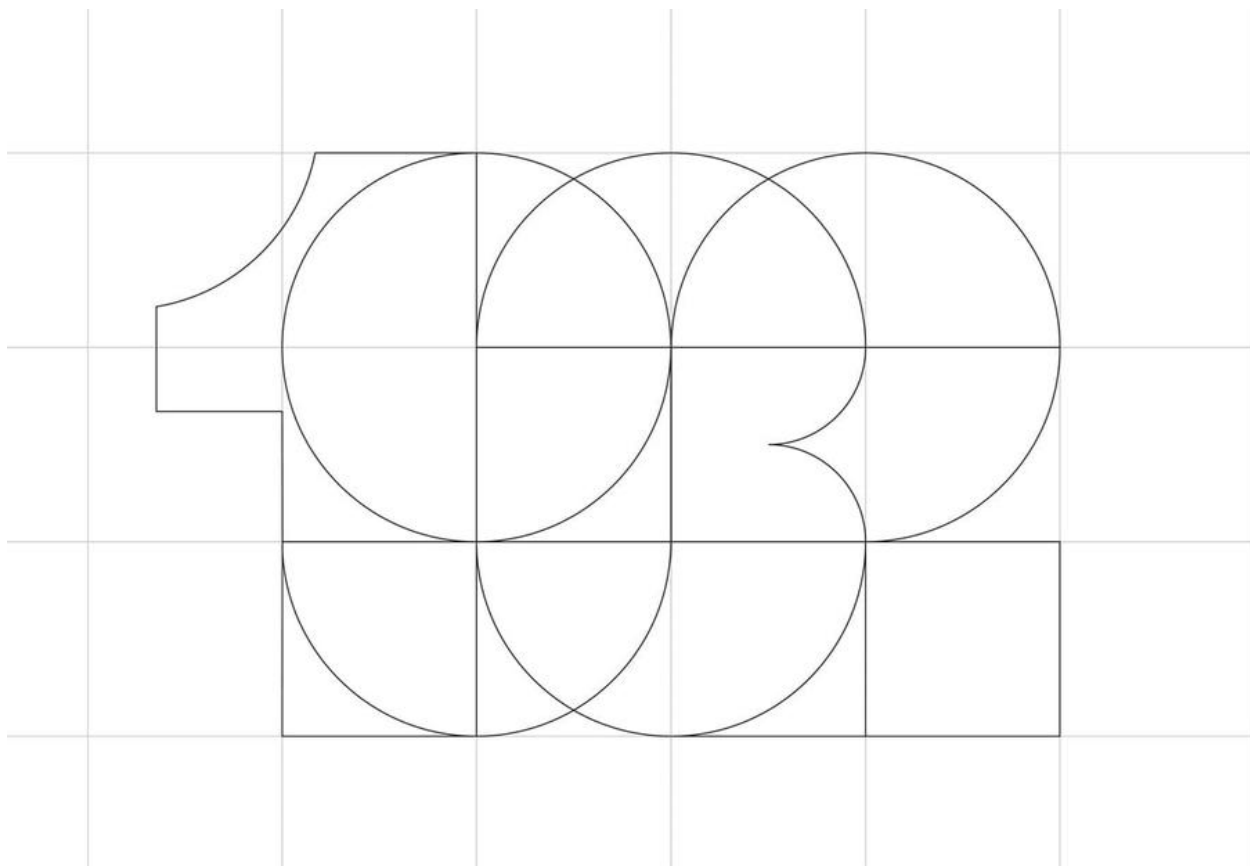
Jumping fox; Skillshare online tutorial

Pattern as a Design Element

wall in an office.



Pattern design (work in progress)



1932 mark (experimental work)

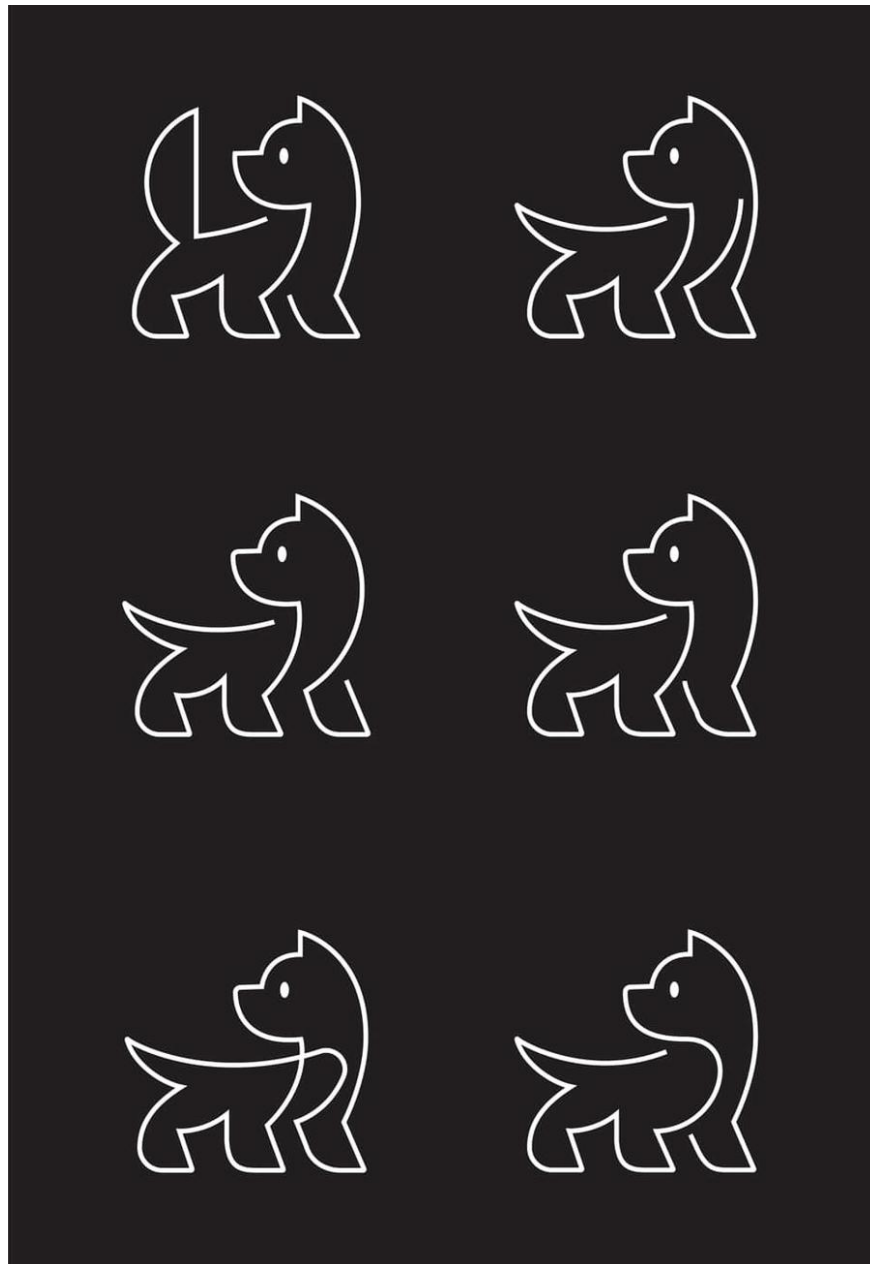
Dimension

1 2 3

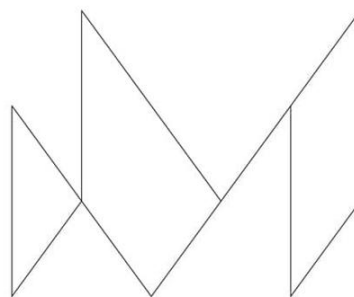
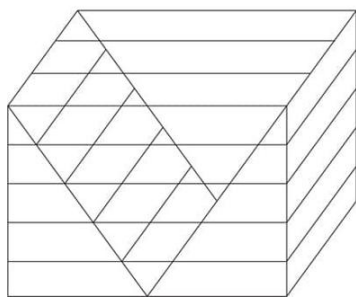
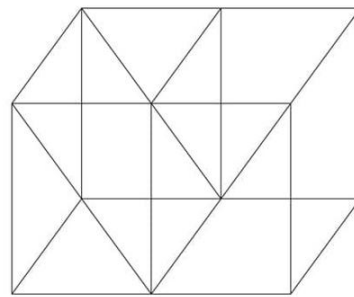
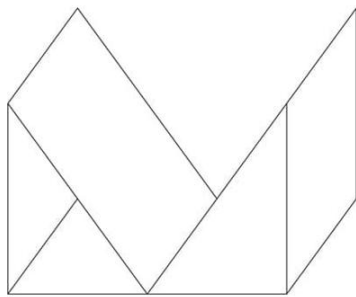
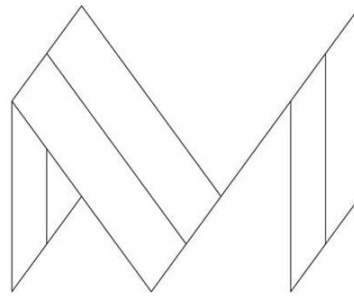
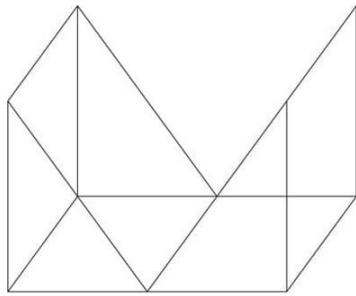


F letterform. Proposal for the Fandom. Online fan club

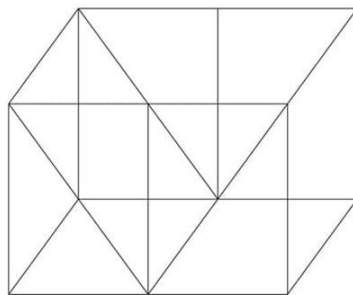
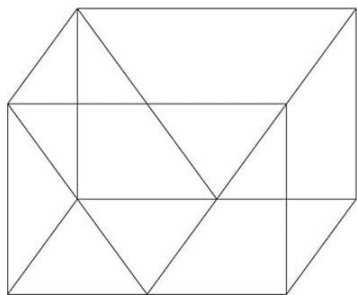
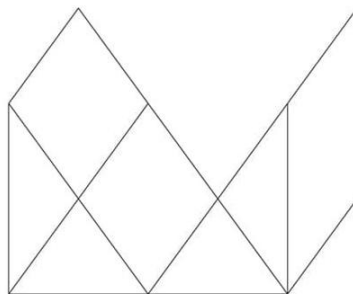
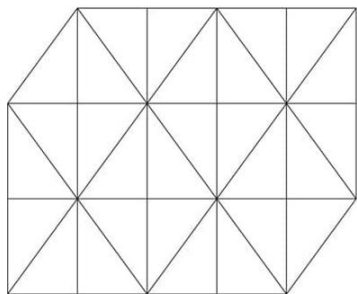
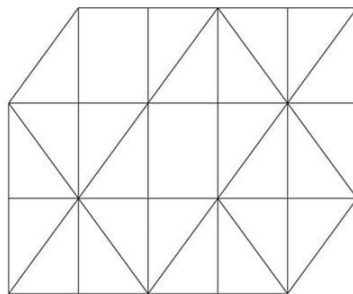
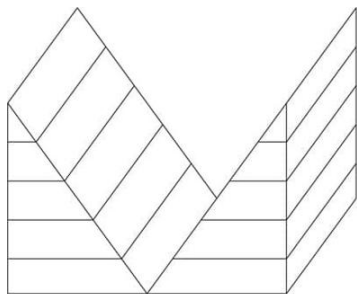
Dialectical Approach



A dog icon (experimental work)



Experiments with the letter *M*





Supahero; Social media for the influencers (work in progress)

Composition

ANDREW HOWARD

WHAT:
EDITORIAL
DESIGN
WORKSHOP

WHEN:
SEPTEMBER
14,15,16

WHO:
ANDREW
HOWARD FROM
THE
ANDREW
HOWARD STUDIO

WHERE:
STAMBA
HOTEL,
4 MERAB
KOSTAVA ST,
TBILISI

**HOW
MANY:**
ONLY
TWENTY
SPOTS

**HOW
MUCH:**
ONLY
TWO
HUNDRED
DOLLARS

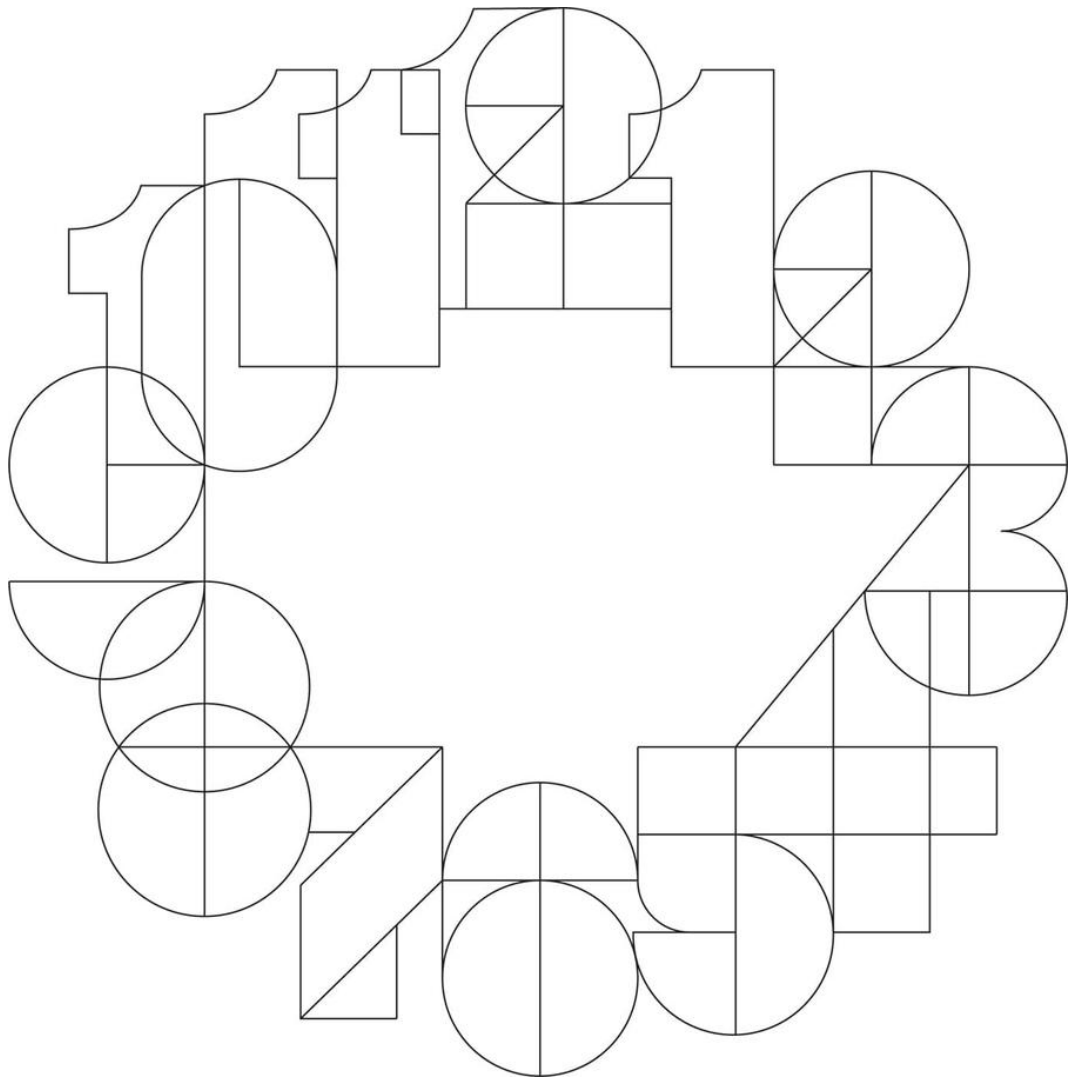
WORKSHOP AT THE STAMBA

Project#2

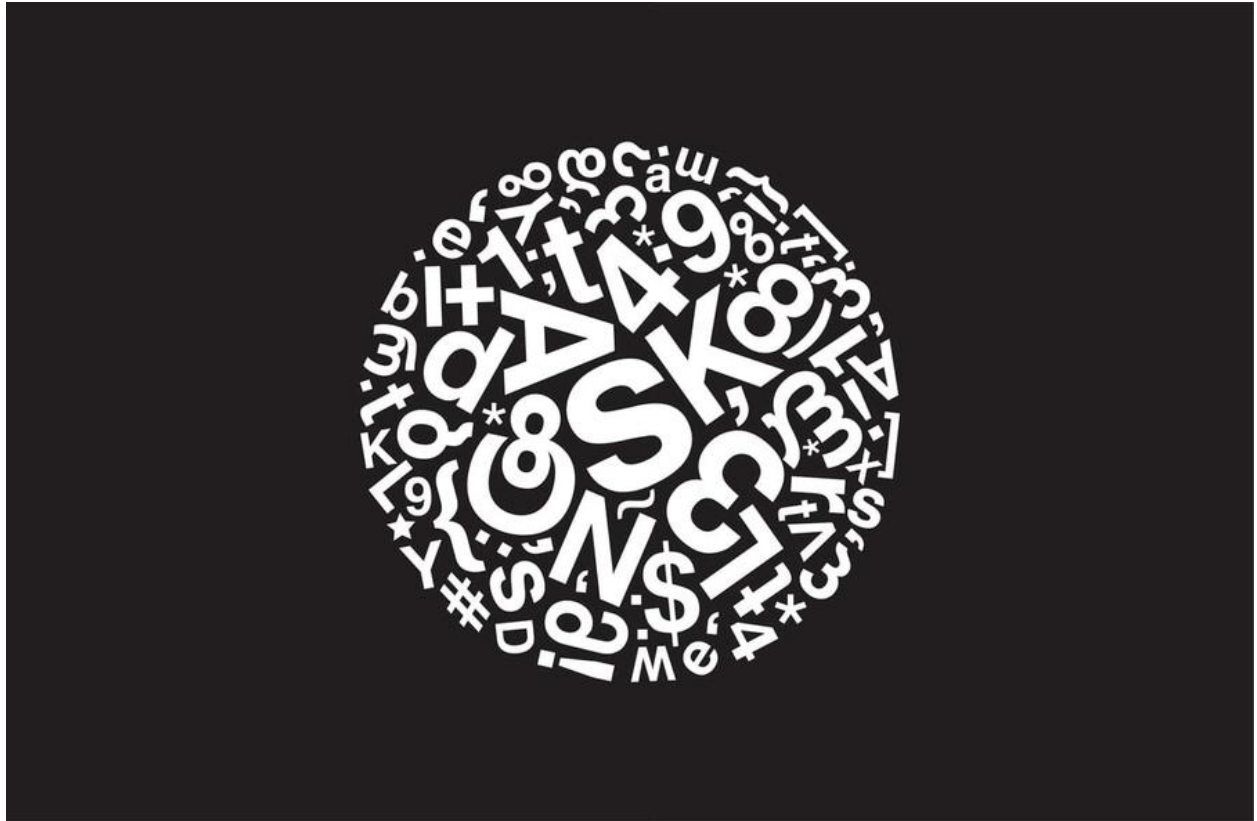
PROJECT#2 IS A NON PROFIT EVENT INITIATED BY GIA BOKHUA AND GIORGI POPIASHVILI
IN ASSOCIATION WITH THE STAMBA HOTEL. IT AIMS TO INSPIRE DESIGN PROFESSIONALS
TO IMPROVE THEIR SKILLS IN TYPOGRAPHY AND EDITORIAL DESIGN

Poster for the Andrew Howard workshop

Experimentation and Accidents



Clock design with experimental numbers



Logo for the ACT research center; Created by a chain of accidents



Letter *R* combination with the Rolling Stones' tongue



Experimental composition with strokes

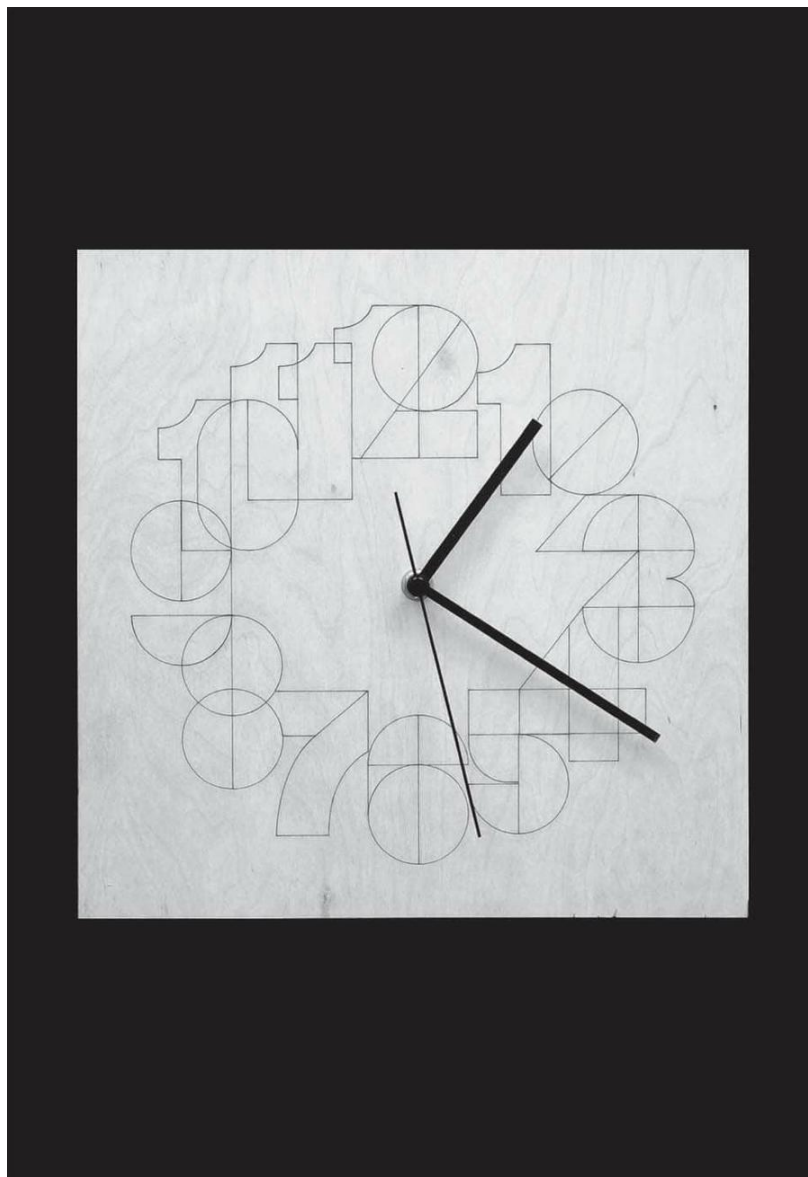
Copying vs. Imitation



S letterform for a company that manufactures beauty products

Client Relations

Real-life Objects as Aids



Clock design with experimental numbers; laser-cut prototype, plywood

Chapter 4 Design Process

Concepting

Mood Boarding

Sketching

The Initial Stage

The Refinement Stage

The Fine-tuning Stage

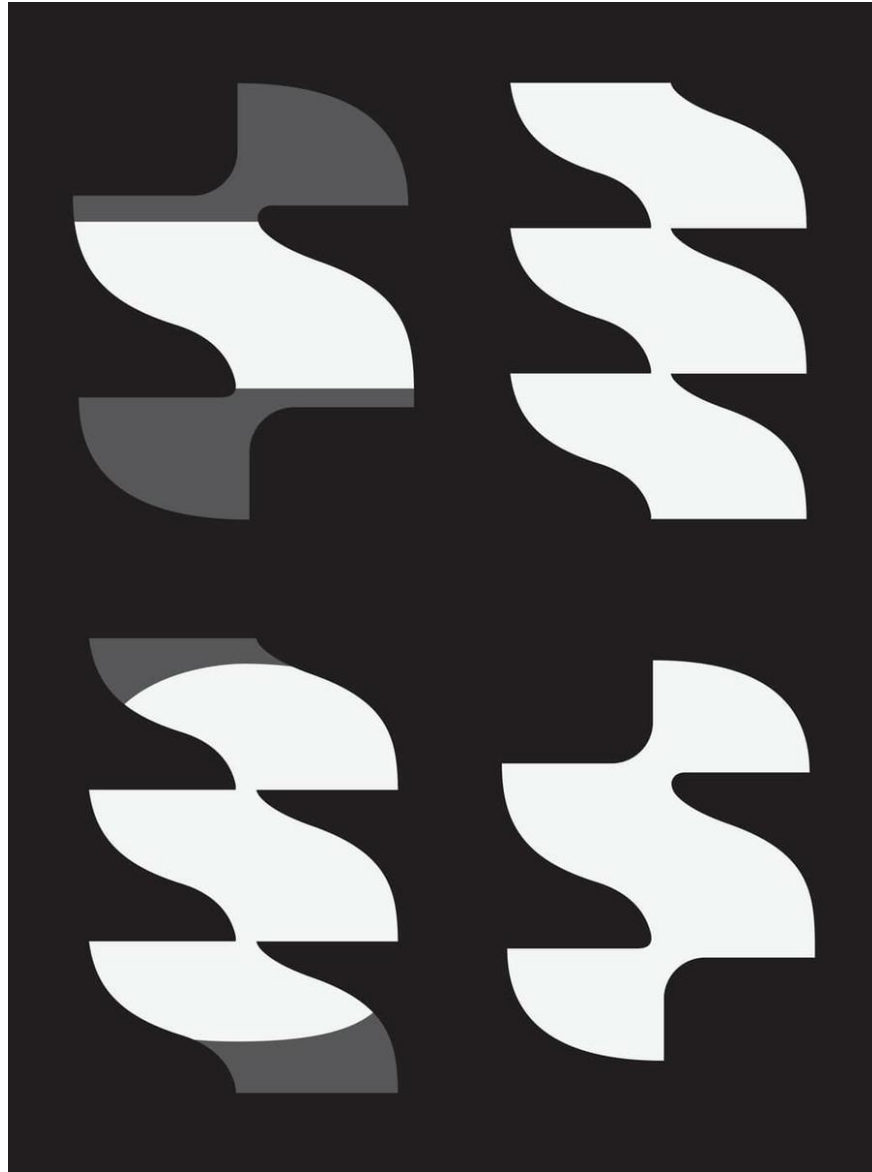
Execution

Gridding

Gridding Complex Forms

Type Lockup

Concepting



(Top left) The central part of the mark represents a paper, a bill in particular. (Top right) The top and the bottom parts of the mark are continuations of the central part.

(Bottom right) The top and the bottom parts are cropped to achieve the shape of letter S.

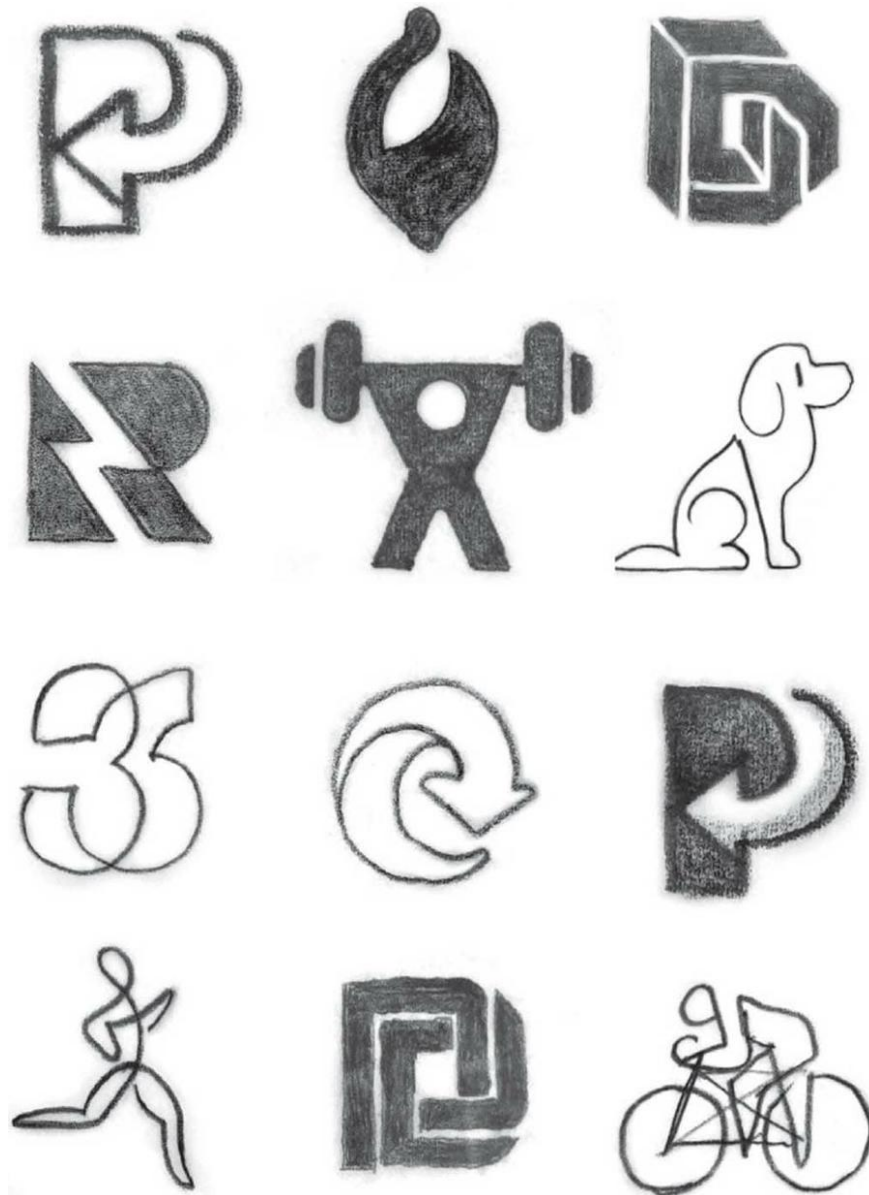
(Bottom left) The final shape is refined so it looks smooth yet sharp.



Logo for the Georgian Pediatric Association

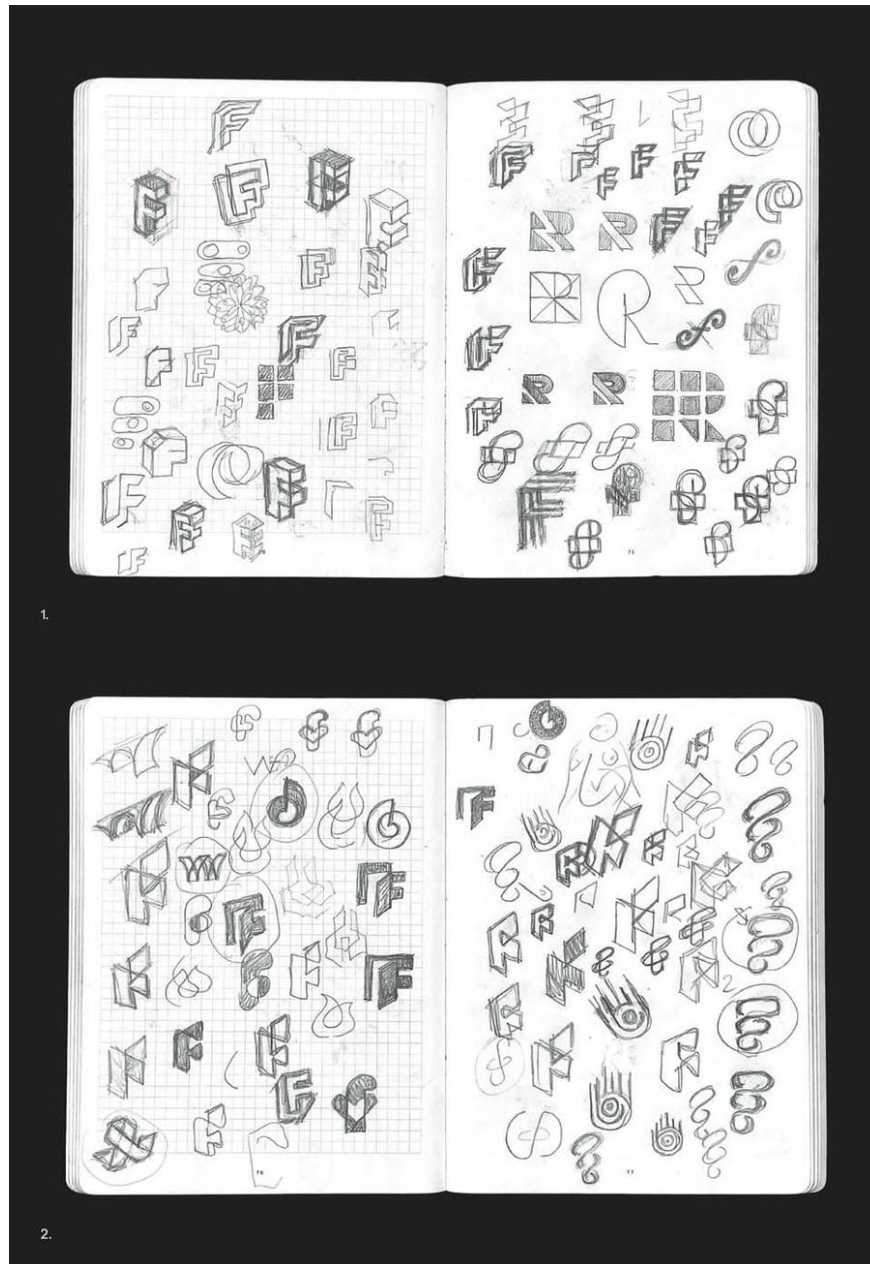
Mood Boarding

Sketching



Examples of the fine-tuned sketches ready to be imported to a digital platform

The Initial Stage



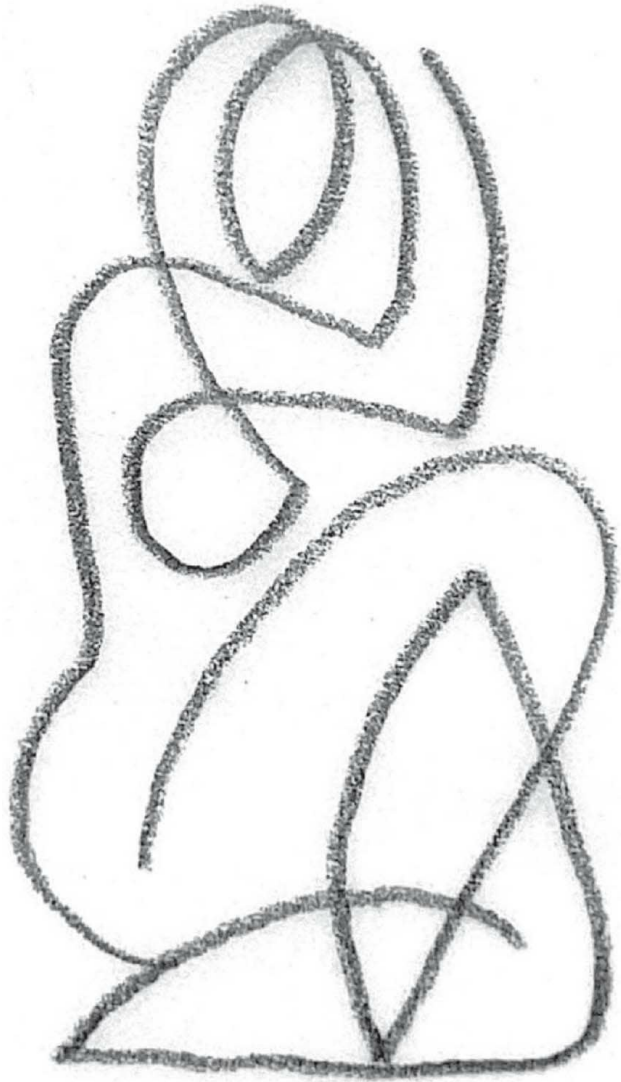
- (1) Examples of the initial sketching stage: Studies of uppercase letters *F* and *R*
- (2) Examples of the initial sketching stage: Studies of uppercase letter *F*

The Refinement Stage



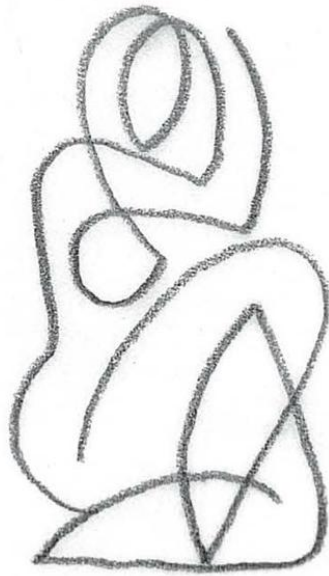
Examples of how a sketch develops during the refinement process

The Fine-tuning Stage

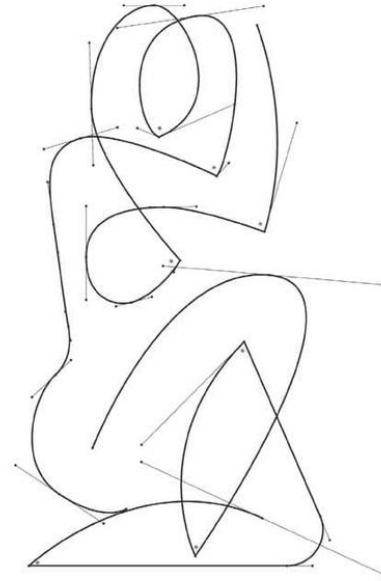


Fine-tuned sketch ready to be imported to a digital platform

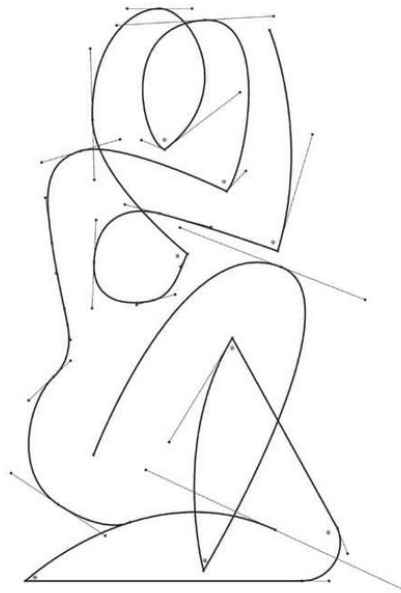
Execution



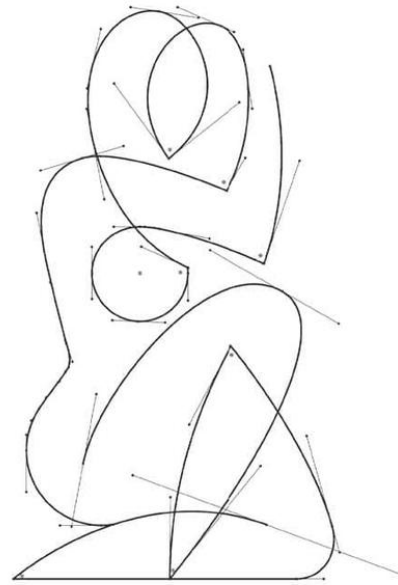
1



2



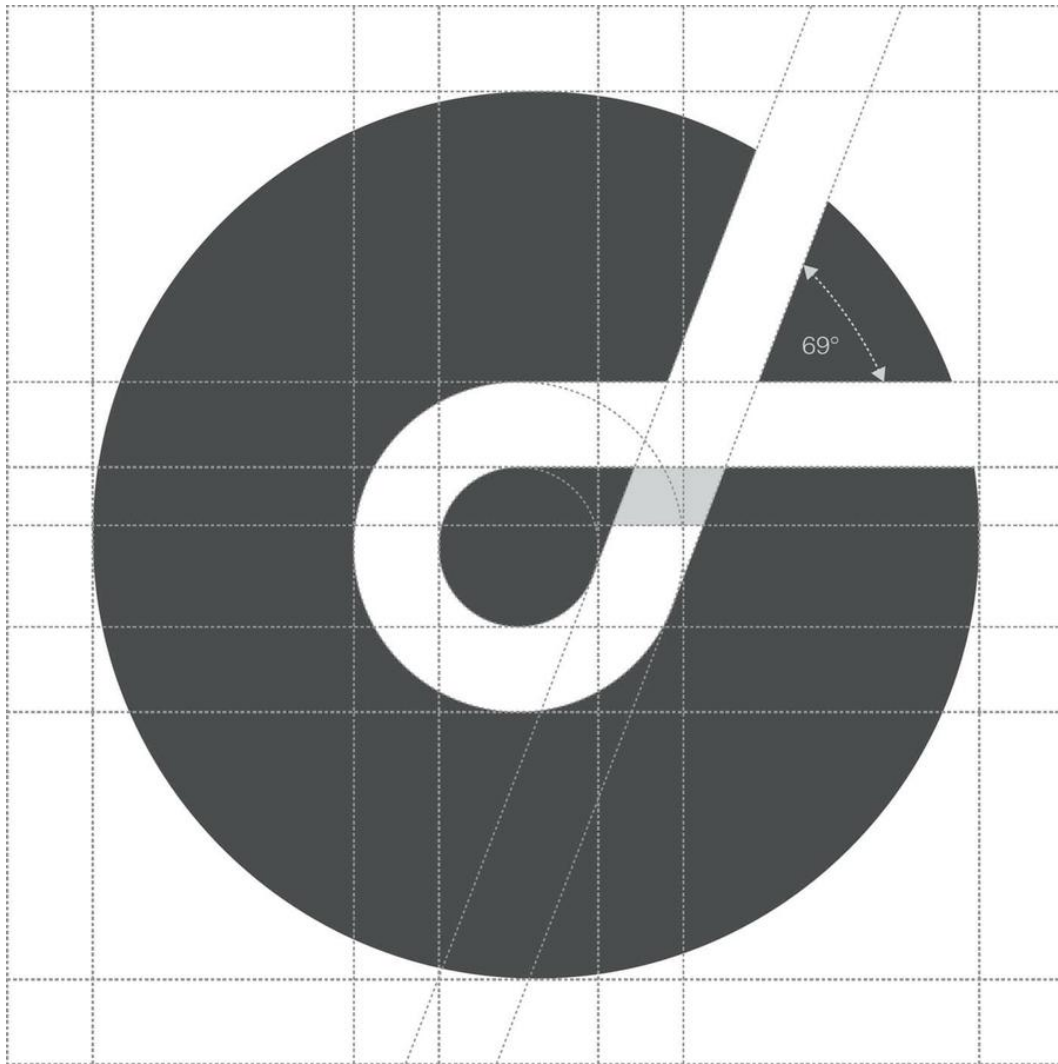
3



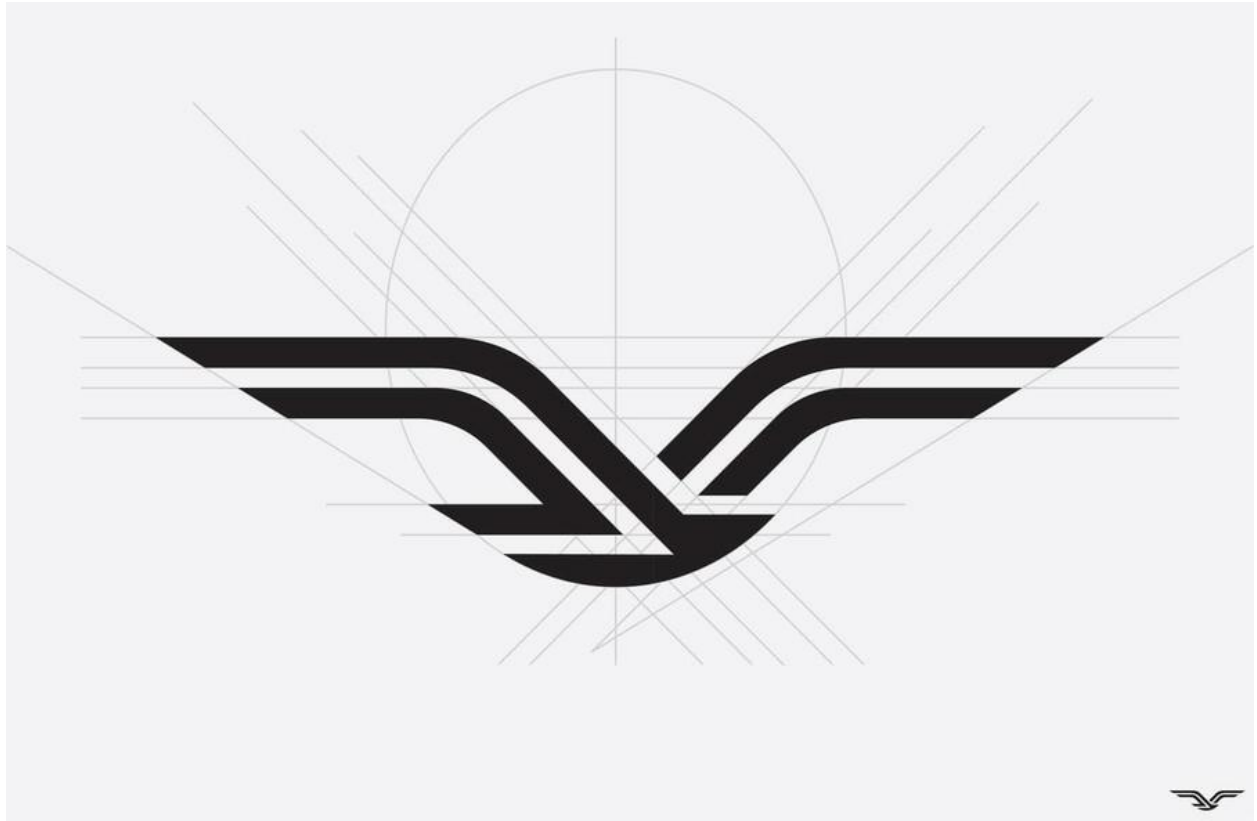
4

1. Imported fine-tuned sketch 2. The initial digital outline 3. Defined proportions 4. Defined curves and formal elements

Gridding



Construction grid for the Alpahmaetry logo. Fintech industry (France)



Seagull mark for the soccer club

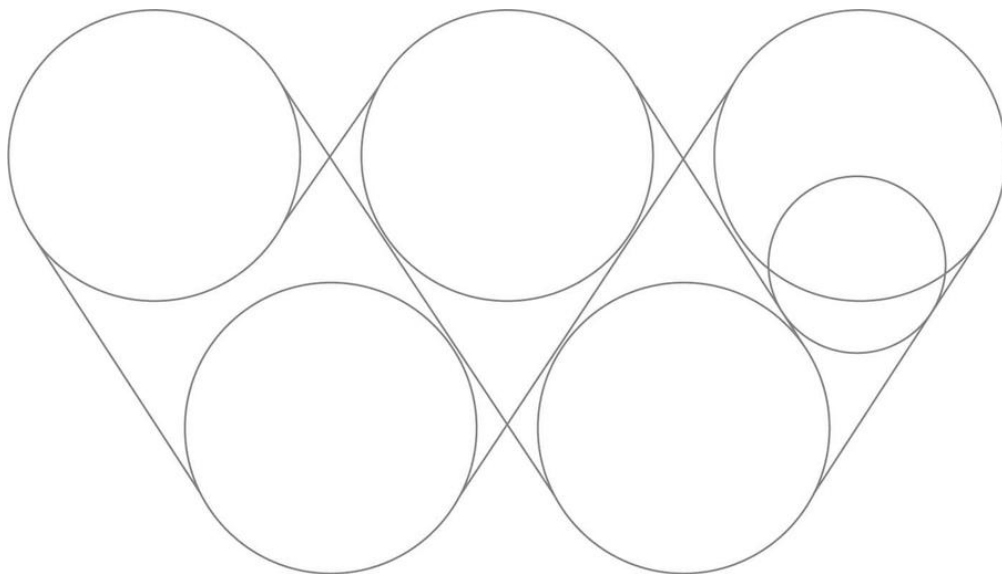
Gridding Complex Forms



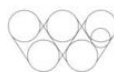
Crane logo with construction grids



Whale logo with overused construction grids



W letterform and its construction grid



Type Lockup

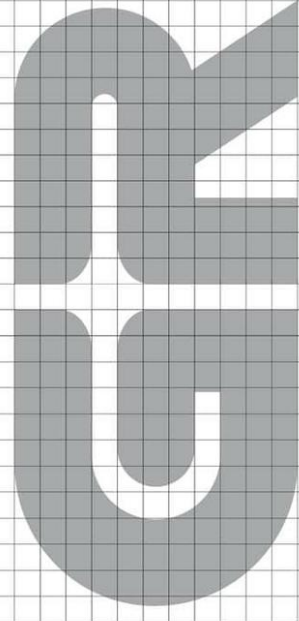


Min.io cloud services (type lockup)



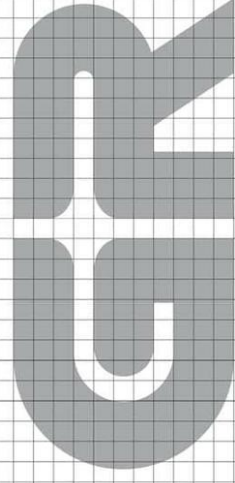
ACT; research center

Georgian Railway (type lockup)



Georgian
Railway

EST.1872



საქართველოს
რკინიგზა

1872-წან

Chapter 5 Presentation

Presentation

Brand Guidelines

Logo Use Guidelines

Primary and Secondary Colors

Typography

Grids

Graphic Devices

Stationery

Pricing

Design Studio

Presentation



Identity elements for Aiera (artificial intelligence industry), June 2020



Hoodie for the MegaBridge (cryptocurrency exchange platform)

Brand Guidelines



Business card for FEVR (motion graphic studio)

Logo Use Guidelines



Type kerning for Europebet (online gambling site)

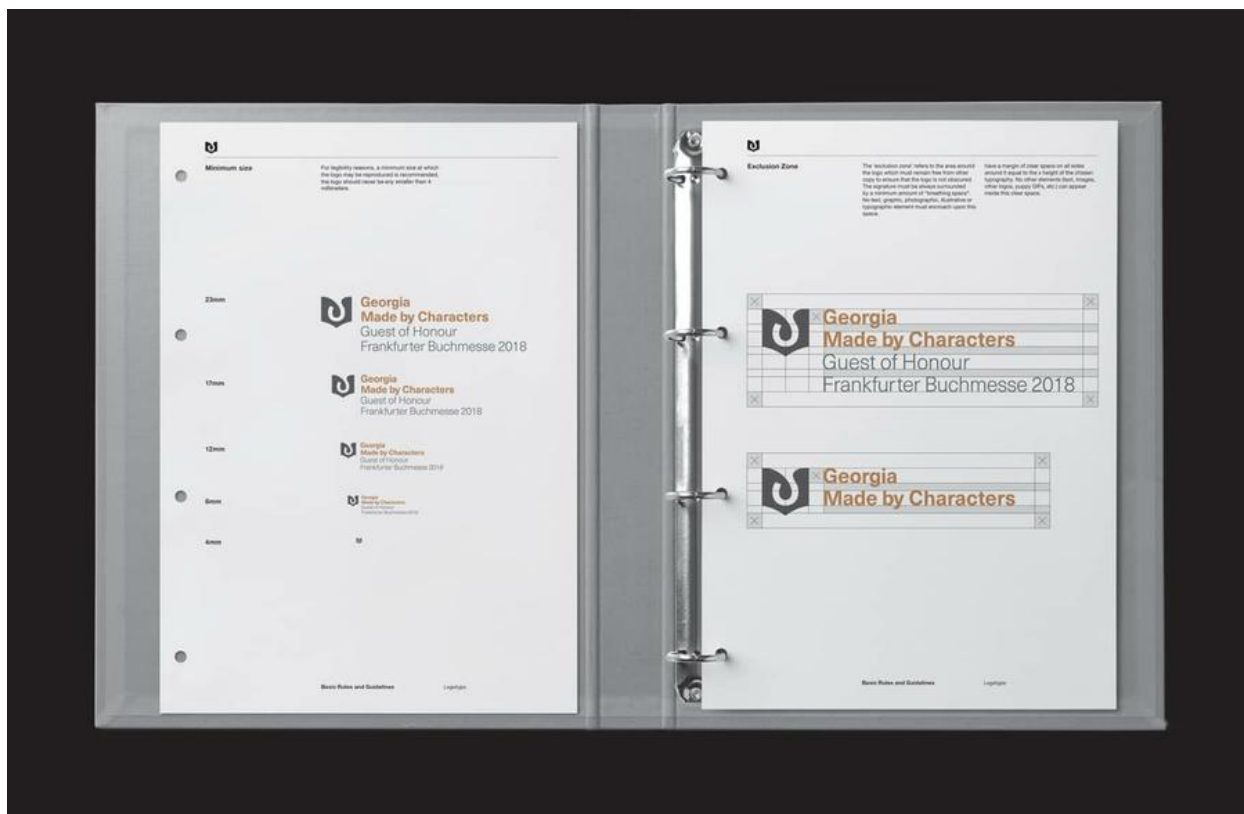


Dos and don'ts; ACT research company

Dos and Don'ts

Minimum Sizes

Exclusion Zone



Minimum size and exclusion zone for Georgia Made by Characters (Guest of Honour, Frankfurt Book Fair)



Europebet (online gambling site) secondary color palate

Background Colors

Primary Colors and Secondary Colors



Typography; Numbers. Georgia Made by Characters (Guest of Honour, Frankfurt Book Fair)

Typography

Grids

5/2/20



Logo use guidelines; Graphic device; Georgian railways



Stationery; Business card design; ACT research company

Graphic Devices

Stationery

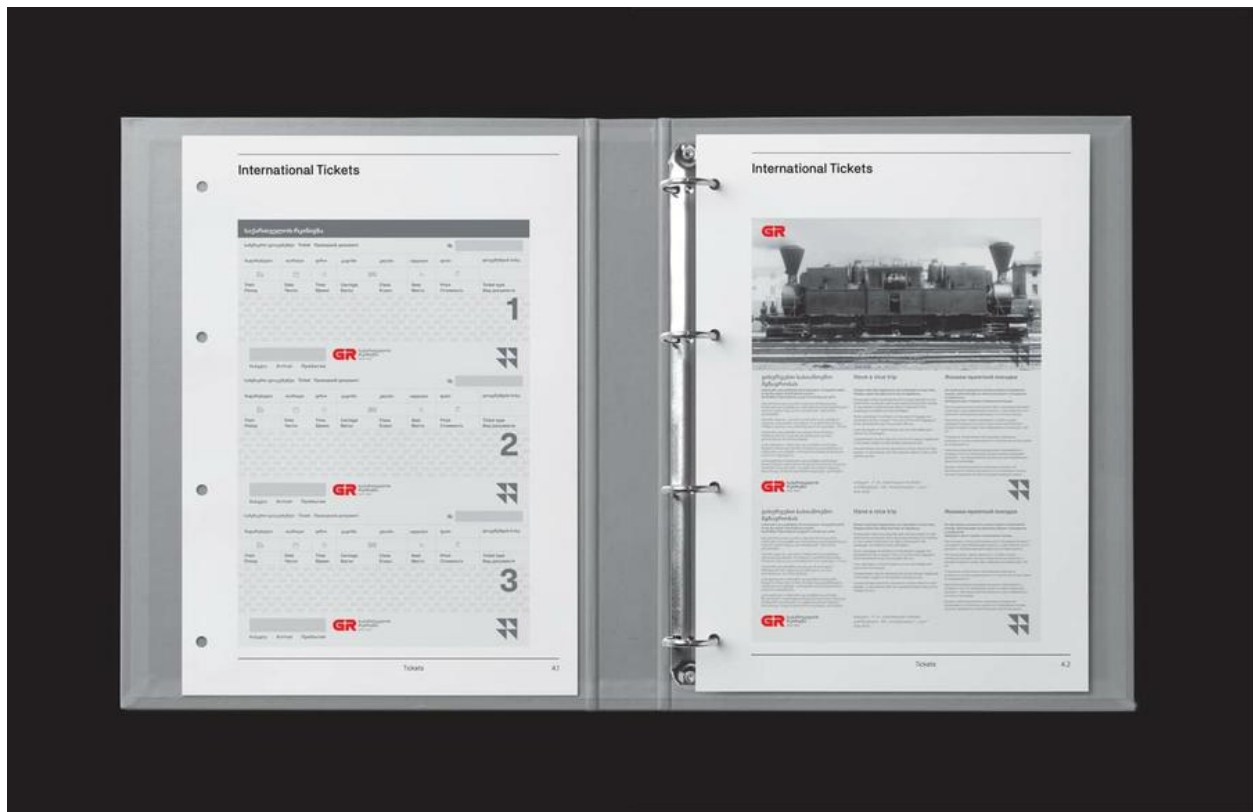
Business Cards



Stationery; invoice design; ACT research company

Letterhead

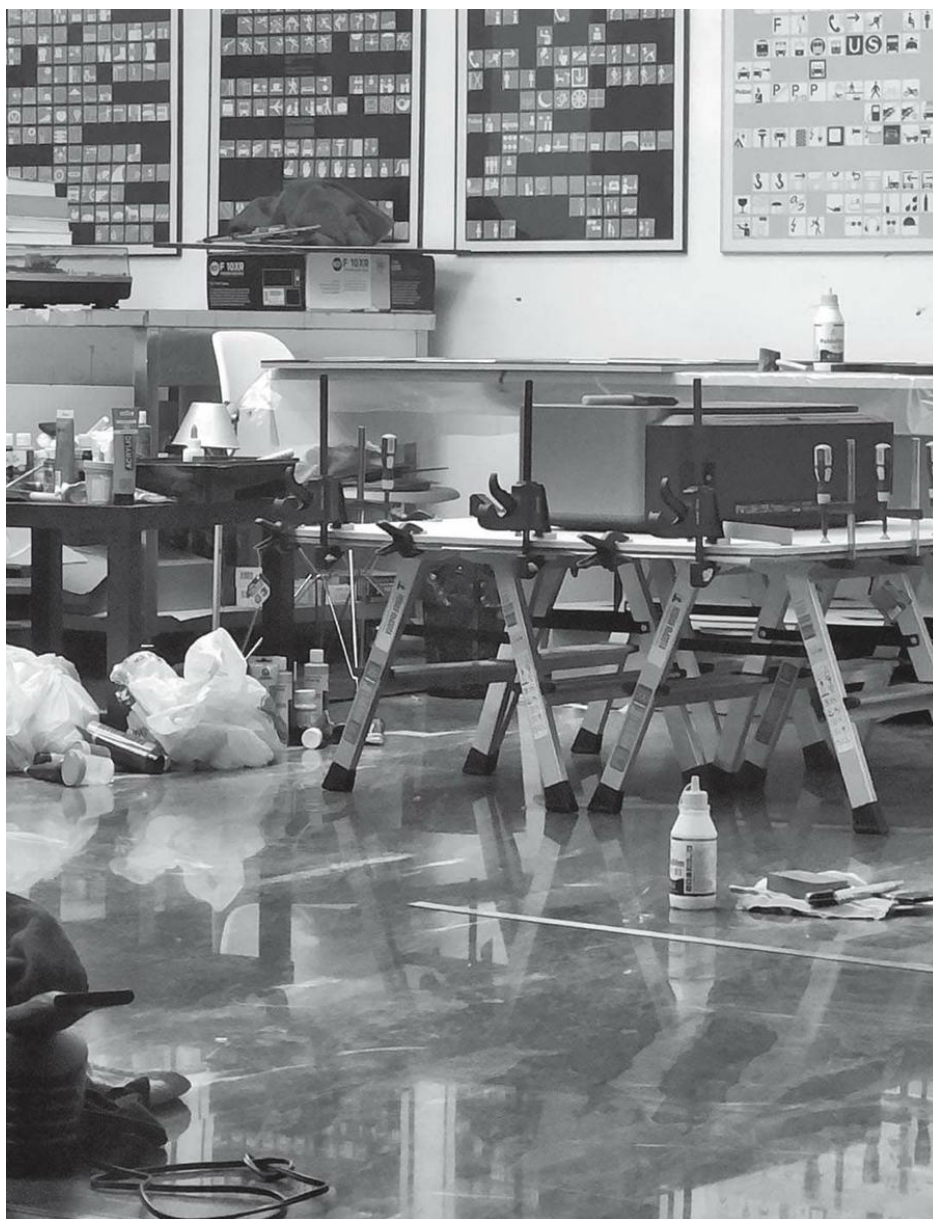
Folders



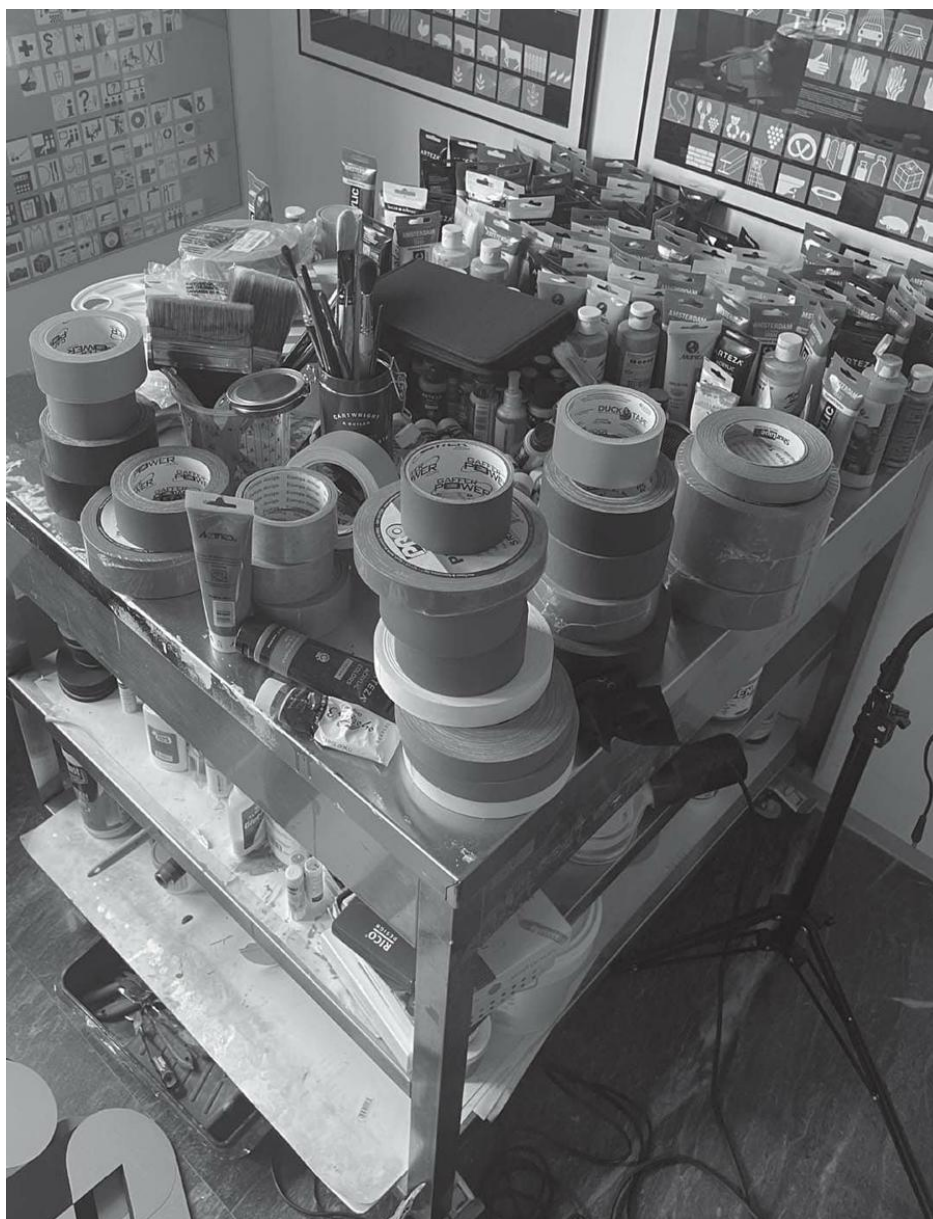
Stationery; Ticket design; Georgian Railways

Pricing

Design Studio



Studio George Bokhua



A painting room; Studio George Bokhua

About the Author

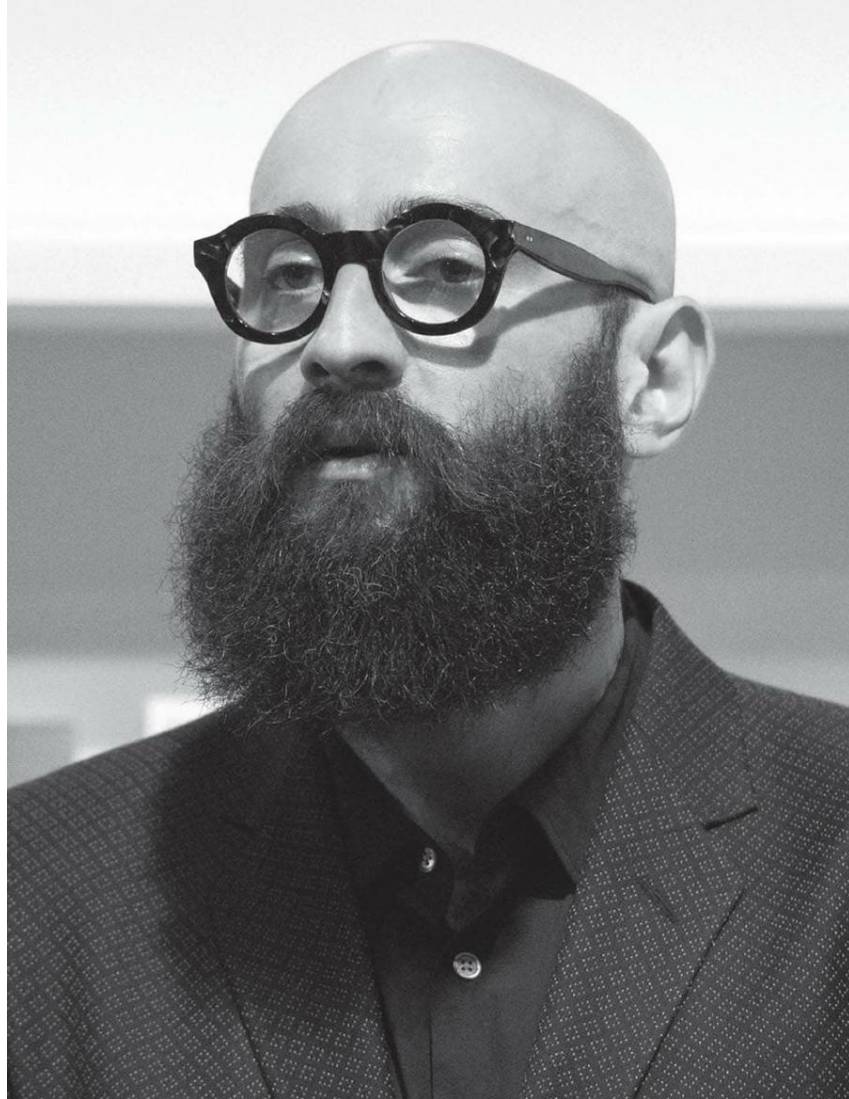


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