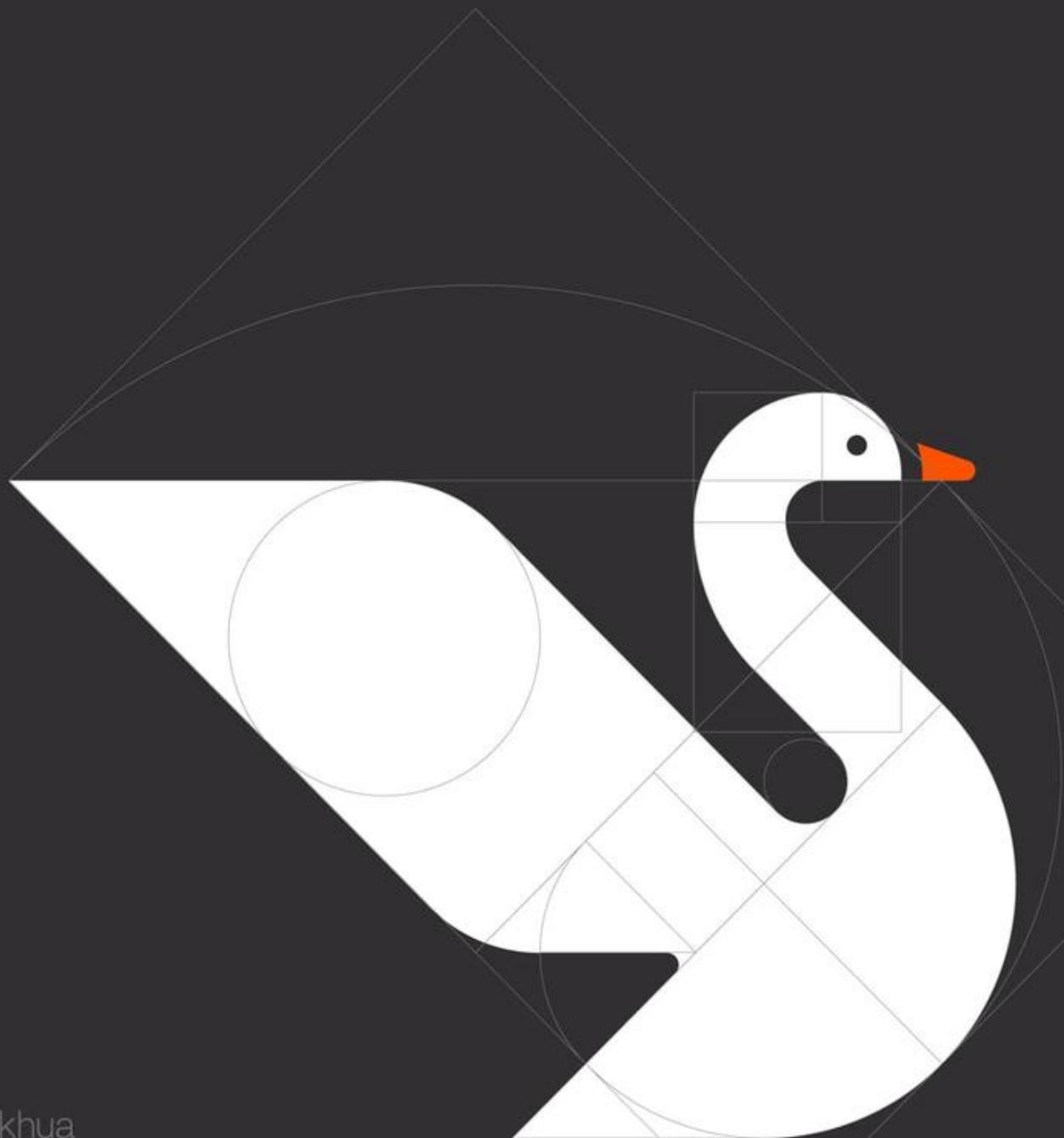


Principles of Logo Design

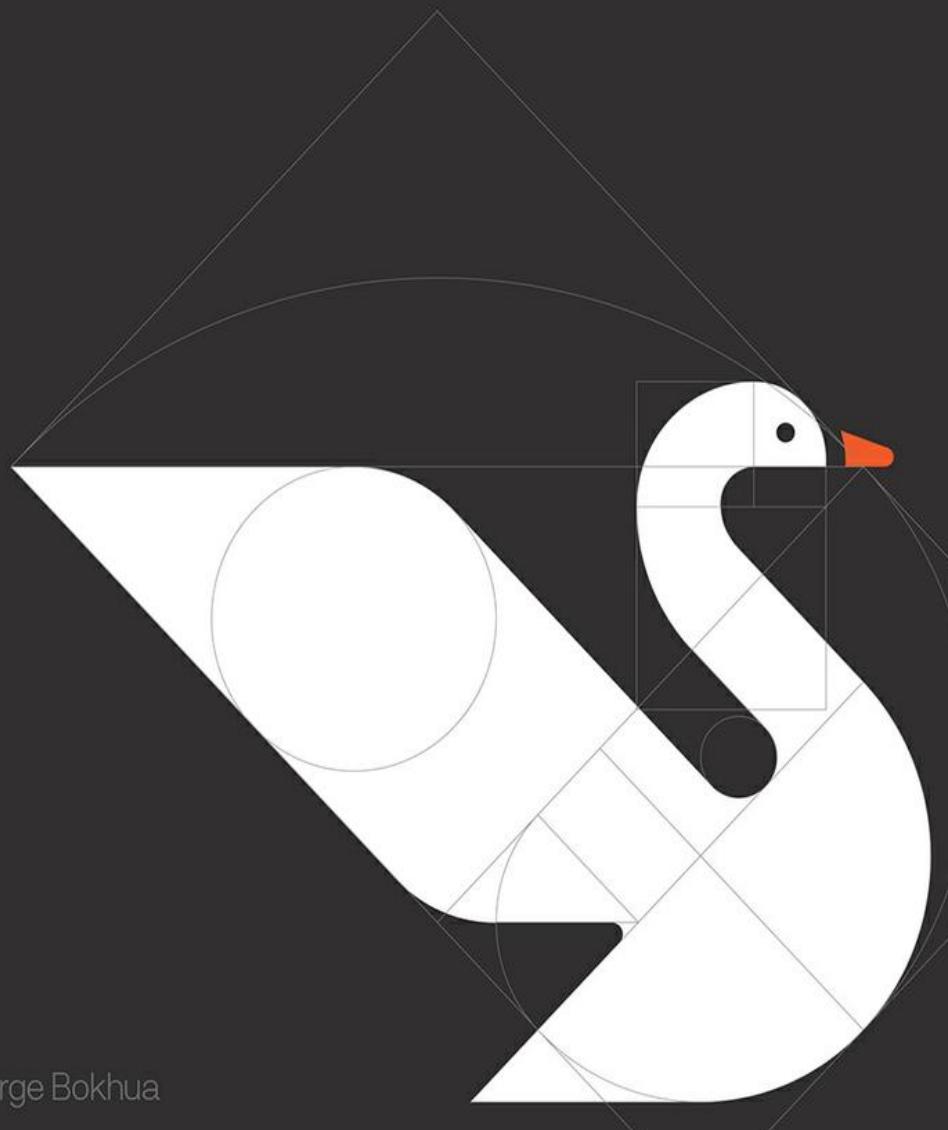
A practical guide to creating effective
signs, symbols, and icons



by George Bokhua

Principles of Logo Design

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



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Contents

Preface

Chapter 1 General Concepts

Are Logos Just Logos?

1.618033

Rule or No Rule?

Less Is More?

Modernism in Design

Chapter 2 Types of Logo Designs

Pictorial Marks

Letterforms

Abstract Marks

Wordmarks

Monograms

Negative Space Marks

Logo System

Pictograms

Patterns as Identity Elements

Chapter 3 Visual Matters

Gradients

Color Gradation Simplified

Shade Gradation with Strokes

Light and Shading

Shading of Hemisphere

Light and Shading on Simple Marks

Chiaroscuro in Logo Design

Logo Visibility

Graphic Device

Black on White vs. White on Black

Same-sized Look

Bone Effect

Bone Effect in Logo Design

Overshoot
Balancing
Visual Paradoxes
Types of Visual Paradoxes
Impossible Figures
Impossible Figures and Logo Design
Motion Illusion
Ambiguous Forms
Symmetry vs. Asymmetry
Solid vs. Line
Sharp vs. Round
Pattern as a Design Element
Dimension
Dialectical Approach
Composition
Experimentation and Accidents
Copying vs. Imitation
Client Relations
Real-life Objects as Aids

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

Chapter 5 **Presentation**

Presentation
Brand Guidelines
Logo Use Guidelines
Primary Colors and Secondary Colors
Typography
Grids
Graphic Devices
Stationery
Pricing
Design Studio

[About the Author](#)

[Acknowledgments](#)

[Index](#)

Preface

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Chapter 1 General Concepts

Are Logos Just Logos?

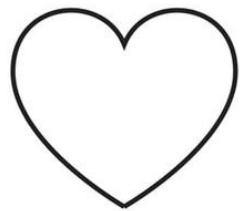
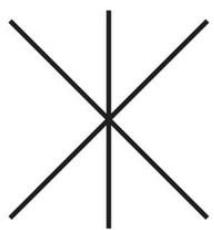
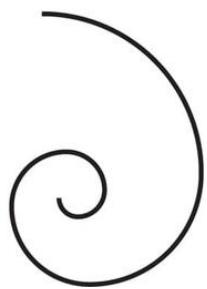
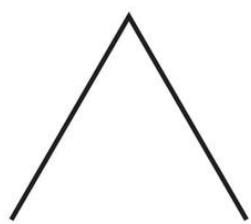
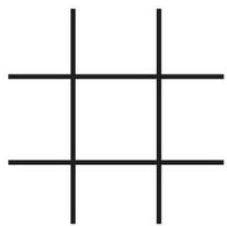
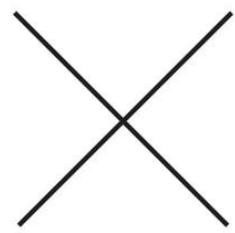
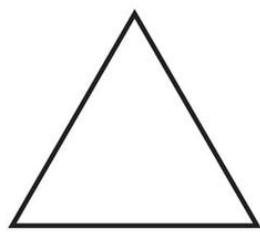
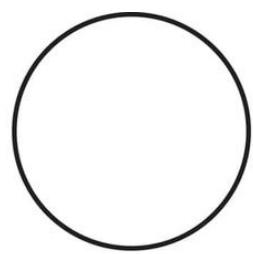
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Rule or No Rule?

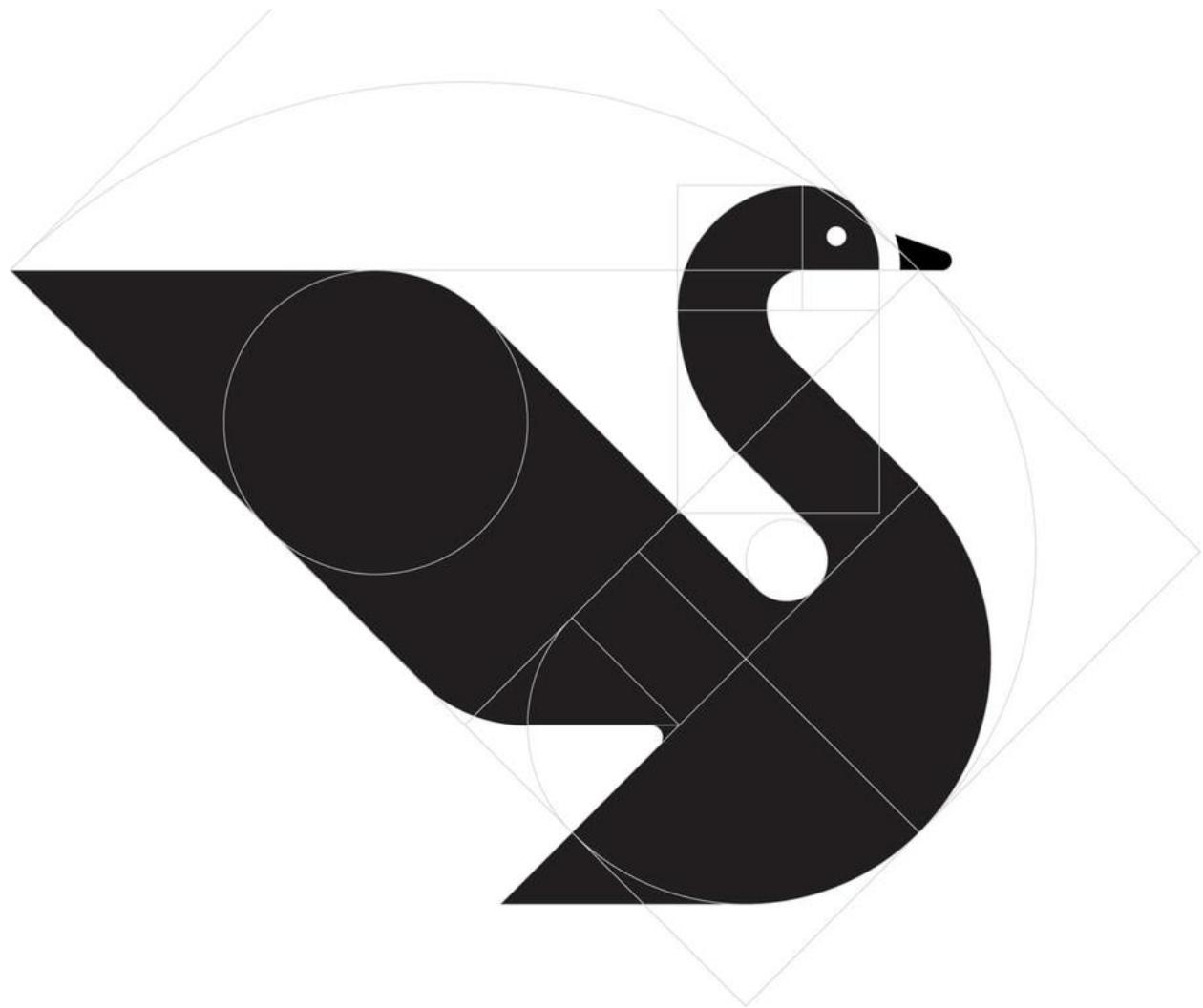
Less Is More?

Modernism in Design

Are Logos Just Logos?

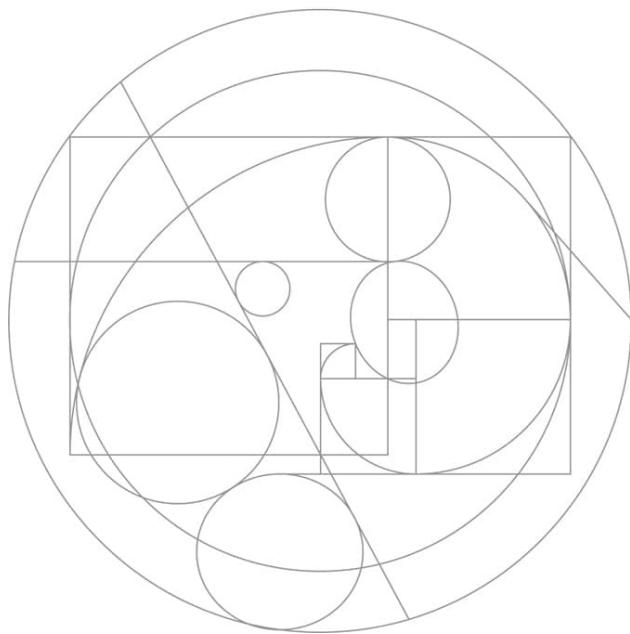


1.618033



Rule or No Rule?

Gabriel Columna



A ram mark using golden spiral as a structural base

Less Is More?

Gabriel Columna



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

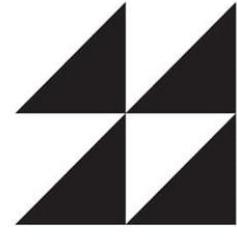
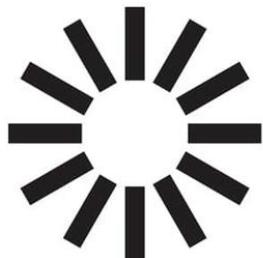
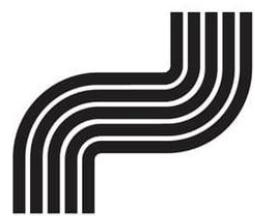
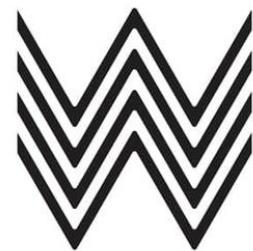
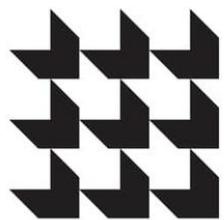
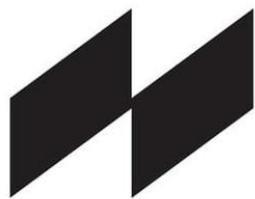
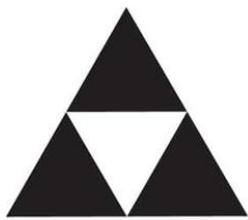
Gabriel Columna

Gabriel Columna

Gabriel Columna

Modernism in Design

Gabriel Columna



Examples of the modernist aesthetic: simple geometric forms and repetition

Chapter 2

Types of Logo Designs

Pictorial Marks
Letterforms
Abstract Marks
Wordmarks
Monograms
Negative Space Marks
Logo System
Pictograms
Patterns as Identity Elements

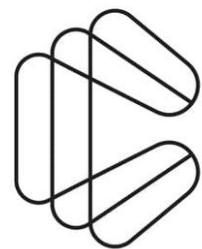
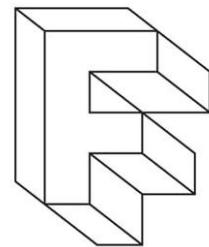
Pictorial Marks

1



Pictorial marks for various brands

Letterforms

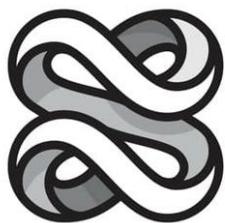
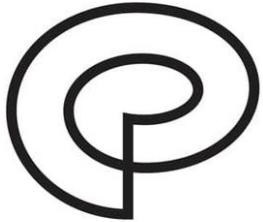
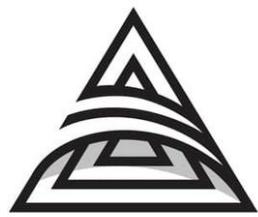
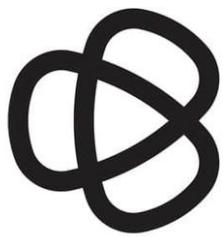
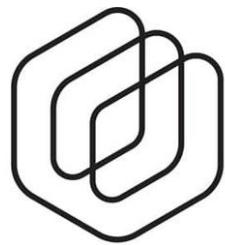


Letterforms for various brands



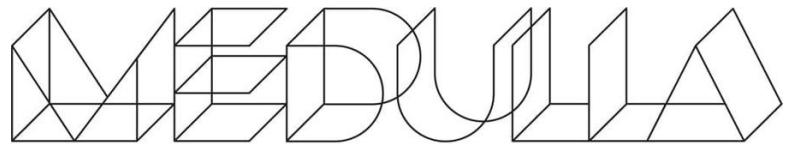
M letterform

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



Monograms for various brands



Monogram for the International Association of Accessibility Professionals

Negative Space Marks

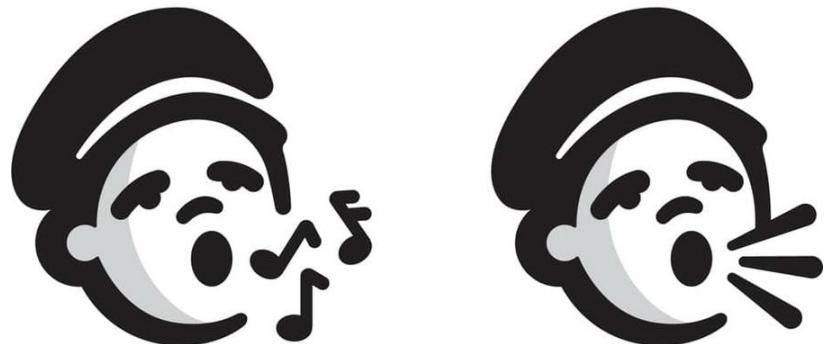


Negative space marks for various brands

Logo System

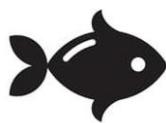
1

2



Logo system for Bellman (online news platform)

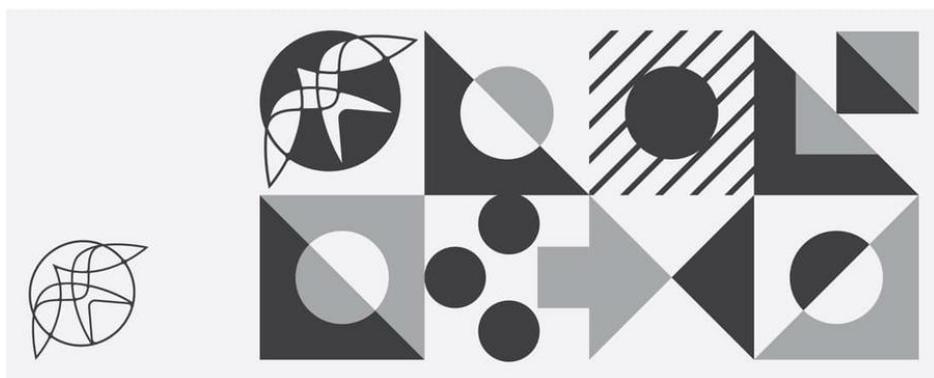
Pictograms



Pictograms for Superhero; Online platform for influencers.

Cocreators: Nick Kumbari and Maria Akritudu

Patterns as Identity Elements

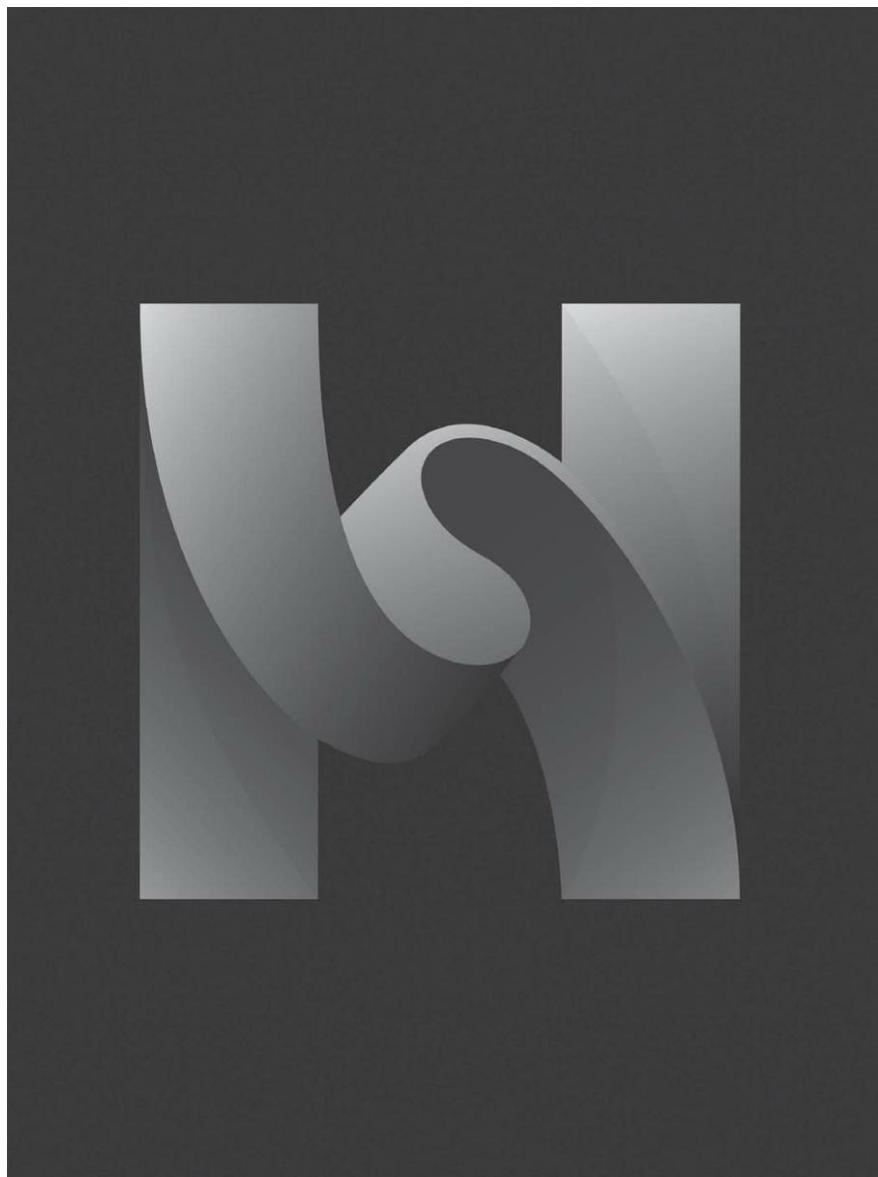


Unused concept for the Georgian Post

Chapter 3 Visual Matters

Gradients
Color Gradation Simplified
Shade Gradation with Strokes
Light and Shading
Shading of Hemisphere
Light and Shading on Simple Marks
Chiaroscuro in Logo Design
Logo Visibility
Graphic Device
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Same-sized Look
Bone Effect
Bone Effect in Logo Design
Overshoot
Balancing
Visual Paradoxes
Types of Visual Paradoxes
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Impossible Figures and Logo Design
Motion Illusion
Ambiguous Forms
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Solid vs. Line
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Dimension
Dialectical Approach
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Experimentation and Accidents
Copying vs. Imitation
Client Relations
Real-life Objects as Aids

Gradients



H Letterform

Color Gradation Simplified



1. Owl mark for Studio George Bokhua



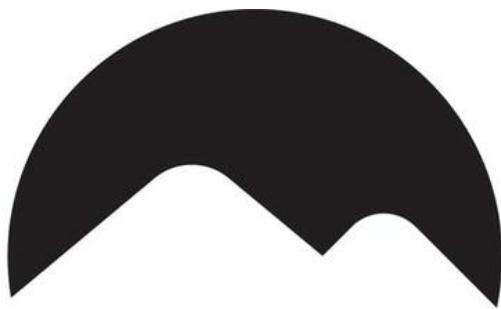
2. Logo proposal for NASA's In Space Manufacturing

Shade Gradation with Strokes



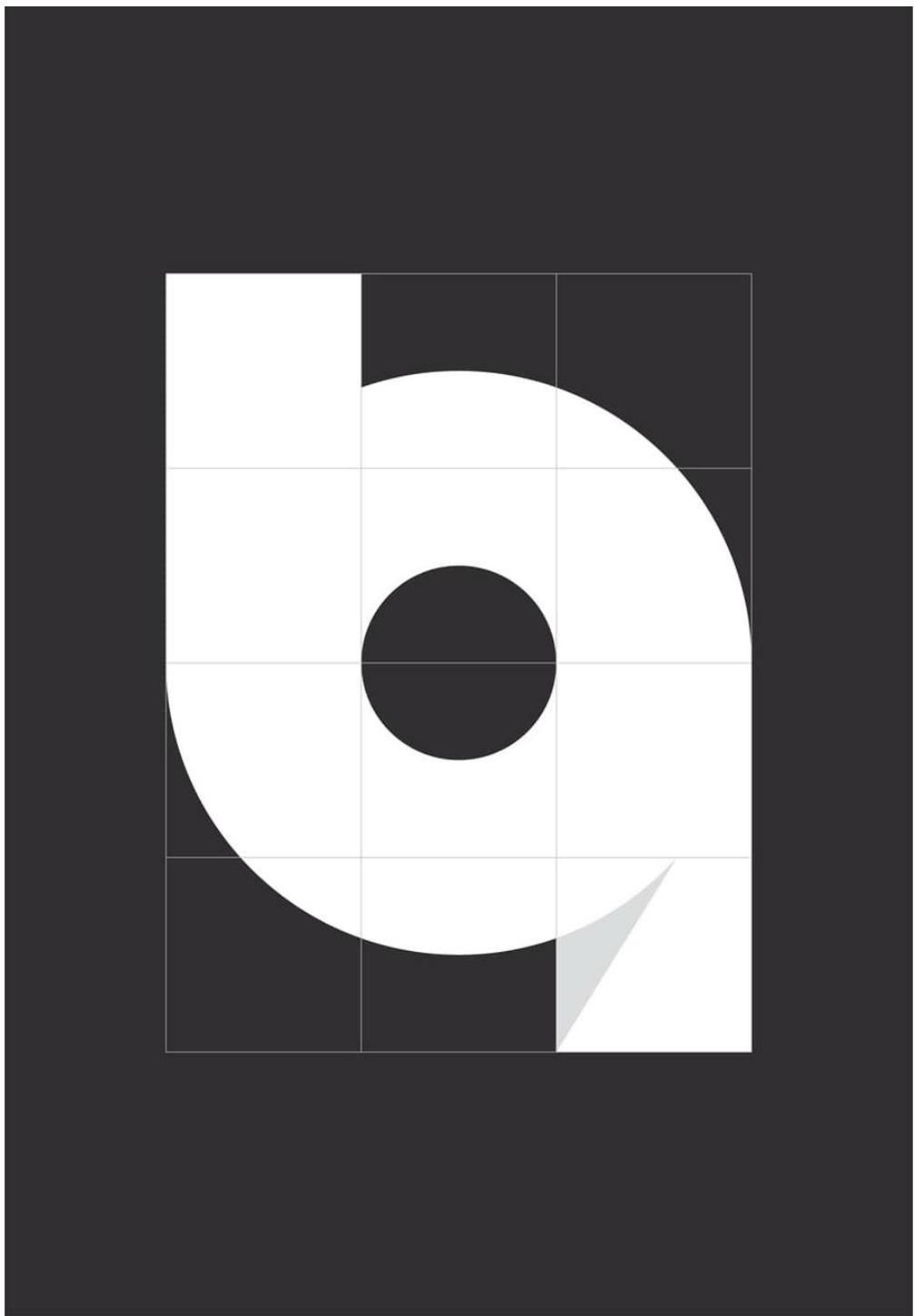
Flip Casa. Real estate company

Light and Shading



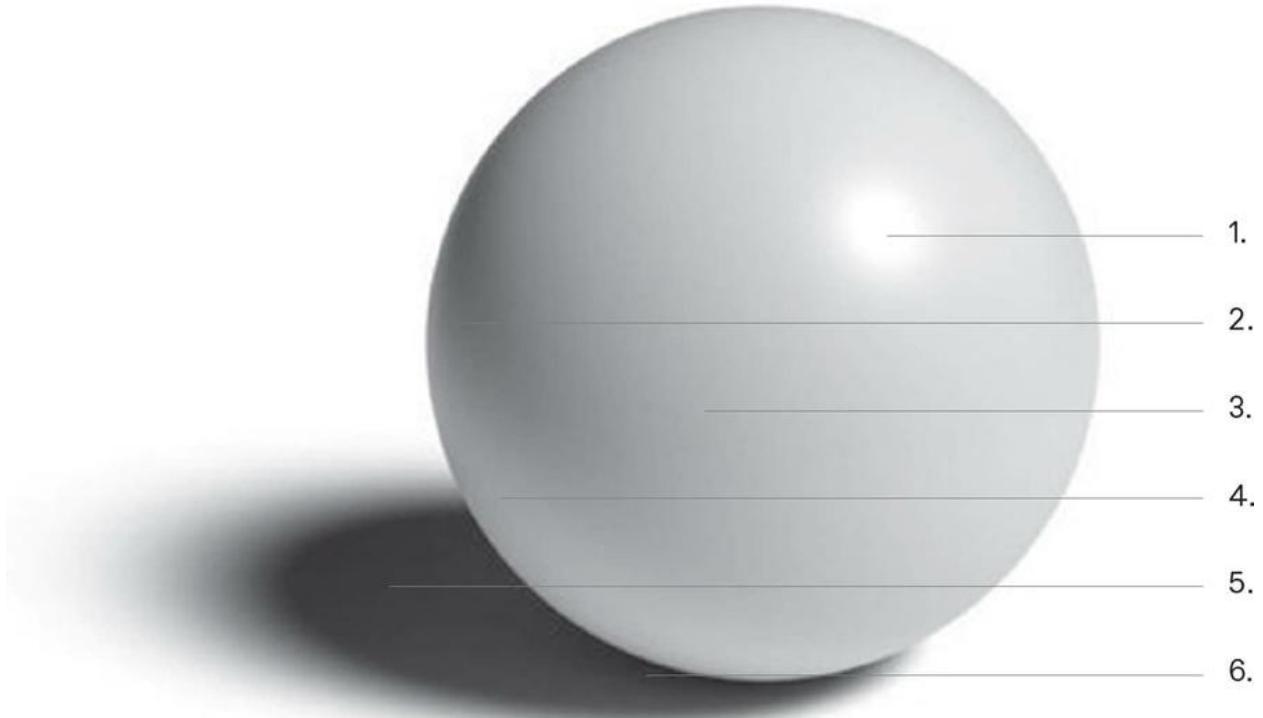
1.

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



Shading of Hemisphere

1.
 2.



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 2 3 4 5 6 7 8 9



Crane mark

Graphic Device



NASA's In Space Manufacturing (logo proposal)

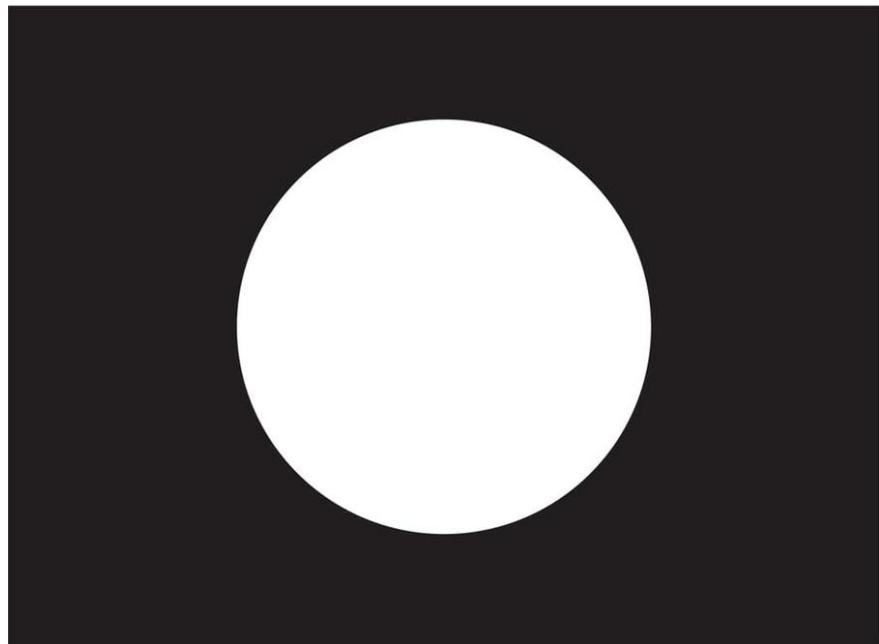
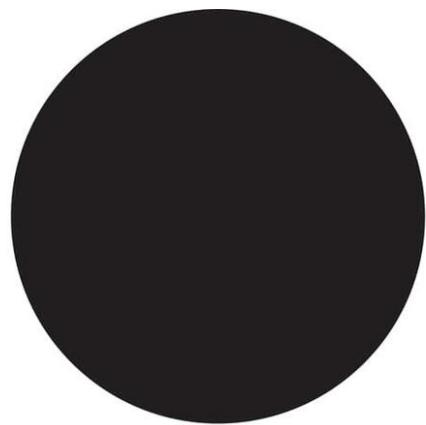


Bank of Georgia (Georgia)



VersaBank (Canada)

Black on White vs. White on Black



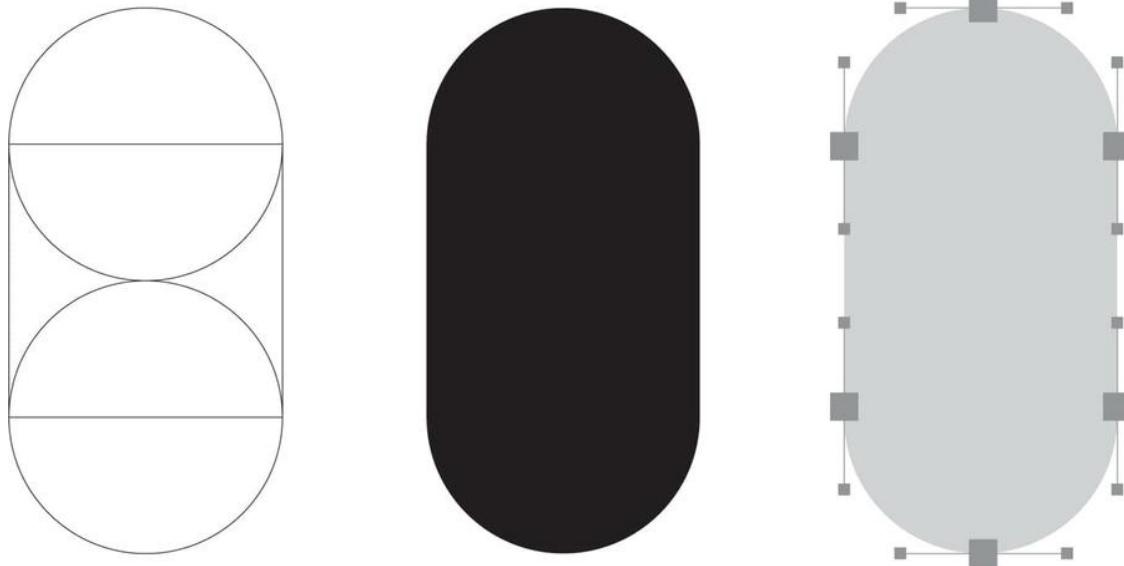
Black circle on white and white circle on black backgrounds, for comparison.

Same-sized Look



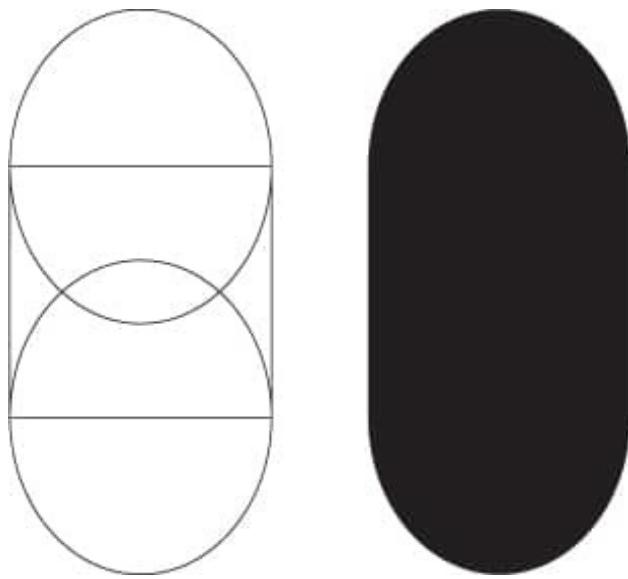
Sensibill. Online billing platform

Bone Effect

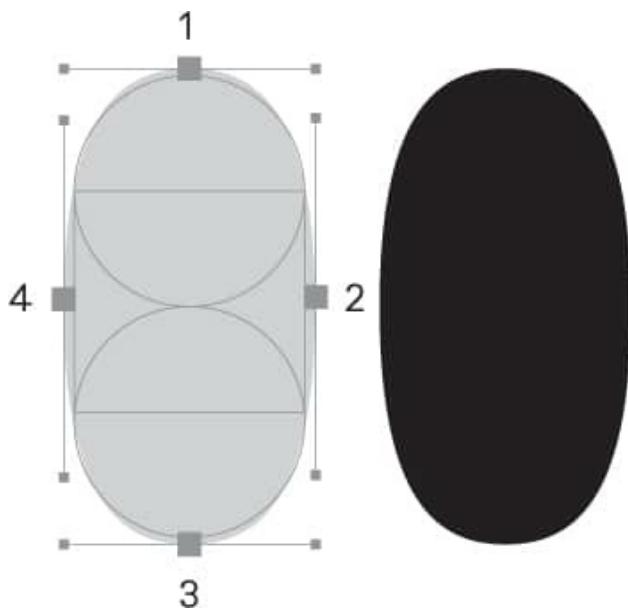


Construction of the shape involving the bone effect.

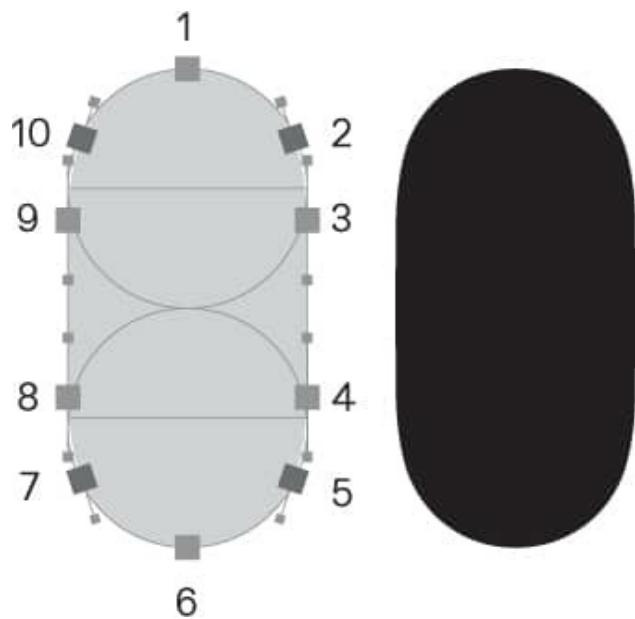
In typography, the bone effect appears most commonly in cases of the letter *O*.



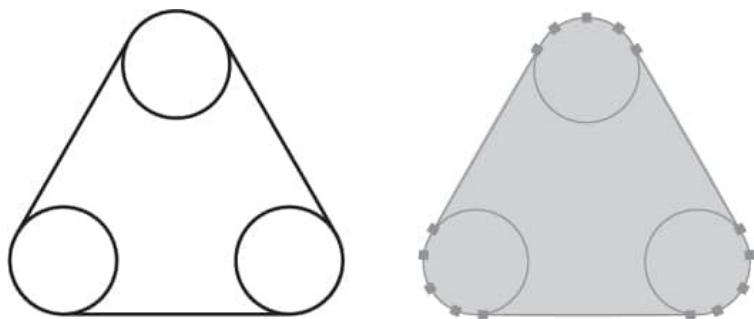
There are six anchor points in use. This solution creates a relatively smooth outcome but does not eliminate the bone effect.



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

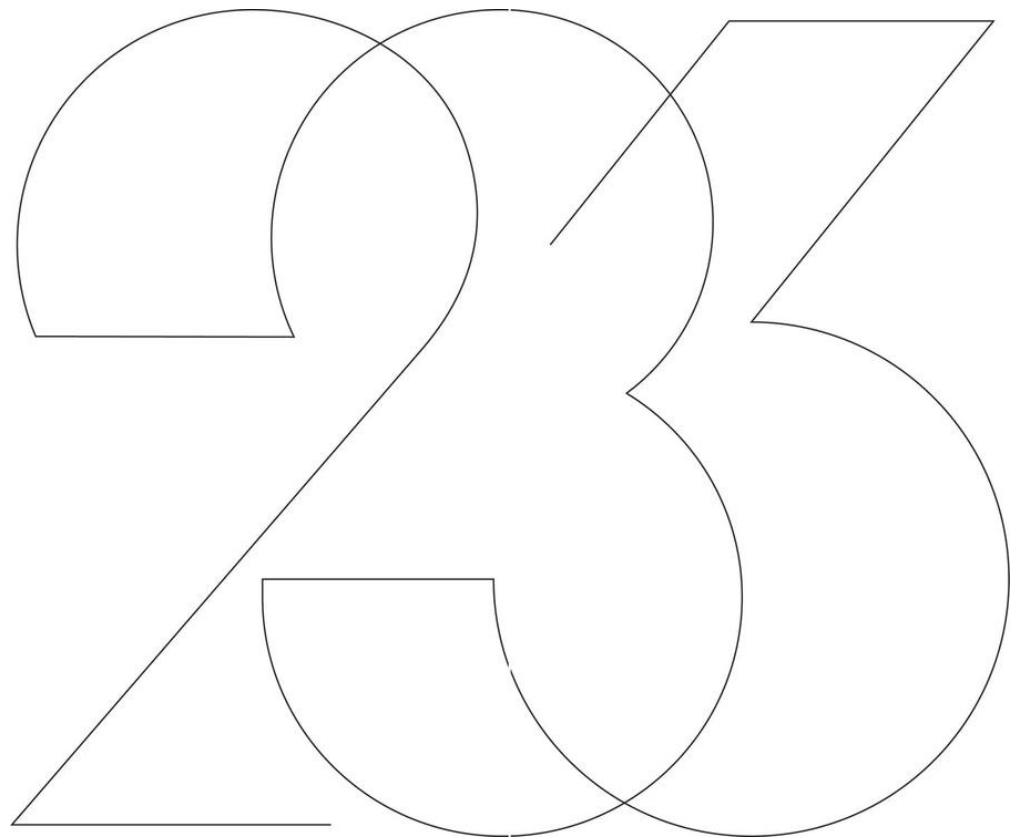
Overshoot



Overshoot in logo design: connected triangle and circle



Overshoot in typography



Overshoot in logo design: 236 mark

Balancing

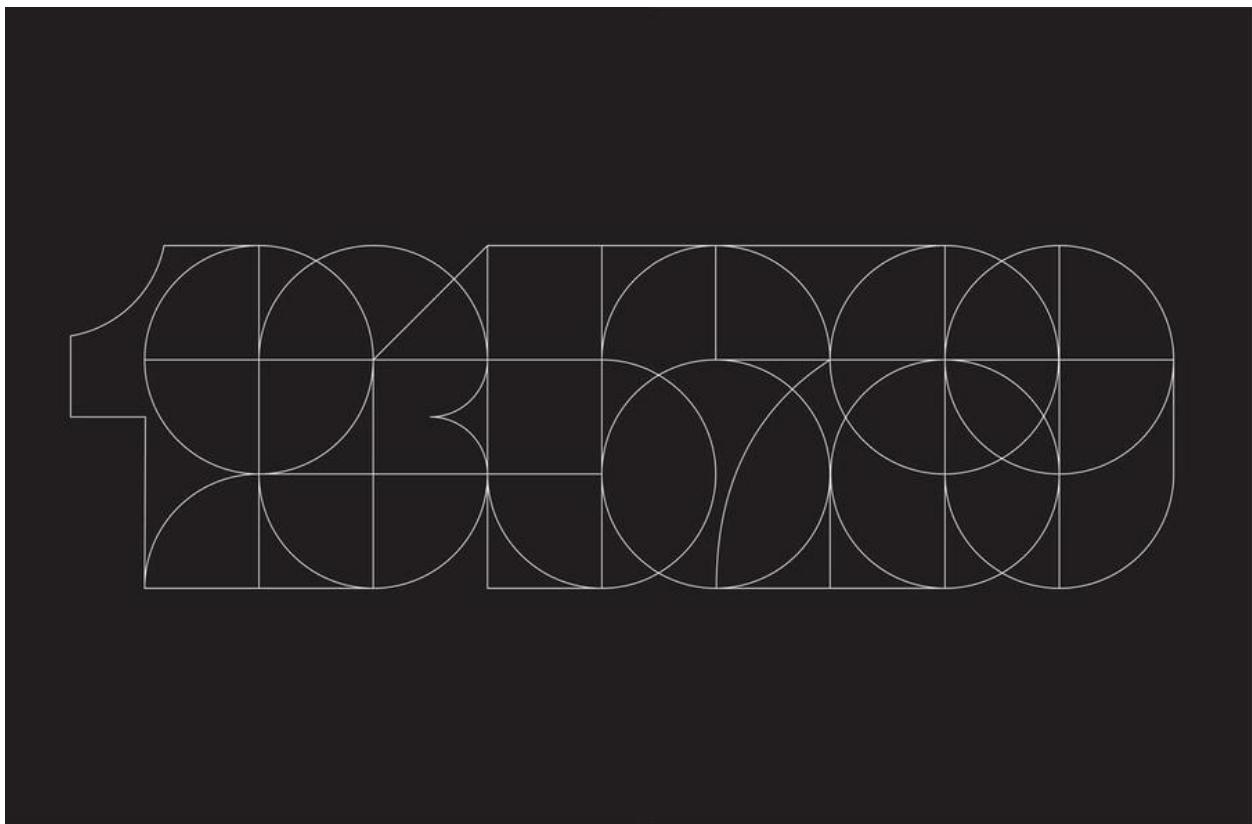


K letterform for Keikktiimi (manufacturing industry). A concept demonstrates incorporation of an electric thunder bolt with the letter K

Visual Paradoxes



Flip Casa. Real estate



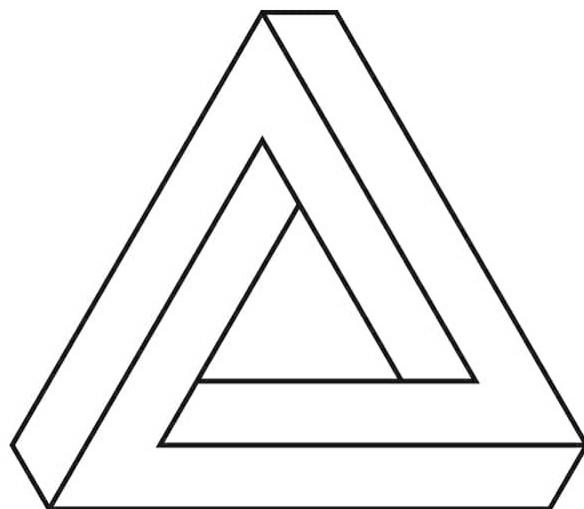
Relative numbers (experimental work)

Types of Visual Paradoxes

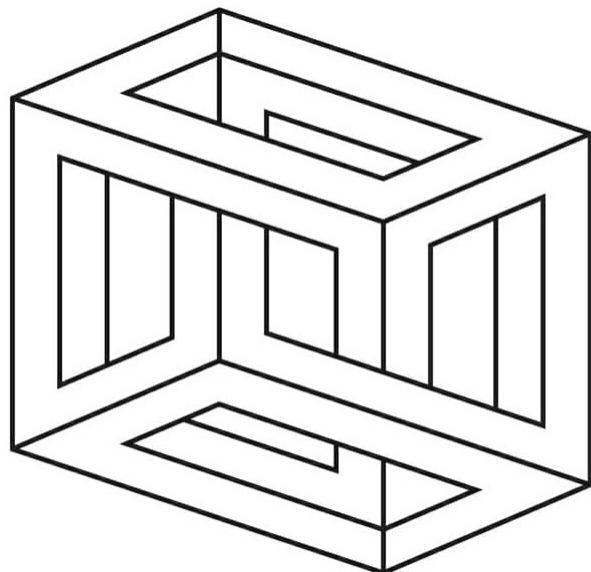


Composition of numbers 1 to 9 (experimental work)

Impossible Figures

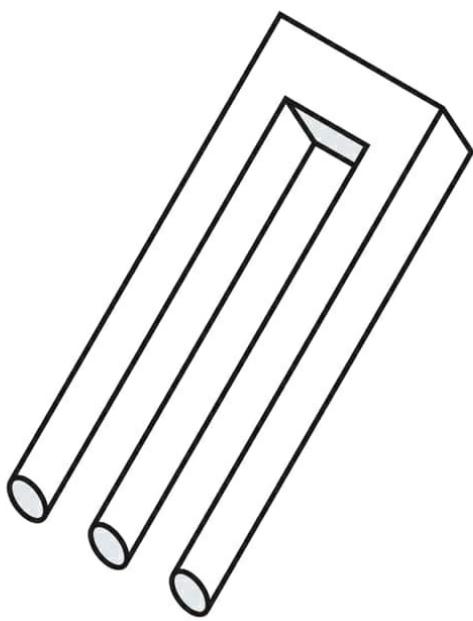


(1) Penrose triangle

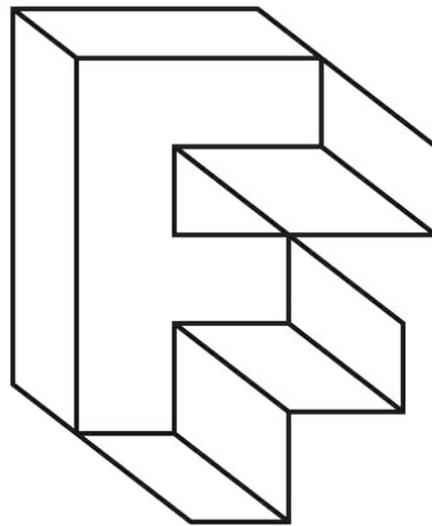


(2) Escher's cube

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



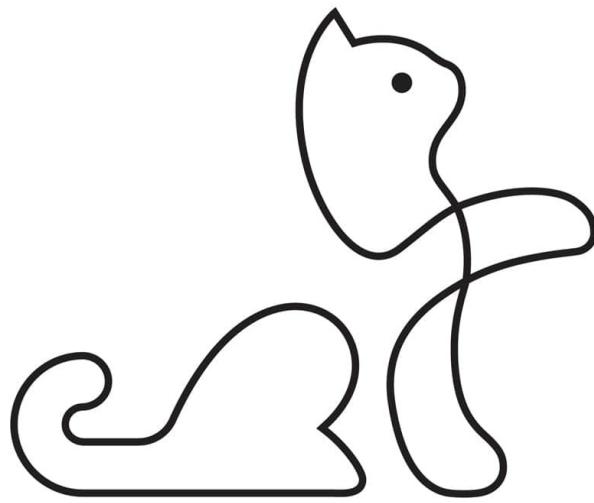
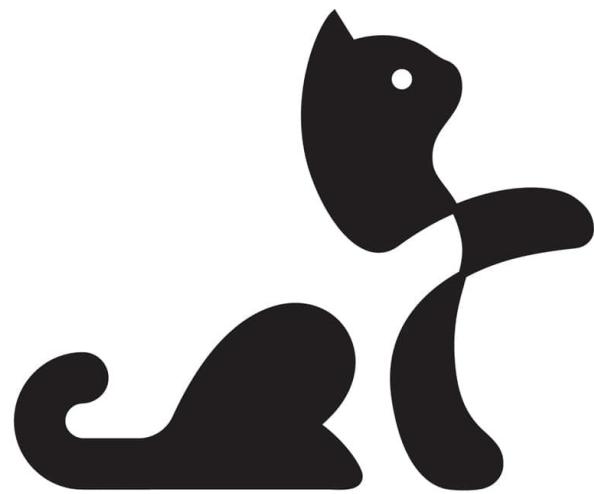
Negative space elephants often confused with a whale symbol

Symmetry vs. Asymmetry

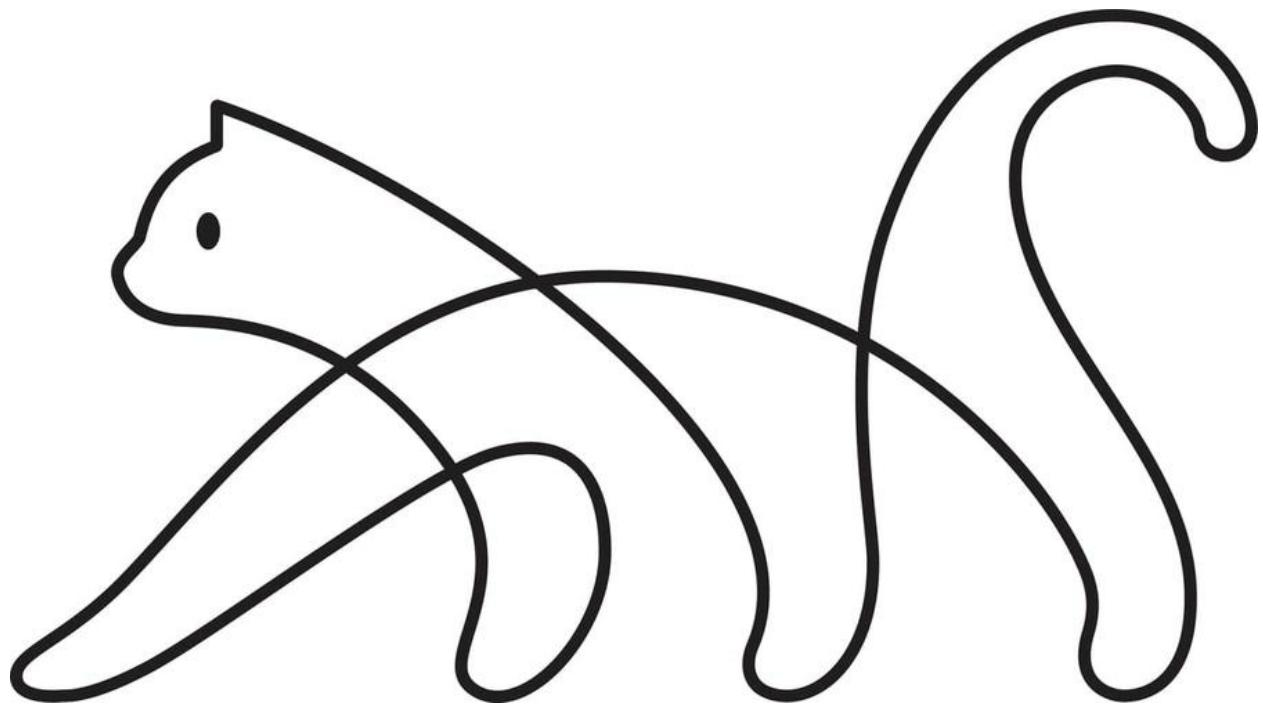


Black and white swans (experimental work)

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)

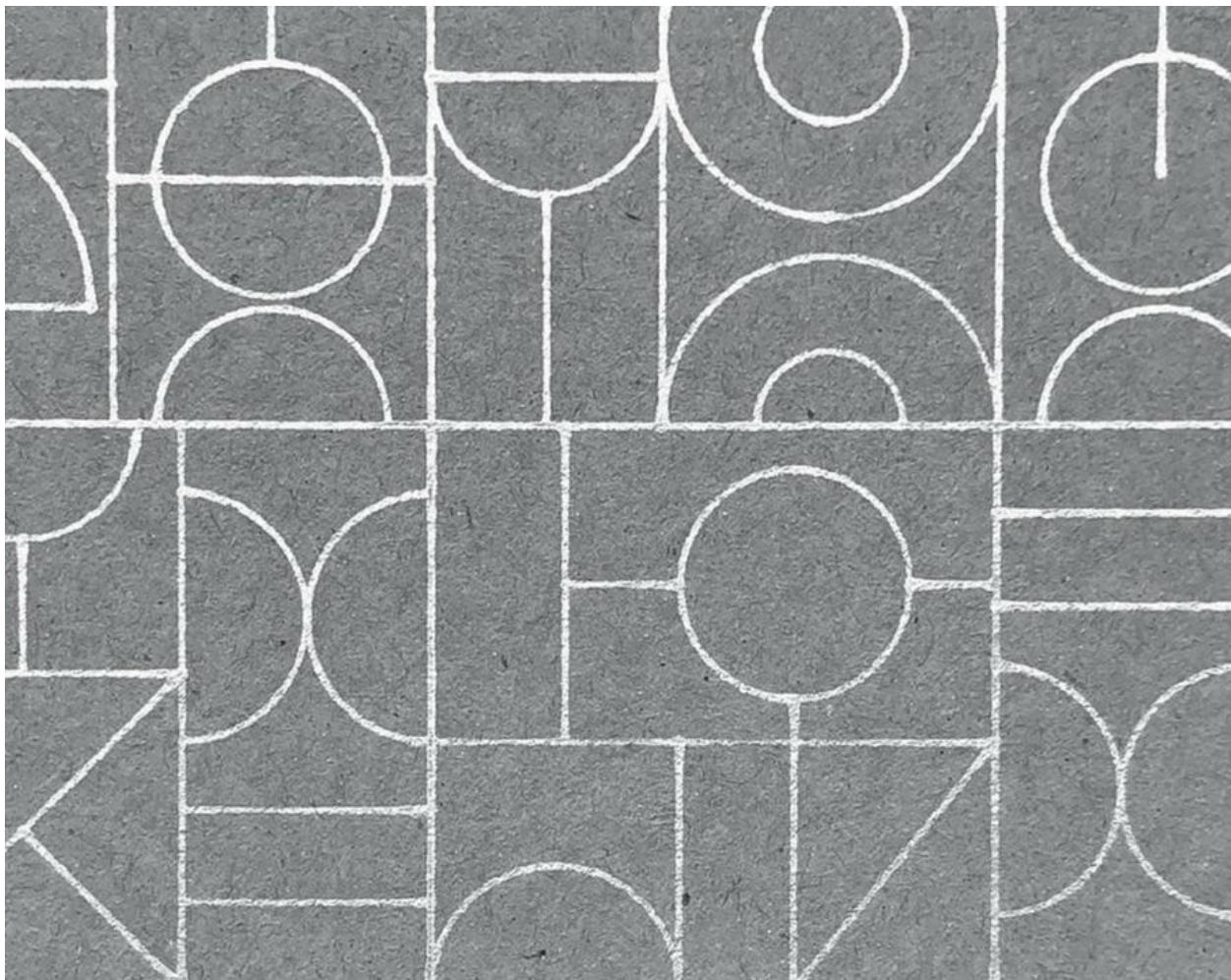
Sharp vs. Round



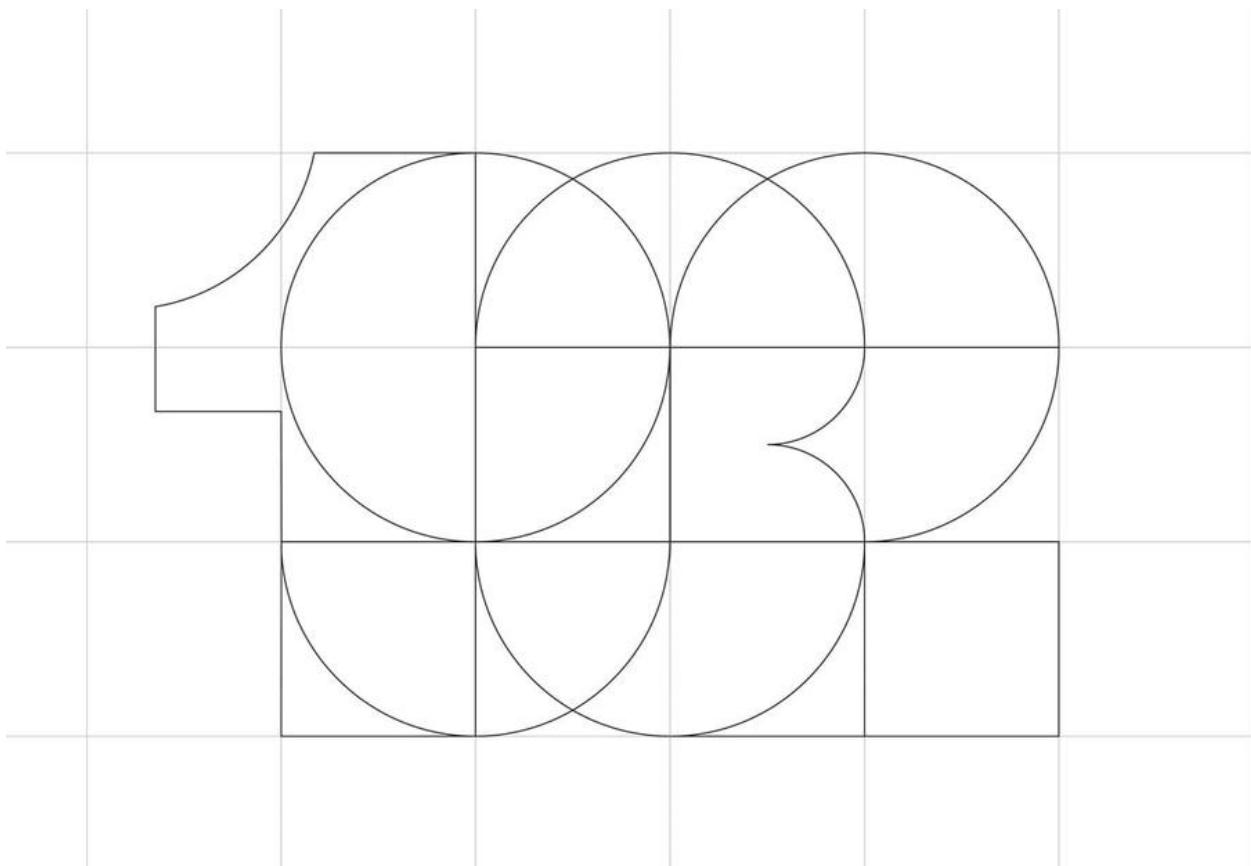
Jumping fox; Skillshare online tutorial

Pattern as a Design Element

wall in an office.



Pattern design (work in progress)



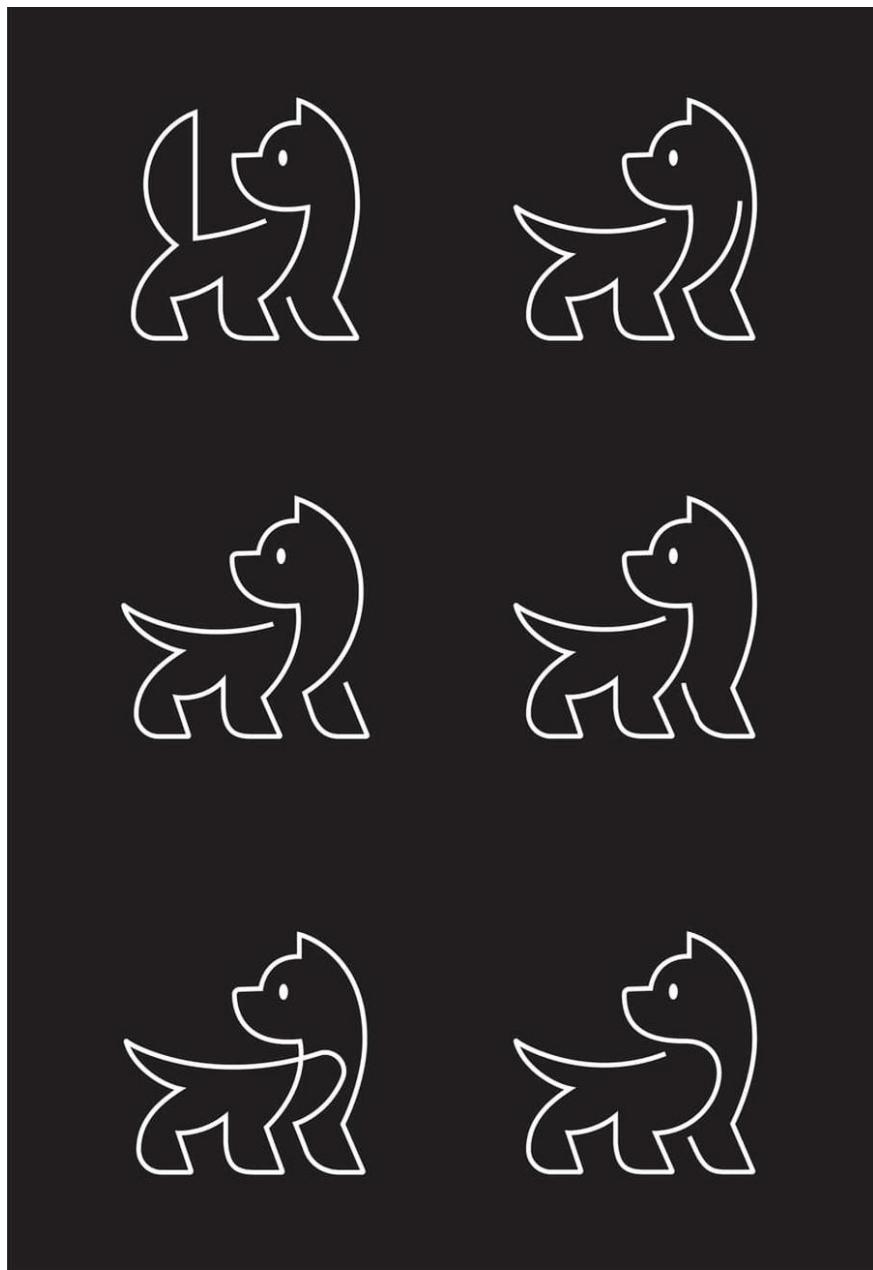
1932 mark (experimental work)

Dimension

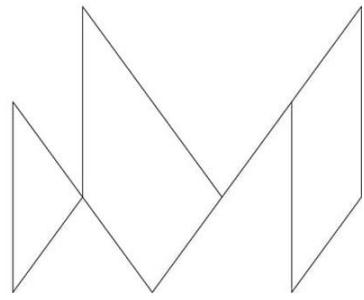
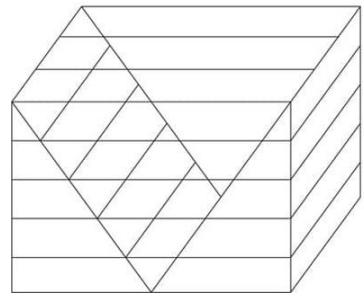
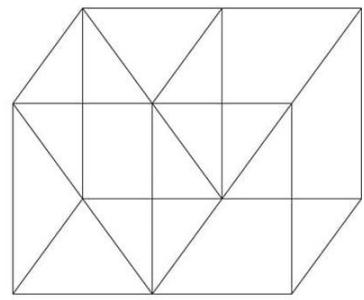
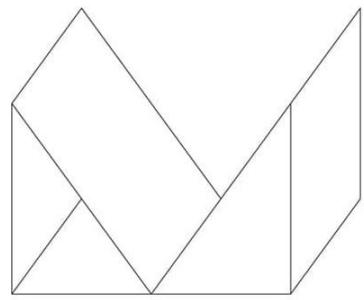
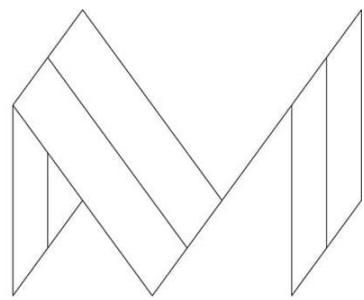
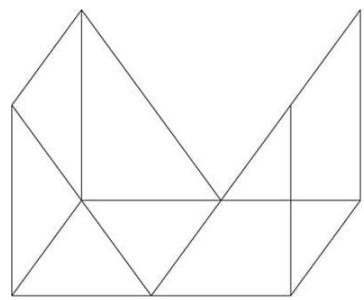


F letterform. Proposal for the Fandom. Online fan club

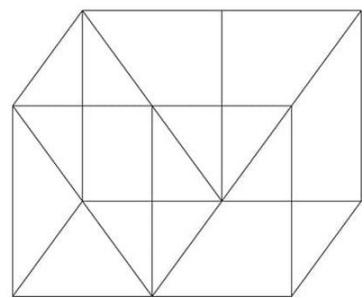
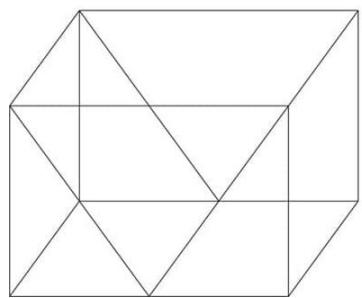
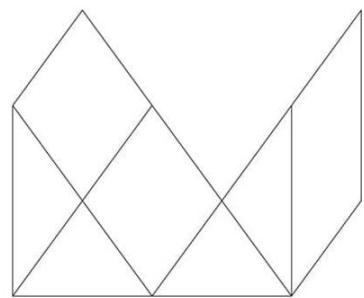
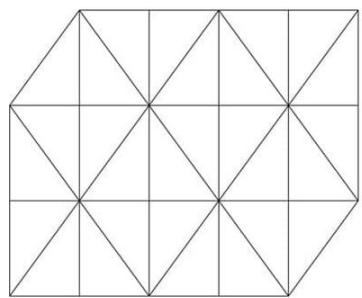
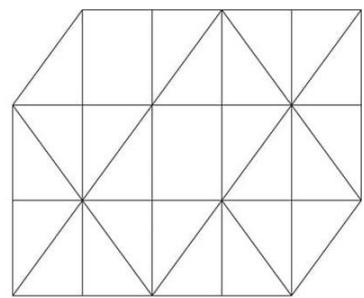
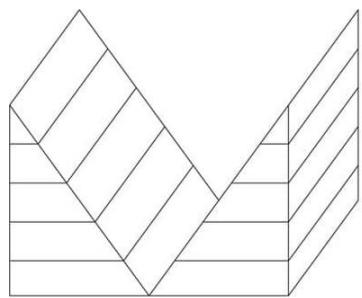
Dialectical Approach



A dog icon (experimental work)



Experiments with the letter *M*





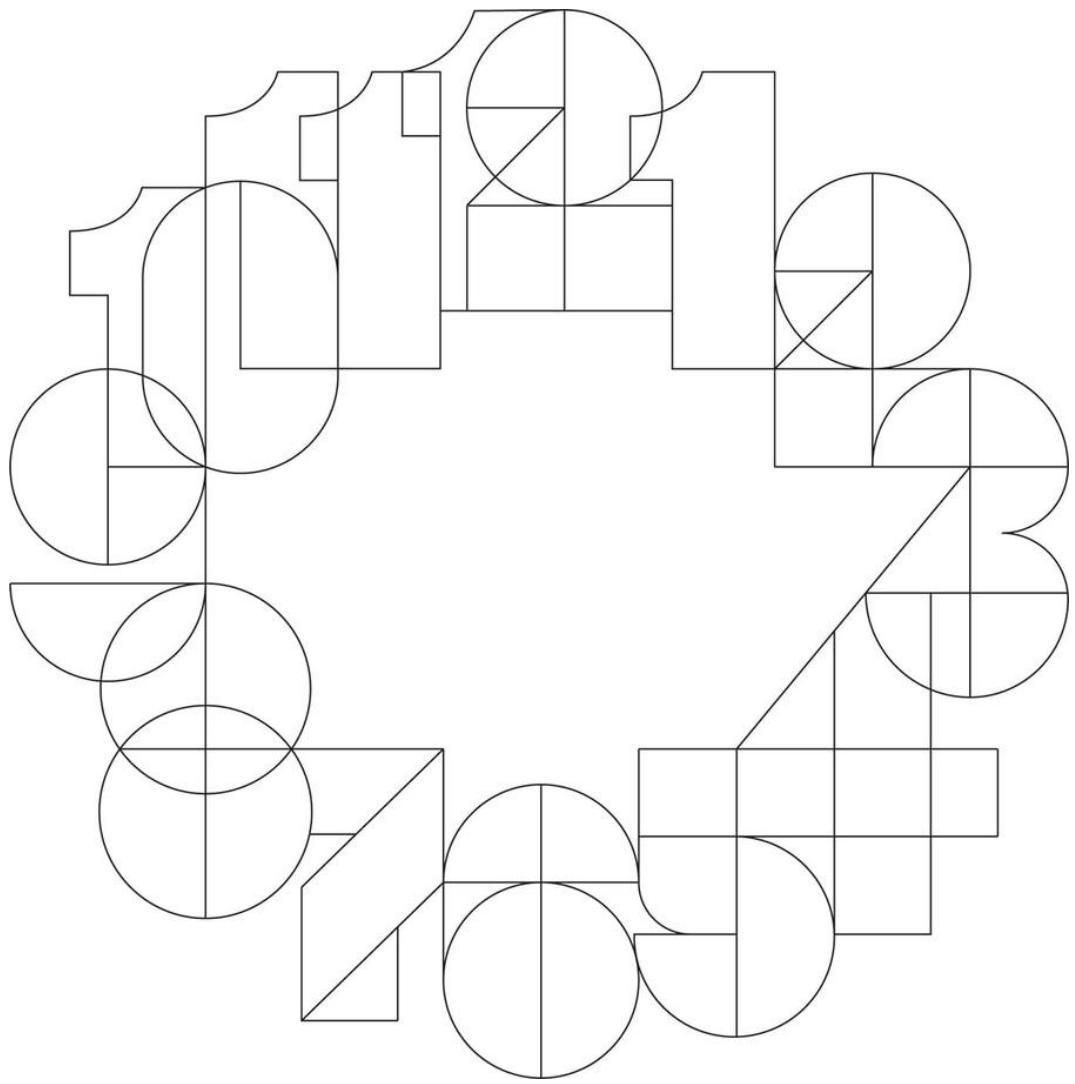
Supahero; Social media for the influencers (work in progress)

Composition



Poster for the Andrew Howard workshop

Experimentation and Accidents



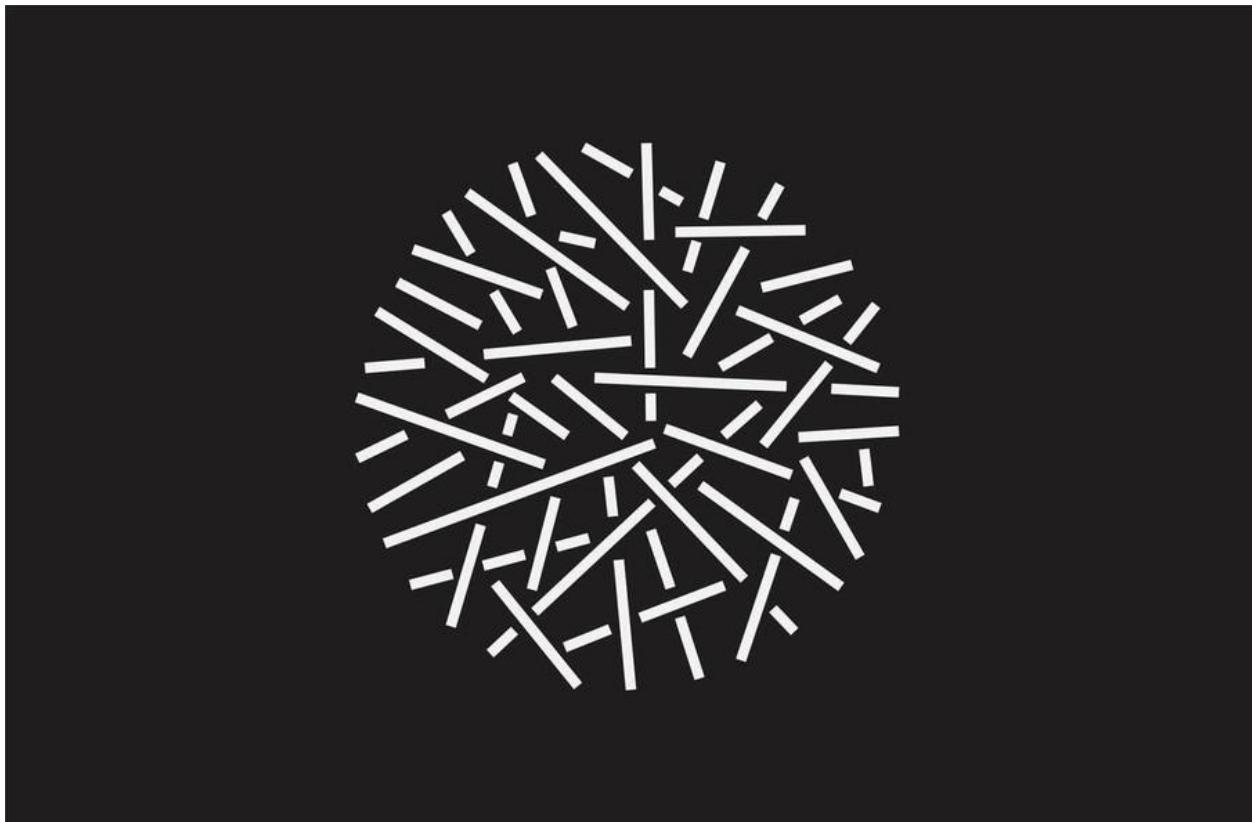
Clock design with experimental numbers



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



Letter *R* combination with the Rolling Stones' tongue



Experimental composition with strokes

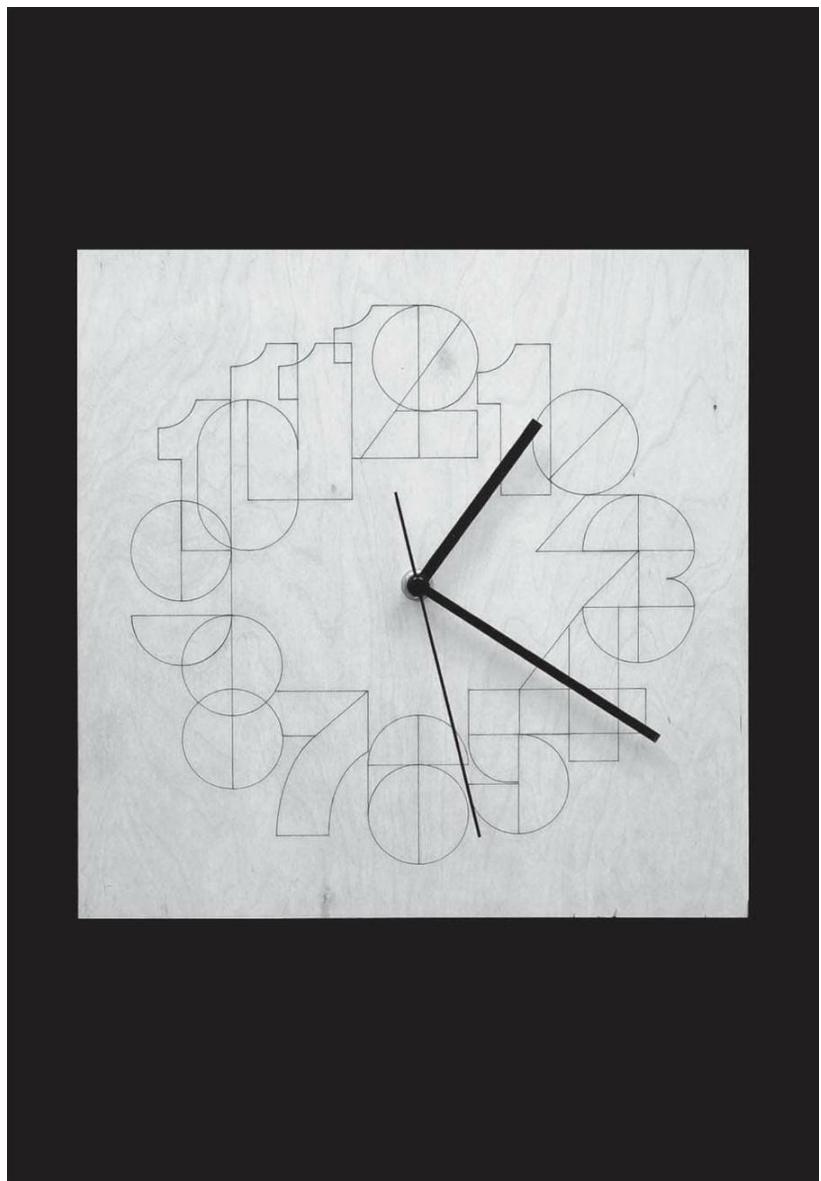
Copying vs. Imitation



S letterform for a company that manufactures beauty products

Client Relations

Real-life Objects as Aids

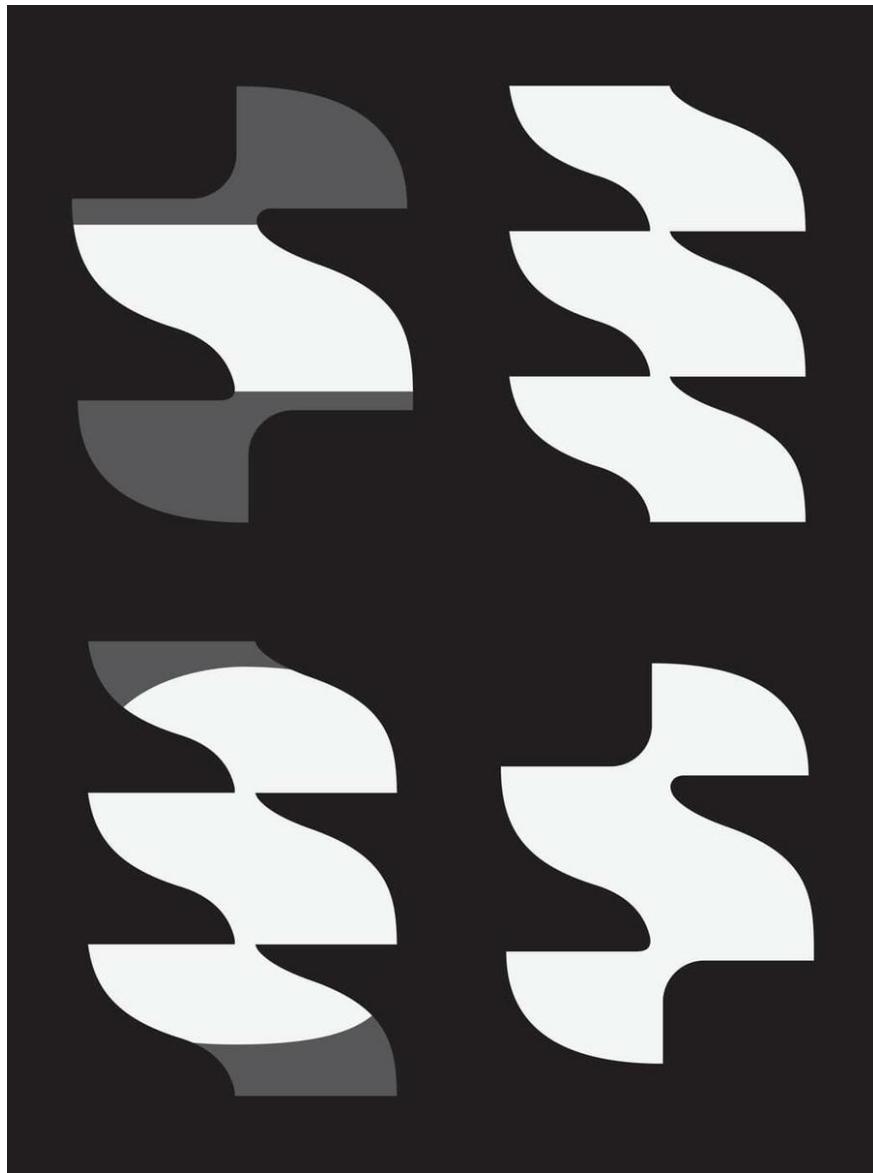


Clock design with experimental numbers; laser-cut prototype, plywood

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

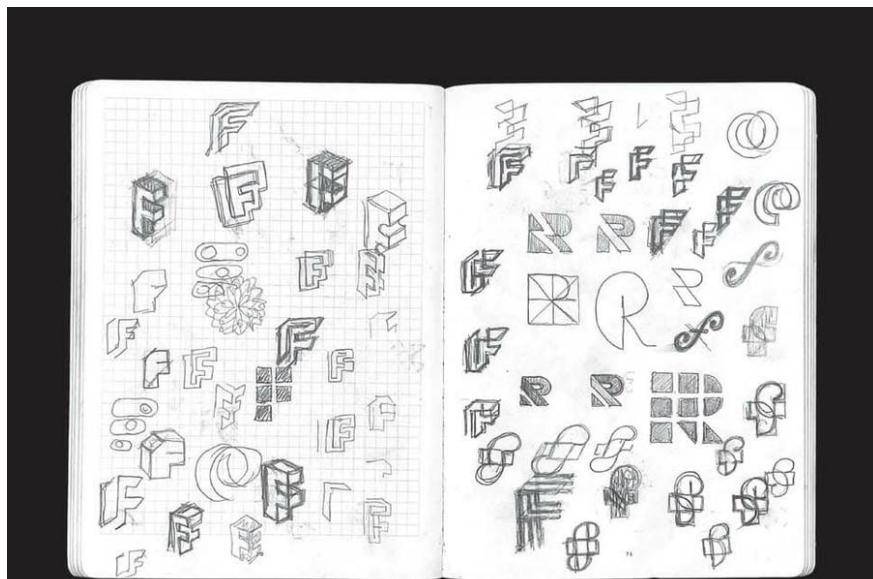
Mood Boarding

Sketching

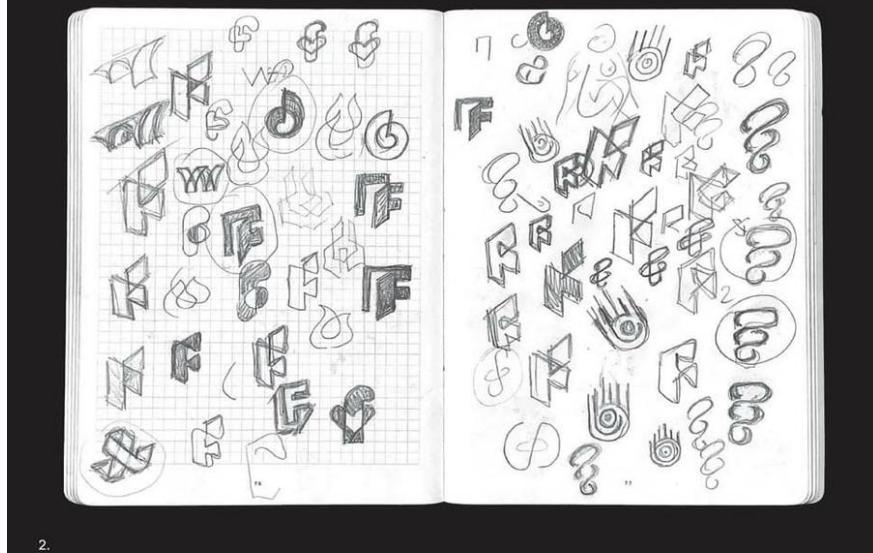


Examples of the fine-tuned sketches ready to be imported to a digital platform

The Initial Stage



1.



2.

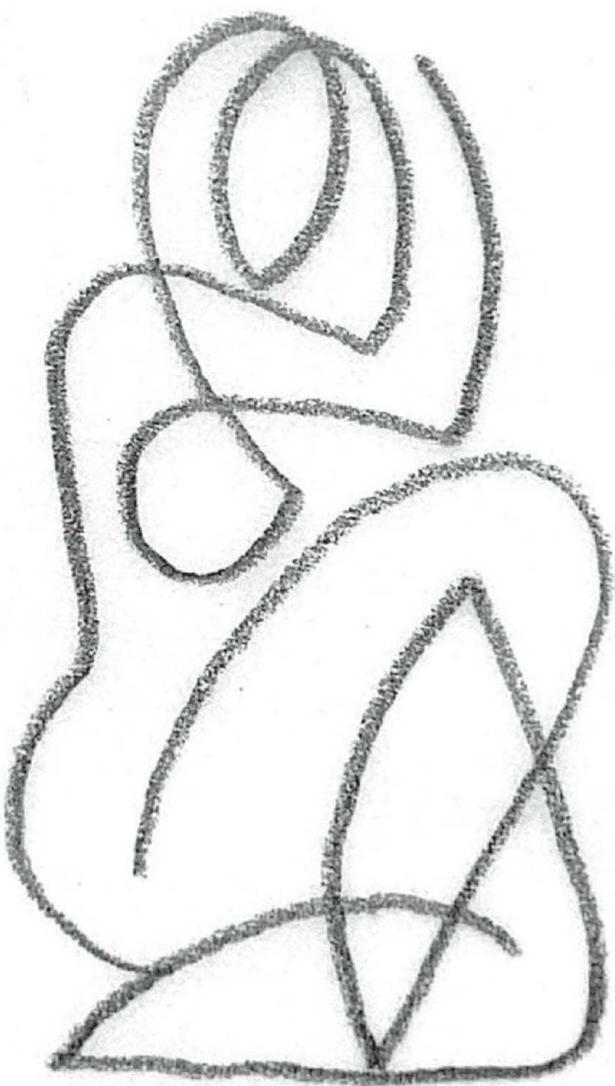
- (1) Examples of the initial sketching stage: Studies of uppercase letters F and R
- (2) Examples of the initial sketching stage: Studies of uppercase letter F

The Refinement Stage



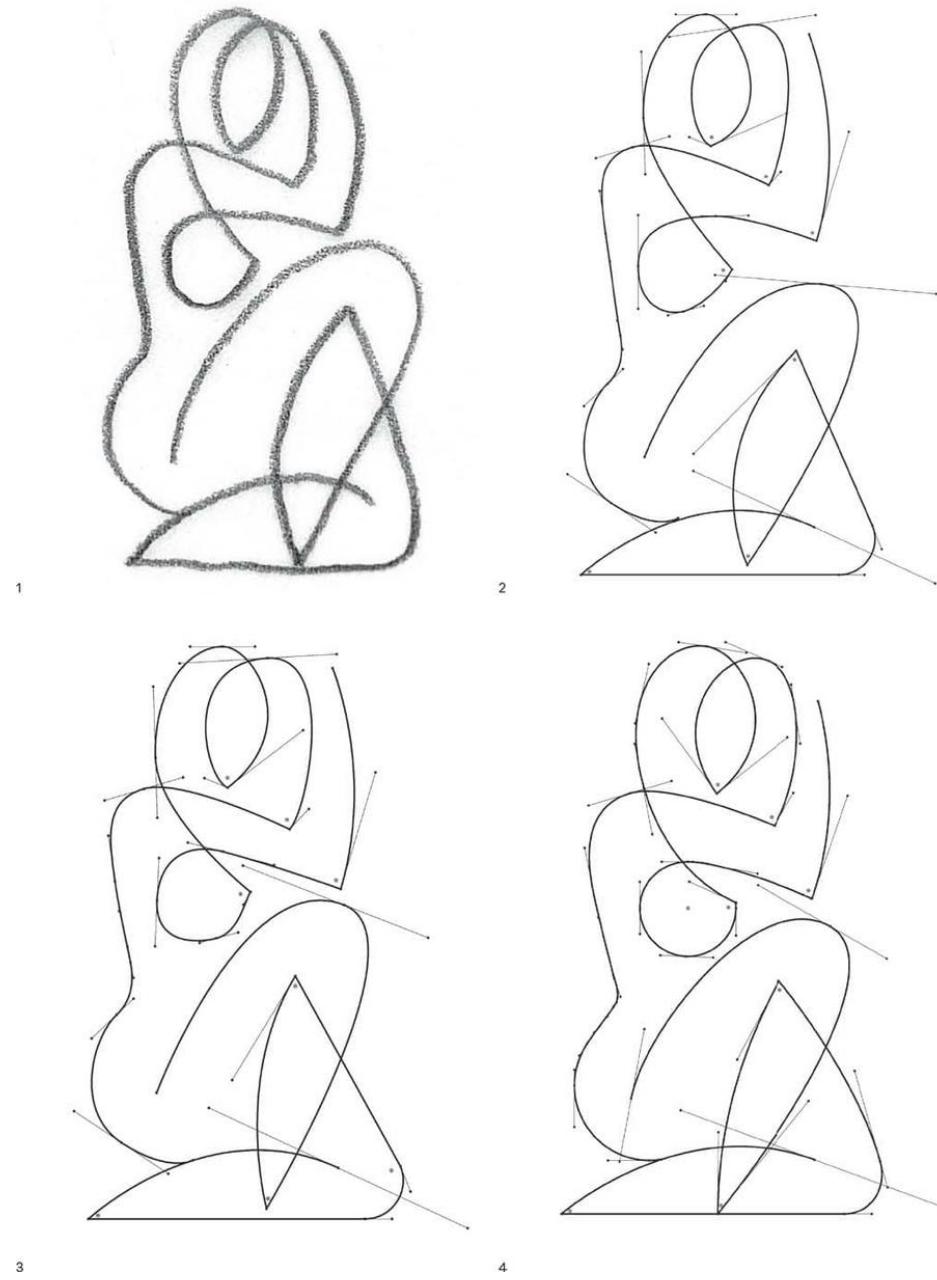
Examples of how a sketch develops during the refinement process

The Fine-tuning Stage



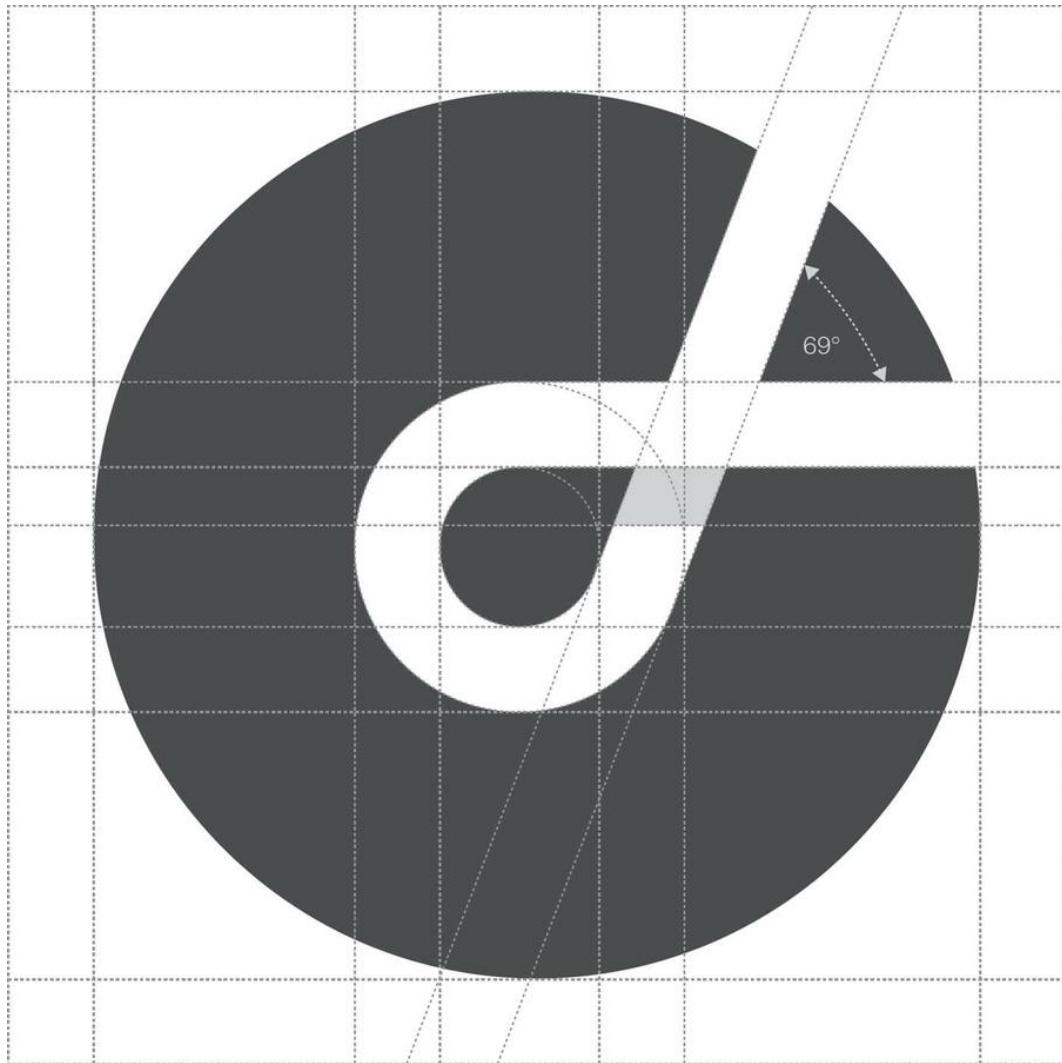
Fine-tuned sketch ready to be imported to a digital platform

Execution

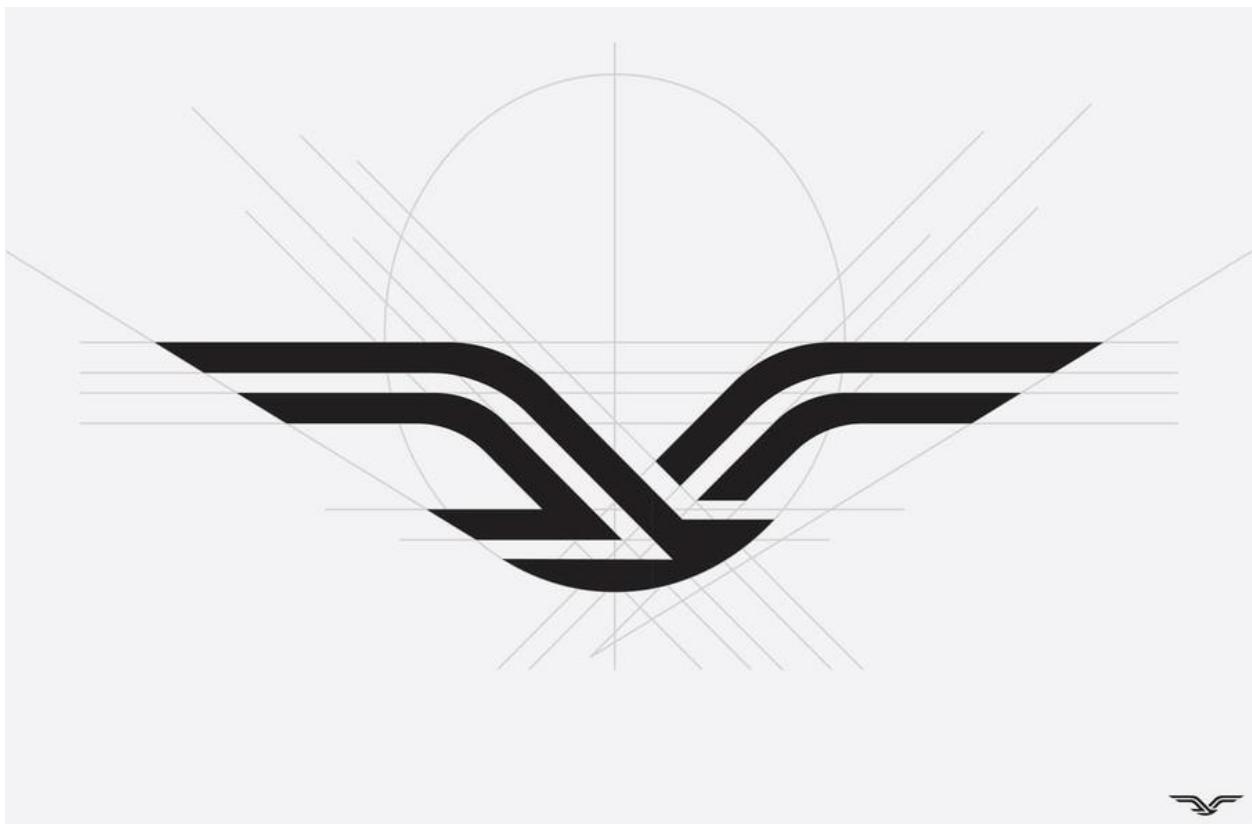


1. Imported fine-tuned sketch 2. The initial digital outline 3. Defined proportions 4. Defined curves and formal elements

Gridding



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



Seagull mark for the soccer club

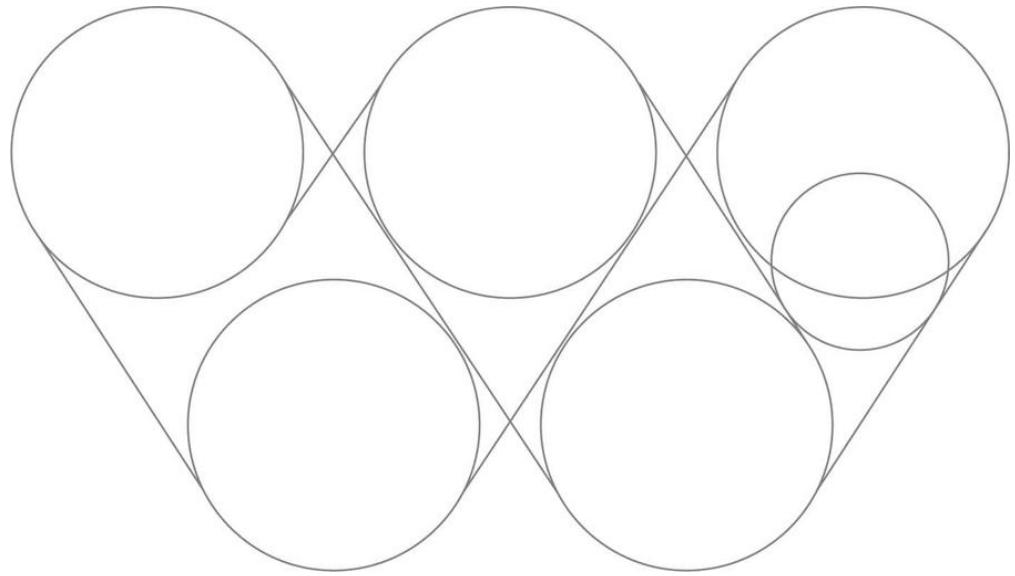
Gridding Complex Forms



Crane logo with construction grids



Whale logo with overused construction grids



W letterform and its construction grid



Type Lockup

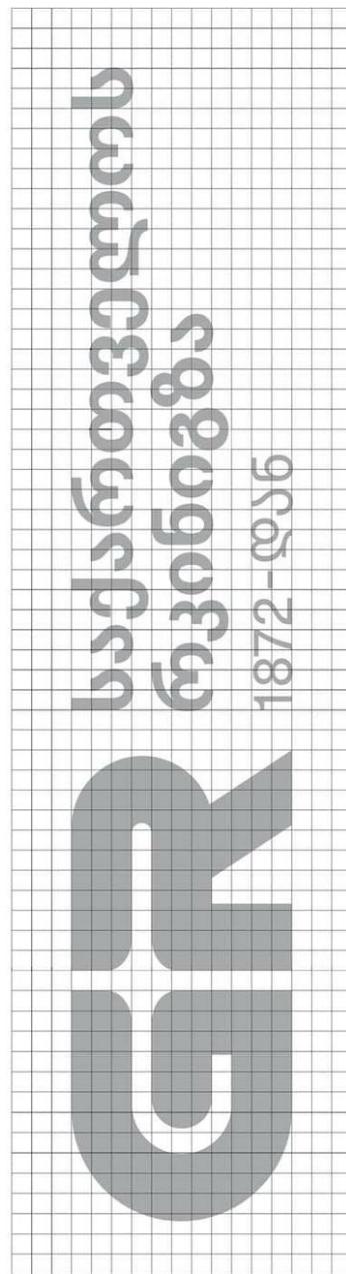
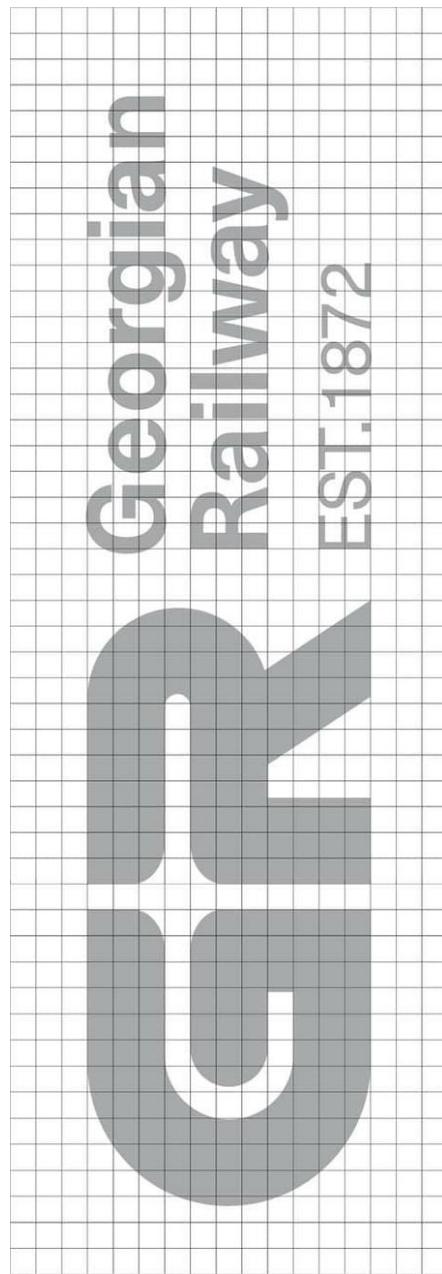


Min.io cloud services (type lockup)



ACT; research center

Georgian Railway (type lockup)



Chapter 5 Presentation

Presentation
Brand Guidelines
Logo Use Guidelines
Primary and Secondary Colors
Typography
Grids
Graphic Devices
Stationery
Pricing
Design Studio

Presentation

Navigation icons are located at the top of the slide.



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



Identity element for the Mega-Bridge (cryptocurrency exchange platform), April 2021



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)

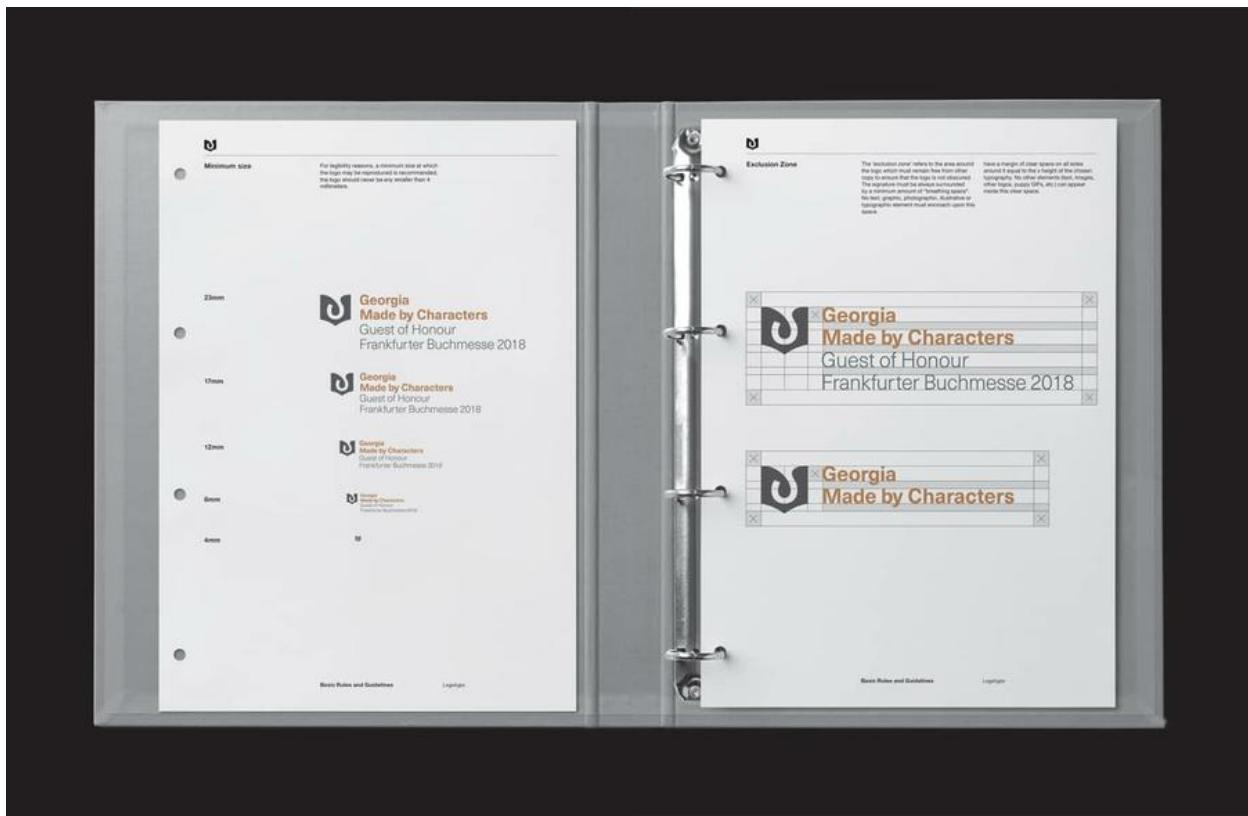


Dos and don'ts; ACT research company

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

~ 13 ~



Logo use guidelines; Graphic device; Georgian railways



Stationery; Business card design; ACT research company

Graphic Devices

Stationerv

Business Cards



Stationery; invoice design; ACT research company

Letterhead

Folders

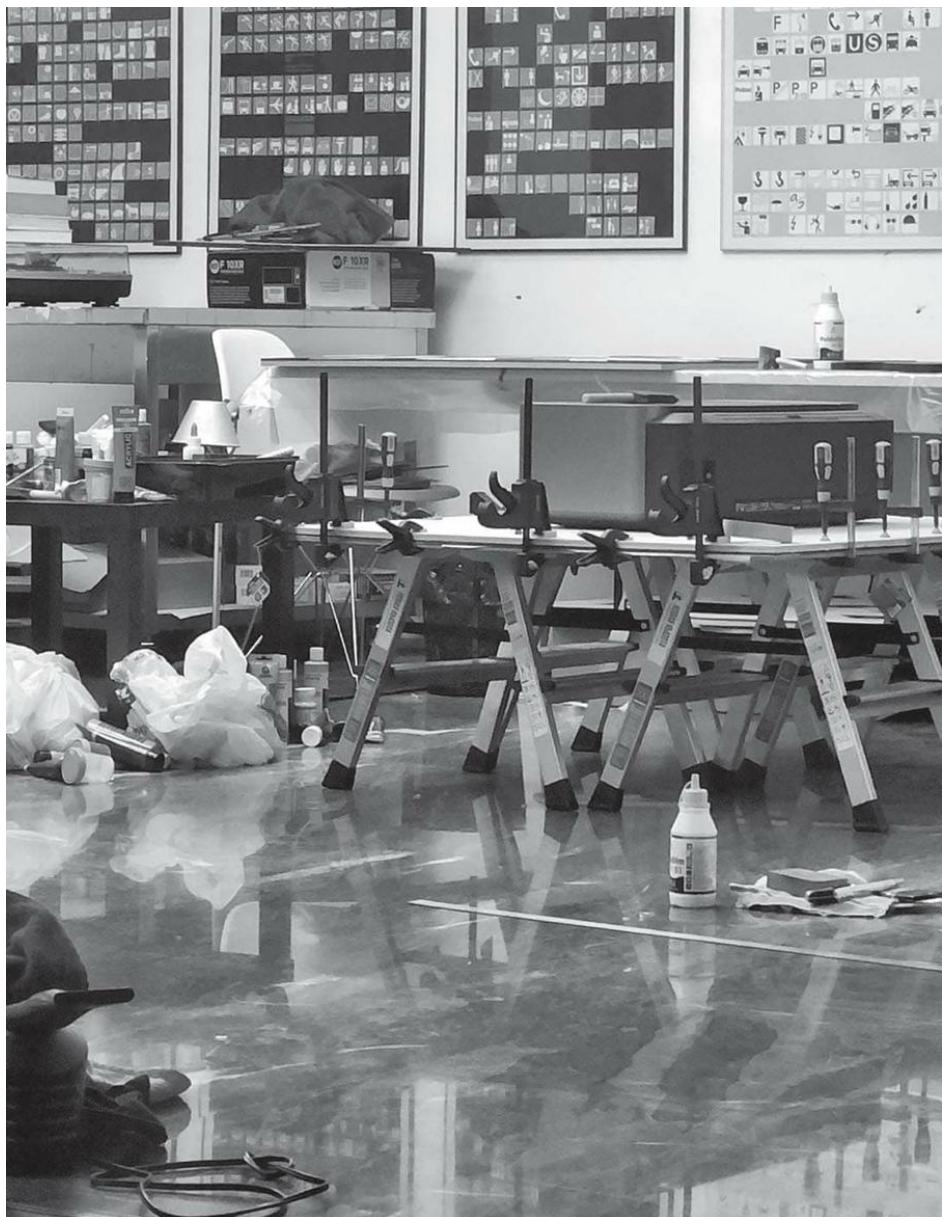


Stationery; Ticket design; Georgian Railways

Pricing



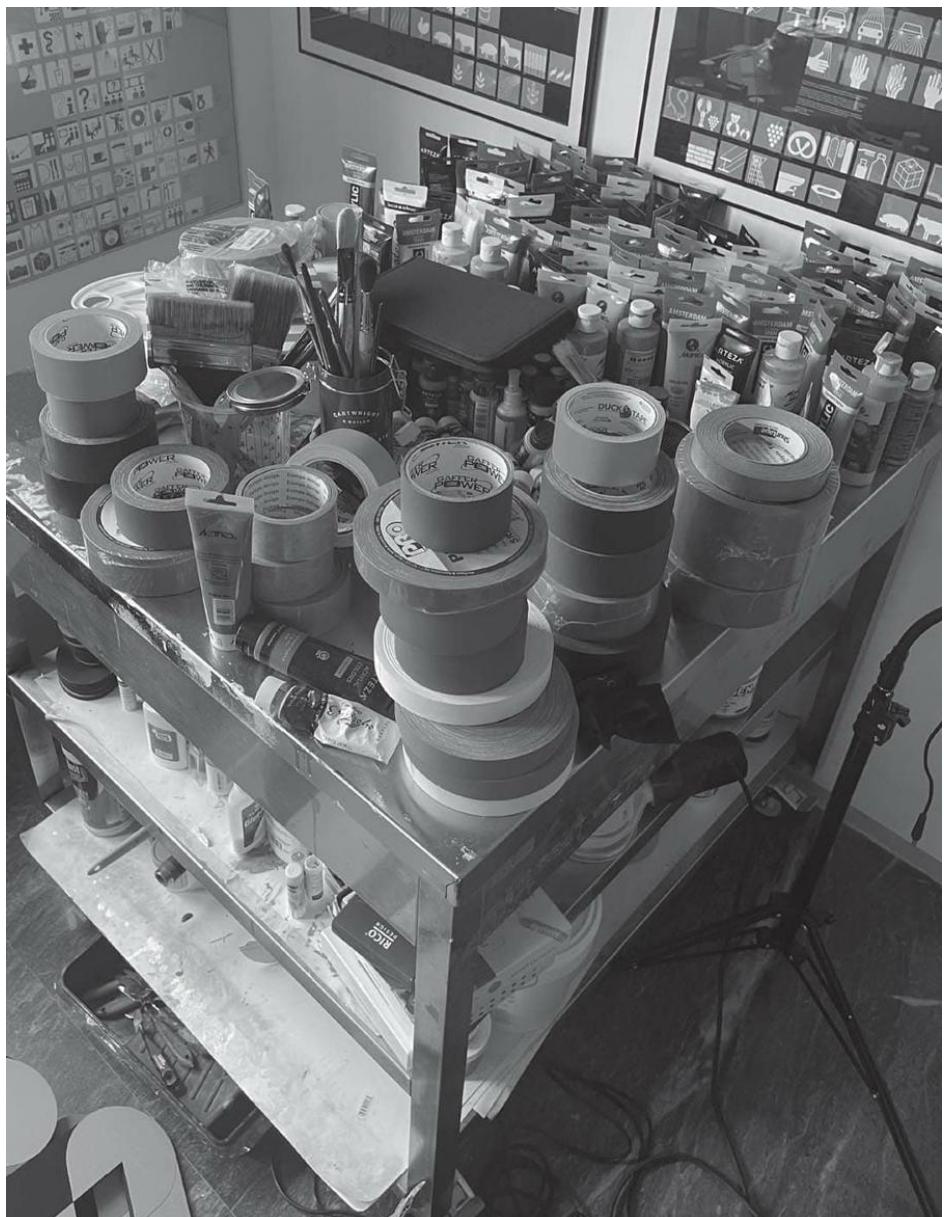
Design Studio



Studio George Bokhua



A library; Studio George Bokhua



A painting room; Studio George Bokhua

About the Author

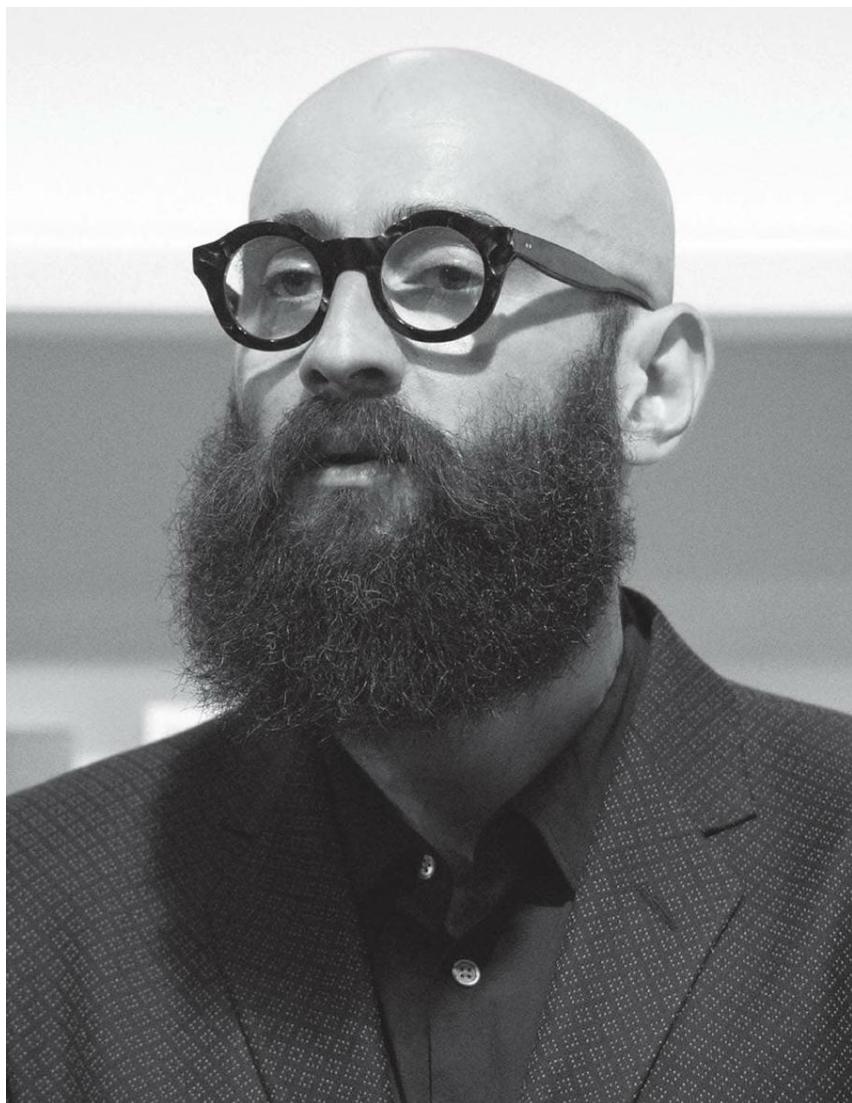


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Acknowledgments

Index

Page numbers in *italic* indicate illustrations

3-D mock-ups, 144
3-D shapes, 98, 122, 123

A

abstract marks, 34, 35, 65
accidents, 133, 134–135, 136
ACT research center, 134–135, 178–179, 194, 204, 206
Adidas, 35
Adobe Illustrator, 163
age, concepting and, 151
Aiera, 184
Airbnb, 30
alignment
 gridding and, 167, 171
 visual effects and, 101
Alphahmaetry, 166
ambiguous forms, 96, 106, 107
anchor points
 bone effect and, 81, 81
 computer design tools and, 155
 digitized sketches, 155, 164, 165
 overshoot and, 85
“Andrea del Sarto” (Robert Browning), 21
Apple, 21, 28
asymmetry, 108, 109

B

B2B brands, 36
background
 brand guidelines and, 191, 193
 color, 66, 71, 76, 77, 78, 79, 189, 193, 199, 203
 graphic devices and, 72
 presentations and, 189

sharpness and, 66, 71
size and, 76, 77, 78, 79

balance

color and, 78, 118, 165
composition and, 91, 131
consistency and, 91
graphic devices, 75, 75
lockup, 177
logo systems, 47
proportion and, 91
refinement stage and, 159
scalability and, 91
stability and, 91
typography and, 193
whole numbers and, 165

Balla, Giacomo, 105

Bank of Georgia (Georgia), 74

base rates, 210

Bellman, 46

Benson Seymour, 60

blivet fork, 100, 101

Bokhua, George, 56, 67, 212, 214–215, 216

bone effect

anchor points, 81, 81
definition of, 80
gorilla example, 82, 83
TBC Bank example, 82, 82
techniques, 81, 81
typography and, 80

brand guidelines

background colors, 78, 199, 202–203
business cards, 204, 205, 207
color, 198, 199, 201, 202–203
Dos and Don’ts section, 194, 195
exclusion zone, 195, 199
folders, 207
graphic devices, 205
grids, 201
kerning, 192, 193, 195
letterhead, 207
logo size, 78
minimum sizes, 195
necessity of, 191
primary colors, 199, 201

secondary colors, 199, 201
start-ups and, 191
stationery, 205
typography, 201
brand personality, 151, 152
Braun, 21
Brazilian Jiu-Jitsu Club, 114
Browning, Robert, 21
budgets, 210–211
business cards, 190, 204, 205, 207

C

cast shadow shading, 62, 63
Chase Bank, 14, 35, 199
chiaroscuro technique, 66, 67, 68–69
children, concepting for, 151
City of Rotterdam, 118
client relations, 143

CMYK

codes, 199
converting to Pantone, 201
gradients, 55
patterns and, 118
whole numbers and, 165

Coca-Cola, 36, 193

color

backgrounds, 66, 71, 76, 77, 78, 79, 189, 193, 199, 203
balance and, 78, 118, 165
brand guidelines, 198, 199, 201
codes for, 199
gradient, 56, 57
Pantone, converting to, 201
patterns and, 118
presentations and, 189
primary colors, 201
secondary colors, 201

communication

business cards and, 205
concepting and, 151
presentation and, 185

composition

- balance and, 91, 131
- goal, definition of, 131
- modernism and, 24
- shape interactions, 131
- subjectivity and, 131

concepting

- age and, 151
- brand personality and, 152
- brand strategy, 152
- communication and, 151
- cultural considerations, 151
- demographics and, 151–152
- design brief for, 149, 151–152
- gender and, 151
- inspiration for, 152
- mood boards, 153
- process of, 148, 149, 151
- start-ups, 152
- target audience and, 151–152
- typography and, 152
- visual clues, 152

connection, 14, 35

consistency

- 3-D mock-ups and, 144
- balance and, 91
- gridding and, 167
- logo systems and, 47
- mirroring and, 128
- presentations and, 189

constructive criticism, 143

copying

- backups, 128
- comparisons from, 128
- imitation vs., 141–142
- repetitions from, 108

core shadow, 62, 63

crane logos, 70, 170

creative freedom

- accidents and, 133
- design briefs and, 151
- experimentation and, 133
- modernism and, 23
- typography and, 201

criticism, 143, 189

culture

- concepting and, 151
- minimalism and, 22
- motion illusion and, 105

D

dark space. *See also* negative space marks; shadow.

- ambiguous forms, 107
- arrow strokes and, 58, 59
- chiaroscuro technique, 66, 67, 68–69
- hemisphere and, 62, 63
- silhouettes and, 44
- simplicity and, 60
- size and, 76, 77, 78, 79
- visibility and, 71, 72

demographics, concepting and, 151–152

design brief

- brand strategy and, 152
- concepting and, 149, 151–152
- creative freedom and, 151
- specific direction in, 151

design studios, 189, 212, 213, 214–215, 216

dialectical approach, 124, 125, 126–127, 128, 129

digital sketches

- anchor points, 155, 164, 165
- brand guidelines and, 191, 195
- ellipse tool, 165
- final checklist, 165
- gradients and, 55
- gridding, 165, 166, 167
- importing, 154, 155, 160, 161, 162, 163
- shape tools, 165
- strokes and, 58
- tracing, 124
- whole-number angles, 165

dimension, 60, 65, 93, 122, 123

Disney, 36

Dynamism of a Dog on a Leash (Giacomo Balla), 105

E

Ellensara, 140
ellipse tool, 165
Enso sign, 20
Escher, M.C., 98, 99
Europebet, 192, 198
exclusion zone, 195, 199
experiments, 132, 133, 136, 137, 138–139, 145, 195

F

Facebook, 30
familiarity, 106, 142, 159, 167
Fandom, 122
FedEx, 36
feedback, 143, 189
FEVR, 190
Fibonacci Sequence, 16–17, 17, 18, 19
Flip Casa, 59, 92
folders, brand guidelines and, 205, 207
Formula 1 logo, 105
futurism, 24, 105

G

Galilei, Galileo, 76
gender, concepting and, 151
geometric shapes. *See* shapes.
Georgia Made by Characters, 196–197, 200
Georgian Pediatric Association, 150
Georgian Post, 50
Georgian Railways, 180–181, 202–203, 208–209
Gestalt theory, 44
glyphs. *See* letterforms.
golden ratio, 16–17, 17, 18, 19
Google, 36
gradations
complexity of, 57

- with strokes, 58, 59
- gradient, 54, 55, 56, 57
- graphic devices
 - brand guidelines, 205
 - shapes of, 72, 75
 - visibility and, 71, 72, 74, 75, 75
- gridding
 - alignment and, 167, 171
 - complex forms, 170, 171, 172–173, 174–175
 - definition of, 167
 - geometric shapes and, 171
 - shape tool, 165
 - suitability for, 171
 - whole-number angles, 165
- grids
 - brand guidelines, 201
 - creativity and, 136
 - patterns and, 118

guidelines. *See* brand guidelines.

H

- hemisphere, 62, 63
- Hewlett-Packard, 40
- highlight shading, 62, 63, 66
- history
 - cave paintings, 15
 - chiaroscuro, 66
 - engraving, 58
 - futurism, 105
 - monograms, 40
 - motion illusion, 105
 - retaining, 14
 - simplicity, 22
- Howard, Andrew, 130

I

- identity
 - logo systems and, 47
 - patterns and, 51, 207
- illusions of motion, 96, 104, 104, 105, 131

imitation vs. copying, 141–142

impossible figures

blivet fork, 100, 101

definition of, 96, 98

F letterform, 100, 101

irrational cube, 98, 99

Penrose triangle, 98, 99

InDesign software, 201

In Space Manufacturing (NASA), 56, 73

inspiration

creative process and, 136

early logos as, 141, 142

noting, 10

photographs, 10, 17

real-life objects as, 136, 144, 145

studio and, 217

International Association of Accessibility Professionals, 42–43

irrational cube, 98, 99

J

Jobs, Steve, 21

Juventus, 30

K

Keikattiimi, 90

kerning, 177, 192, 193, 195

L

letterforms, 30, 31, 32–33, 54, 64, 90, 100, 101, 122, 140, 174–175

letterheads, 177, 205, 207

light

ambiguous forms, 107

arrow strokes and, 58, 59

chiaroscuro technique, 66, 67, 68–69

hemisphere and, 62, 63

implication of, 65

letterform and, 64, 65

silhouettes and, 44, 65

simplicity and, 60, 61

size and, 76, 77, 78, 79
visibility and, 71, 72
line logos, 110, 111, 112–113
lockup, finalizing, 177
logo systems, 46, 47
logotypes, 36, 37, 38–39, 78
Louis Vuitton, 40

M

McDonald's, 30
MegaBridge, 186–187, 188
Microsoft, 35
mid-tone shading, 62, 63, 65
Mies van der Rohe, 22
minimalism, 20, 21–23, 36
Min.io, 176
mirroring
 asymmetry with, 108
 perspective and, 128
Mitsubishi, 35
modernism, 24, 25
monograms, 40, 41, 42–43, 152
mood boards, 153
motion illusion, 96, 104, 104, 105, 131

N

NASA, 38–39, 56, 73, 207
Nebo, 102–103
negative space marks. *See also* dark space; shadow.
 ambiguous forms and, 107
 bone effect and, 82
 Gestalt theory and, 44
 graphic devices and, 75, 75
 modernism and, 24
 silhouettes and, 44
Nike, 35, 105

O

occlusion shadow shading, 62, 63
overshoot, 84, 85, 86–87, 88–89

P

palate cleansers, 128
Pantone colors
 numbers, 199
 converting to, 201
passion projects, 211
patterns
 brand identity and, 207
 business cards and, 207
 CMYK and, 118
 color distribution, 118
 as design element, 118, 119, 120–121
 grids, 118
 as identity elements, 50, 51
 motion illusion and, 105
 tessellation, 118
pencils, 10, 155, 217
Penrose, Roger, 98
Penrose triangle, 98, 99
PepsiCo data analytics, 104
personality, of brand, 151, 152
perspective
 impossible figures and, 101
 mirror images and, 128
 modernism and, 24
photographs, 10, 17
pictograms, 48, 49
pictorial marks, 28, 29, 30
presentation
 backgrounds, 189
 coloring and, 189
 communication and, 185
 concept variety, 210
 consistency in, 189
 file formats, 189
 grayscale, 185, 189

identity elements, 184, 186–187, 188
mock-ups, 188, 189
pricing, 210–211
slide information, 189
pricing, 210–211
proportion
 balance and, 91
 gridding, 167
 mirroring and, 128

R

Rams, Dieter, 21
real-life objects, 144, 145
reflected light shading, 62, 63
reliability, 35
Reutersvärd, Oscar, 98
RGB
 codes, 199
 gradients, 55
The Rolling Stones, 137
Rotterdam, City of, 118
rounded shapes, 114, 115, 116–117, 171

S

scalability
 balance and, 91
 grids, 118
Sensibill, 79
shadow. *See also* dark space; negative space marks.
 cast shadow, 62, 63
 chiaroscuro technique, 66, 67, 68–69
 core shadow, 62, 63
 hemisphere, 62, 63
 highlight, 62, 63
 letterform, 64
 light implication with, 65
 mid-tone, 62, 63, 65
 occlusion shadow, 62, 63
 overuse of, 62
 reflected light, 62, 63

silhouette and, 44, 65
simplicity and, 60, 61

shapes

3-D shapes, 98, 122, 123
bone effect, 80–81, 80, 81
cave paintings and, 15
composition and, 131
early designs and, 142
of graphic devices, 72, 75
grid patterns, 118, 171
hexagons, 118
inspiration from, 142
overshoot, 84
patterns, 119
rounded shapes, 114, 115, 116–117, 171
sharp shapes, 114, 115, 116–117
tessellation, 118

sharp shapes, 114, 115, 116–117

Shell, 28

silhouettes

negative space, 44
outlining, 72
positive space, 44
rounded shapes, 115
shading and, 62, 65
sharp elements, 115
solid logos, 111
symmetry, 108
visibility, 111

simplicity

chiaroscuro technique, 66
culture and, 22
details and, 60
Enso sign, 20
functionality and, 21
light and, 60, 61
mass production and, 23
popularity of, 22
shading and, 60, 61

size

background and, 76, 77, 78, 79
balance and, 91
brand guidelines and, 195
clarity and, 195

sketches

anchor points, 164, 165
changes to digital sketches, 163
computer compared to, 155
digitizing, 154, 155, 161, 163, 164, 165
exploration in, 156
final checklist, 165
fine-tuning stage, 155, 160, 161
gridding, 165
importance of, 155
initial stage, 155, 156, 157
refinement stage, 155, 158
sketchbooks, 10, 217
tracing paper, 160
Skillshare, 64, 116–117
solid logos, 110, 111
stability, balance and, 91
Starbucks, 28
start-up companies
brand guidelines and, 191
concepting and, 152
pricing and, 210, 211
stationery, 205, 207
strokes
consistency and, 91
experiments with, 138–139
gradations, 58, 59
initial stage and, 156
line logos, 111
size and, 78
visibility and, 72
Studio George Bokhua, 56, 212, 214–215, 216
Supahero, 129
symmetry, 81, 108, 109

T

Target, 28
target audience, 151–152
TBC Bank, 82, 82
Tesla, 30
tessellation, 118, 120–121
tools

arrow strokes, 58
gradient tool, 55
grids, 171, 201
pen tool, 124, 155, 163
pencils, 10, 155, 217
shape tools, 165
sketchbooks, 10, 217
studio, 217

tracing paper, 160, 217

Twitter, 28

type lockup

finalizing, 177
proportion, 91

typography

balance and, 193
bone effect, 80
brand guidelines, 201
concepting and, 152
creative freedom and, 201
finalizing, 177
impossible figures as, 100, 101
kerning, 177, 192, 193, 195
lockup stage, 177
monograms, 40
overshoot, 85, 86–87
pictorial marks and, 26
wordmarks and, 34

U

UI iconography, solid icons and, 111

V

VersaBank, 75, 75

visibility

backgrounds and, 71, 199
crane mark, 70
graphic devices and, 71, 72, 75, 75
silhouette outline and, 72
size and, 195

visual paradox

ambiguous forms, 96, 106, 107
bone effect, 80, 81

definition of, 93
impossible figures, 96, 98, 99, 100, 101
motion illusion, 96, 104, 105
techniques for, 93
types of, 96
Volkswagen, 40

W

Warner Bros., 40

white space

ambiguous forms, 107
arrow strokes and, 58, 59
chiaroscuro technique, 66, 67, 68–69
hemisphere and, 62, 63
implication of, 65
letterform and, 64, 65
silhouettes and, 44, 65
simplicity and, 60, 61
size and, 76, 77, 78, 79
visibility and, 71, 72

wordmarks, 36, 37, 38–39, 78



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