



## **Who:**

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## **When:**

Tuesdays at 18:30

## **Blog:**

[logo.howdoyouspellkjartansson.com](http://logo.howdoyouspellkjartansson.com)

## **What:**

**Experiments with grids, geometry, limited color palettes and fonts.**  
**Pattern design. Op art.**  
**Semantic typography.**  
**Design personal mark.**  
**Create a corporate logo.**

## **How:**

**Forget “good.”**  
**Explore style within the context of concepts, form follows function.**  
**Review assignments, critique and discuss.**  
**Field trips.**  
**Study modern masters and seek inspirations.**  
**Watch movies.**  
**Blog.**



**How:**

*Mar.*

**Create a corporate logo.**

**Design personal mark.**

**Semantic typography.**

*Jan.* **Pattern design. Opt-art.**

**Exercises in restraint.**

**Here's what a logo  
is and does:**

**A logo is a *flag*, a  
signature, an  
escutcheon.**

**A logo doesn't sell  
(directly), it  
*identifies*.**

**A logo is rarely a  
*description* of a  
business.**

**The effectiveness of  
a good logo  
depends on:**

- a. distinctiveness**
- b. visibility**
- c. useability**
- d. memorability**
- e. universality**
- f. durability**
- g. timelessness**



**A trademark, which is subject to an infinite number of uses, abuses, and variations... cannot survive unless it is designed with utmost simplicity and restraint...**

***Paul Rand***