

CONTENTS

004 PREFACE I

Making Responsive Logos by David Recchia, The Team

006 PREFACE II

On Dynamic Brands by Steven Arnold, Iconika

009 LOGO RESPONSIVE TO SPACE

How logos apply to physical and digital applications

141 LOGO RESPONSIVE TO TIME

How logos become flatter and simpler

233 INDEX

240 ACKNOWLEDGEMENTS

LOGO RESPONSIVE TO SPACE

How logos apply to physical and digital applications

Nowadays, logo, as the key element of a brand, should adapt to different print materials, multiple devices, and screen resolutions. To meet this need, responsive design emerges and become one of the up-to-date trends for brand visual identity design. Graphics applied in traditional physical space, like prints, posters, stationery, internal/external space, fabrics, has long been and would still be important for brand identity. While at the same time, today's digital world asks for designs that can be used on screens in various sizes and shapes—especially logos that are not merely for scaling up or down. It is no longer the size that counts but also the form—how a logo generates various forms to fit different types of media in an elegant and efficient fashion.

This chapter will present you some select works to show how designers make possible a responsive logo system by using a brand name's initials, dropping the wordmark, ditching the logotype, creating a simplified or an alternate version of the logo, using vertical stacking, sticking with text only, or changing the logo's shape, etc. From famed brands like Converse, John & Jane, Meetup, to individual brand commissions, these cases document the trend of responsive design and give a general view to the readers on some practical design methods about how to make a logo responsive to different application spaces, both physical and digital.

LOGO RESPONSIVE TO TIME

How logos become flatter and simpler

Why is it important for a brand to renew its logo from time to time? Because a new logo with a good design is admirable for the brand's values, growth, marketing, promotion, and client's needs, which can help the brand keep abreast with the present world and magnetise new customers. From Google, Airbnb, Instagram, to more commercial brands like MasterCard, most brands start to embrace a logo that is flatter and simpler. Compared with skeuomorphism, the idea of flat design focuses more on usability and less on familiarity based on the philosophy that our minds do not need complex visual cues to understand what we are looking at. Flat design caters to the digital era where we need to be capable of recognising shapes of things and giving them meaning with minimal cues. The removal of the three-dimensional realism is the core of logo flat design.

In this chapter, various rebranding projects with a feel of flat design are handpicked, ranging from 11 Street, NP6, Rightmove, Sunmai Craft Beer, and Mustache Warsaw, etc. This chapter will give you an idea of how logos respond to time and what we can do with flat design.

INDEX

Agata Jeziurska

www.behance.net/agataJ

Agata Jeziurska is a freelance graphic designer and photographer mainly inspired by pop culture, fascinated by colour, pattern, and composition.

P.030-033

Amélie Touchet

www.behance.net/atouchet

Amélie Touchet is a graphic designer based in Quebec. She is currently studying at École Supérieure d'Art et de Design, France. And she has studied photography for four years at Prullé le Chétif, Le Mans.

P.214-217

André Covas, Inês Covas

www.andrecovas.com (André Covas)

www.inescovas.com (Inês Covas)

Both André Covas and Inês Covas come from Portugal. André is a multidisciplinary graphic designer specialised in user interface design, corporate image, editorial, and poster design. He is also a musician, working in both solo and collaborative projects. Inês is a graphic designer who is currently living and working in Barcelona.

P.124-125

b.a.-ba

www.b-a-ba.works

B.a.-ba is a graphic design studio managed by Aloïs Ancenay proposing a transverse approach to the graphic design, by answering at the same time to cultural, institutional, and industrial orders, as well as personal productions.

P.016-017

Belen Ramos

belu.design

Belen Ramos is a designer from Argentina living and working in Australia. She has a passion for crafted typography and refined colour palettes. Her approach to design is vibrant and bold with conceptual thinking and attention to detail at the core of everything she does. While her career began in advertising agencies and design studios, today she works as a freelance designer providing a specialised service primarily in the fields of branding, editorial design, and packaging.

P.010-011

Bienal Comunicación

www.bienal.mx

Bienal Comunicación is a studio that builds brands in all aspects—conceptual, graphic, audio-visual, commercial, and content. In 2006 they started in Merida, Yucatan, Mexico with a solid commitment. Their experience has led them to collaborate with national and international clients. They have meaningful, functional, and aesthetically unique brands.

P.022-025

Blok Design

www.blokdesign.com

Blok is a design studio specialising in brand identity, packaging, exhibit design, installations, and editorial design. Because they believe in the power of ideas, they also develop their own projects, including designing and publishing books and producing products.

P.050-053

Boy Creative Studio

www.theboy.lt

Boy Creative Studio is a freshly started studio in Vilnius, Lithuania. They have a core purpose of doing the best creative work. Leaving those overused industry words out, they are following their own gut to spread creativity, beauty, and fun.

P.138-140

Brand Brothers

www.brandbrothers.fr

Brand Brothers is a brand design studio created in 2010 by Johan and Jean-Rémi, based in Paris and Toulouse. They produce simple and intelligent visual identities for ambitious brands and companies. They develop long-term ideas and transform one's vision through design to increase the attractiveness of business.

P.056-057, P.070-073, P.156-159, P.210-213

Bunker3022

www.bunker3022.com

Bunker3022 is a branding and design studio based in Buenos Aires specialising in creating the lifestyle and retail identities. They design and develop brands nationally and internationally always at the forefront thus creating for each client a unique style. Bunker3022 is about good design made by good people.

P.076-079

Caava Design

caavadesign.com

Caava Design has a passion for helping clients communicate their unique vision through art and form. Caava Design believes that a combination of asking the right questions, strategic thinking, and simple, functional design enables brands to effectively tell their visual stories.

P.186-189

Classmate Studio

www.classmatestudio.com

Classmate Studio is a design team based in Hungary and Finland. Their main fields are in brand identities and editorial design, influenced by modern graphic design principles.

P.106-109

Clémence Gouy

www.behance.net/clemencegouy

Clémence Gouy is a fifth-year student, graphic designer and illustrator in Visual Communication at ECV Nantes, France.

P.128-129

Craig Robert Hussey

www.behance.net/craigvcfaf47

Craig Robert Hussey was born in London and now is living in La Safor, Spain. Craig studies graphic design in Valencia and takes the photos in small towns. He also loves reading books about art and architecture.

P.088-091

Emblema Design Studio

www.emblemadesignstudio.com

Founded by Bárbara Junco and Maria Andrea Infante in 2015, Emblema Design Studio is an independent branding and design studio based in San Pedro Garza García, Mexico, influenced by international design culture. They love designing thoughtful and effective brand identities that aim to strike a balance between classic and contemporary aesthetics.

P.080-083

estúdio arco

estudioarco.com.br

Estúdio arco is a multidisciplinary design studio based in São Paulo, Brazil. Their goal is to have projects consistent in their history, functionality, and visual attributes, generating wealth and integrity by their content. Through their projects, they intend to always communicate in a genuine relevant way and to send a message.

P.116-119

Estudio Pum

www.estudiopum.com

Estudio Pum is a graphic design studio based in São Paulo, Brazil. They regard design as an experience and a learning process that can be beautifully made and also fill the everyday needs that a professional work requires. Besides, they like what they do.

P.126-127

Estúdio Ricardo Daniel

ricardodaniel.net

Estúdio Ricardo Daniel is a graphic design studio based in Porto, Portugal. They specialise in branding, from initial concept and naming to rebranding.

P.152-153

Fauve Desmet, Davy Spitaels, Fiebe De Muynck, Virginie Rosseel

www.behance.net/fauvedesme1e86 (Fauve Desmet)
www.behance.net/spitaelsdve432 (Davy Spitaels)
www.behance.net/fiebedemuynck (Fiebe De Muynck)
virginierosseel.be (Virginie Rosseel)

Fauve Desmet, Davy Spitaels, Fiebe De Muynck, and Virginie Rosseel are graduate students from Luca School of Arts Ghent, Belgium.

P.058-061

Firebelly Design

firebellydesign.com

Firebelly Design believes that design can and should inspire critical thought and positive action. Since 1999, they have partnered with various organizations, across many industries, building identity systems, campaigns, and communication tools.

P.020-021, P.062-065

fuseproject

fuseproject.com

Fuseproject is an award-winning and internationally recognised industrial design and branding firm. Founded in 1999 by Yves Béhar, the company works across a wide array of industries including beauty and fashion, furniture, and technology and is based in San Francisco and New York City.

P.180-183, P.194-195

G Design

www.behance.net/ivangregor

G Design is a design agency founded by Gregor Ivanušič, a Slovenian designer.

P.146-147

Glasfurd & Walker

www.glasfurdandwalker.com

Glasfurd & Walker is an internationally recognised design studio with a portfolio that includes branding and identity, packaging, website, print for publications, marketing collateral, exhibition, and signage design.

P.084-087

Heavy

heavy.mx

Heavy is a design studio based in Guadalajara, Mexico that focuses on branding and corporate identity. They eat cereal, even when there is no milk. They take cold showers. They step on legos without crying. They eat apples with the peel. They drink tequila with no lime. They are Heavy.

P.044-045

Hyperquake

www.hyperquake.com

Hyperquake is a purveyor of brand integrity. They have always taken pride in their craft, and whether they are working with a startup or a Fortune 50, they strive to reveal the purpose for being in every brand they touch, to evolve and grow stronger businesses on a human level—helping visionary leaders in the midst of a shift.

P.066-069

Iconika

www.iconika.com.au

Iconika has been designed to help business leaders be the architect with the business they want—rather than manage the business they have got. Iconika is the vision of Steven Arnold. With an unbiased world view, Steven brings the strategic insights and design thinking to create increasingly valuable brand and business opportunities, and the communication expertise to connect them.

P.120-123

Jones Knowles Ritchie

www.jkrglobal.com

Jones Knowles Ritchie was founded in the UK in 1990. Today, they are an independent creative agency with offices in London, New York, Singapore, and Shanghai. They grow businesses by creating unmistakable brand stories. They are home to ideas of all kinds. And they let the work speak for itself.

P.174-177

José Augusto Designer, Martini Escritório de Ideias

www.facebook.com/joseaugustodesigner

(José Augusto Designer)

www.facebook.com/martiniideias

(Martini Escritório de Ideias)

Both José Augusto Designer and Martini Escritório de Ideias are two design studios in Irati, Brazil.

P.134-135

Luminous Design Group

luminous.gr

Luminous Design Group is a storytelling studio based in Athens. Their design services include branding, identity, digital design, packaging design, and creative direction. They focus on branding and design with purpose.

P.038-041

MADE Design Studio

made-studio.ru

MADE Design Studio is a team of young professionals in the fields of corporate branding and website development based in Russia. For each task, they use a customised approach and maintain full control over the entire process, from sketches to development.

P.046-049

Mamastudio

www.mamastudio.pl

Mamastudio creates modern visual brand communications that move seamlessly between all physical and virtual types of media. Fifteen years of experience has taught them how to bring forth the best results for initiatives. They approach each project as a story to be told through the universal language of colour, form, and symbols.

P.026-029, P.160-161

Marin Gorea Jr.

www.behance.net/marinjr

Marin Gorea Jr. is a professional graphic designer from Moldova. He specialises in creating logos in the brand identity design. Since 2013 he has worked in studios and offices as a freelancer with clients from all over the world. He has worked in several fields of visual design but is always more passionate about logos.

P.196-197

Marta Przewozowska

www.behance.net/martaprzewozowska

Marta Przewozowska is a graphic designer from Wrocław, Poland.

P.074-075

Maude Turgeon

www.behance.net/m-turgeon

Maude Turgeon is a Canadian graphic designer who is currently working in TUX Creative Co. in Montreal.

P.172-173

Mireldy Design studio

www.behance.net/Mireldy

Mireldy is a multi-disciplinary design studio based in Zagreb. The studio was founded by art directors and designers Imelda Ramović and Mirel Hadžijusufović who have been working together for over ten years. Mireldy offers a diverse range of work including creative concepts, art direction, identity design, packaging design, publications, new media, leadership, and project development.

P.178-179

Molto Bureau

www.behance.net/molto bureau

Molto Bureau is a brand design agency. They create and redesign brands. They use strategy and design to connect brands and people with the things they love.

P.104-105

Monajans

www.monajans.com

Monajans is a branding + digital agency established in Istanbul that creates, raises and expands brands, and stands out in the world cities like New York, London, and Paris. Their motives are understanding and ideas. They apply a strategic and creative mindset for branding, digital solutions, and marketing communications. All their works are strategically prepared creative solutions.

P.114-115

Mubien Studio

www.mubien.com

Mubien is a studio and workshop specialising in branding and identity design working with international clients, helping new businesses and brands get started or refreshing and revolutionising existing ones for growth. Mubien's workshop includes machinery with over a century old where they elaborate all kind of craft production in a customised way for their clients.

P.092-095

Muttnik

muttnik.it

Muttnik is a Florence-based collective by Silvia Agozzino, Alberto Bolzonetti, and Nicola Giorgio. Muttnik works on

visual communication, editorial publication, and illustration projects, with an eye towards cultural contexts as well as exhibitions and companies.

P.202-205

nuo studio

www.nuostudio.pl

Nuo studio is a creative and multidisciplinary design studio based in Wrocław, Poland. They focus on branding identity, web design, and integrated campaigns. They create new brands, transform and develop the existing ones.

P.100-103

Onion Design Associates

www.oniondesign.com.tw

Onion Design Associates is a multi-disciplinary graphic design studio which work covers brand identity and development, art direction, advertising, motion graphics, and print materials. They believe that design should stem from good ideas no matter how big or small they are. They look to create work that excites, inspires, and most importantly meets the need of clients.

P.220-223

ONLY

ony.ru

ONLY founded in 2000 is a design company with a passion for launching, renovating, promoting brands, and innovative products. They develop and improve branding, design, and communication systems, making the product as useful and in-demand as possible, and the brand image attractive and lively.

P.168-171

Ozan Akkoyun

www.paleworks.com

Ozan Akkoyun is a communication designer who focuses on art direction and graphic design and currently located in Germany. His practice gives a range of creative services – from digital, spatial, editorial, and identity design to branding and typography. He creates projects in the field of culture as well as commercial from his studio Paleworks.

P.034-037, P.042-043

Pablo Chico Zamanillo

pchico.es

Pablo Chico Zamanillo is a freelance brand and UX/UI designer based in Madrid. He is interested in creativity and new possibilities to brand projects.

P.218-219

Plus X

www.plus-ex.com

Plus X has a connotation of the message—"We Add Experience for Your Brand." Brand experience design means providing consumers with valuable brand experience through consolidated online and offline designs based on the consistent brand strategy. They believe that key brand messages or service functions can be effectively delivered when various media channels meet strategic marketing.

P.142-145

Red Collar

redcollar.digital

Red Collar is the Agency of the Year announced by international web design and development award platform CSS Design Awards. They create impressive digital designs that help brands to reach both minds and hearts of people.

P.148-151

Redkroft

www.redkroft.com

Redkroft is an independent branding studio designing successful brands since 2004. Through years of creating an independent design and by working with companies from startups to global corporations, they have gained the experience and knowledge, which combined with their constant search for perfection that allows them to deliver a world-class design which is suitable for business goals.

P.224-227

relajaelcoco

www.relajaelcoco.com

Relajaelcoco is a relaxed graphic design studio based in Madrid, and their purpose is to spread graphic design all over and improve talent and knowledge.

P.198-201

Reynolds and Reyner

reynoldsandreyner.com

Reynolds and Reyner's approach to branding is rooted in the power of design. They believe that great design creates a higher quality brand experience, building meaningful connections between a business and its customers. They deliver innovative design solutions that not only help brands stand out but tell their clients' stories in visually compelling ways.

P.190-193

Rooster Punk

roosterpunk.com

Rooster Punk is an agency for marketing visionaries and business leaders who care deeply about creating brands. Rooster Punk was founded on the simple notion that the most significant brands of the 21st century will be those that have an agenda beyond simply making a profit.

P.184-185

SAGMEISTER & WALSH

sagmeisterwalsh.com

SAGMEISTER & WALSH is a creative agency based in New York City. They are a full-service studio providing strategy, design, and production across all platforms. They specialise in brand identities, campaigns, social strategy, content creation, commercials, websites, apps, books, environments, and more.

P.012-015, P.130-133

Sawdust

www.madebysawdust.co.uk

Sawdust is the creative partnership of Jonathan Quainton and Rob Gonzalez. They specialise in bespoke and innovative typography, brand display typefaces, visual identities and image-creation for clients. At the heart of what they do is a desire to create work that is both explorative and beautifully crafted.

P.054-055

skinn branding agency

www.skinn.be

Skinn branding agency is a team of twenty-three experts from a range of backgrounds and with one thing in common – a strong ability to empathise. They look through the eyes of their clients – and their clients – to analyse a brand, define USPs, and set out brand claims, which are then rolled out across various channels and using different technologies.

P.018-019

Studio Najbrt

www.najbrt.cz

Studio Najbrt is a leading Czech graphic design studio. They were founded in 1994 and create identities, publications posters, websites, and apps for domestic as well as international clients. Studio Najbrt has longtime collaborations with the Karlovy Vary International Film Festival, the photographer Josef Koudelka, the Ambiente Group, the city of Prague, and many others.

P.228-232

The Team

theteam.co.uk

The Team is a creative branding agency. They have been in the business of branding for thirty-five years. Focusing on creativity, ideas, and design, they create brands and campaigns that make change for the better.

P.154-155

Tianqing Li

www.behance.net/tqlgxdesigf4b0

Tianqing Li is a graphic design student currently attending Art Center College of Design. She always plays hard and works harder.

P.136-137

Ting-An Ho

tinganho.info

Ting-An Ho, born in 1991, is a graphic designer and art director based in Taiwan, China. In 2011 he started putting himself forward and volunteered to redesign the identity of his college, and began as an art director. As an award-winning designer, he was recommended to become one of the most influential young designers in Asia, receiving numerous recognitions including iF Design Awards.

P.206-209

Tyodi Hyojin Lee

www.tyo-stitch.com

Tyodi Hyojin Lee is a brand experience designer in Seoul, South Korea. He attempts to deliver the differentiated brand experience by boundlessly agonising at the various intersections of brand and customers. He makes diverse graphic-and-illustration-based attempts, including branding, based on the antique things, new things, experience, and value.

P.096-099

united by

unitedby.pt

Established in 2010, as an interdisciplinary design team, united by has grown to be a great partnership with diverse mindsets and skills. Their work methodology favours solid based research, visual thinking, and design strategy as a starting point in order to guide their concepts through the best path to match their clients' expectations.

P.110-113

UVMW

www.uv-warsaw.com

UVMW is a team of designers, specialised in creating unusual branding and visual communication projects. Developing lots of creative solutions for cultural and business issues, they realise many untypical branding tasks, from small forms till big identification's systems and multichannel advertising campaigns.

P.162-163, P.164-167

RESPONSIVE LOGOS

DESIGNING FOR THE DIGITAL WORLD

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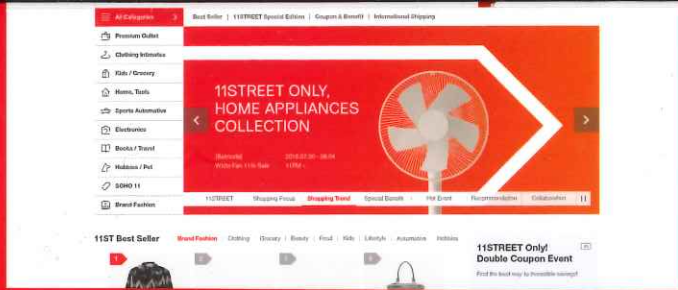
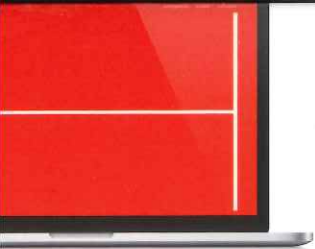
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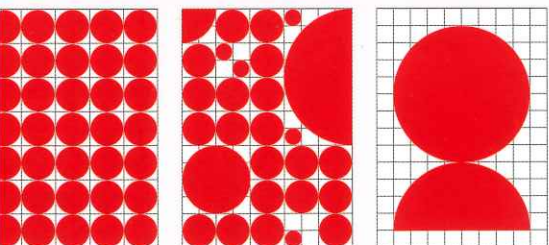
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In the field of branding logos have to be optimized for smart phones, tablets, TVs, desktops and meet users' needs at the same time, with design variants for all types of physical and digital supports, in a trend known as responsive logos. This book features with detailed analysis examples to help designers make logos that are both useful and stylish in this digital era, through examples of brands with design variants for all types of physical and digital supports in addition to the responsive adaptation of the brand in diverse display formats.

Wang Shaoqiang is Professor at the Guangzhou Academy of Fine Arts (China) and Doctoral Supervisor at the College of Arts and Humanities of the Macau University of Science and Technology. He is a prolific editor whose titles focus on design, art and life. He is also Editor of *Design 360°* magazine and *Asia-Pacific Design* yearbook. He has been invited to lecture at numerous universities, design academies and organizations, and he has been a jury member for China's most prestigious design and illustration awards.



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