

## Exploration Guide / Checklist:

### Mascots

Explorations of a mascot for your brand. What things represent your brand (people, places, animals, objects, etc?) Think of historical, folklore and cultural references? How can you personify them? What should that personality be? Do we need to see all of the mascot or just a small piece? (Think back to your animal project.)

### Shapes

Explorations of shape based symbols. How can you use geometric shapes to form a logo for your brand? Think abstractly. What symbols represent what your brand does, how does it make people feel, or hints at the goal of your business (ease of use / simplify your life / etc.) How can you break down your business into geometric shapes?

### Monogram

Explorations of a monogram for your business / brand. How can you use a letter to convey what your business does or how the brand feels? Do you need to use one letter, multiple letters etc? How can you customize them? Can you use closure to form letter or symbols? What typefaces make sense? Bold and Loud vs. Quiet and Soft?

### Books/Magazine/Newspapers

Use archive.org to find a document / book about your topic/business and build a logo around what you find. For example if your business is a plumber can you be inspired by diagrams of pipes? Blueprints? Home improvement manuals? Etc? What do the documents or books look like visually? What symbols do you see? How can you create a symbol that looks like it would fit within the pages?

### Fine Art

Find a piece of art and build a logo / symbol inspired by it. Think about how artists use colors, different materials, brush strokes, etc to create a feeling or mood. How can you do the same thing?

### Photographic

Use Flickr Commons / NYPL Image Library to find an image to build a logo or symbol based on? What images might represent your business or brand? Is it from a specific time period, place, or event? What types of other photos might represent what your brand is about? Look for type and symbols within the photos but also just be inspired by what you see.

### Architecture

Find a piece of architecture or place to be inspired by and design a mark or symbol based on that. Is it a famous building from the city, sports stadium, style of architecture that represents your brand (Brutalism, Mid-Century Modern, Etc)

### By Hand

Explorations outside of the computer. What happens when you create a mark or letter forms using analog media? Tape, paint, cut paper, etc. What happens when you print out previous iterations and change them? Add or subtract in some way.

### Deconstruct

What does your brand sell? Remember this can be an idea as much as product. Deconstruct an object or idea and use that to create a new symbol? How can you break an object apart? What pieces are important (For example the viewfinder of a camera shows you what the photo will eventually look like)? What are the parts of your brand / pieces of your product / how is it built?

### Music

Does a genre of music or specific artist represent your brand? Listen to a song and consider how you can create forms that mimic those feelings. How can your brand look like it comes from the same place as this music?

### **Rules and Regulations**

Define a set of rules/constraints and create within those. What happens if you can only draw in straight lines? Or if shapes must include a right angle? Or if all letter forms are drawn on a 6x6 grid? What can you pull from your visual concept that can help you set up these rules? If you have a plumber does it make sense to only draw in angles that represent the bends in pipes?

### **Illustrate the Process**

Illustrate the product or process. How can you abstract these? Can you show how a person would use your product or service? Is it specific or broad? For example a plumber controls and directs water as a core function. How could you represent that idea? Maybe a scientific, linguistic or mathematical theory?