

ANTONELLI COLLEGE

Logo Design

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IT'S ALL ABOUT WHERE YOU'RE GOIN'

LOGOFORM



■ Logo Concept

It's all about where you're goin'

Antonelli's tagline; a simple statement that sums up the school's identity and goals. The logo uses that tagline for inspiration as a way to help tie it to that identity. The large "A" has its counter space filled with yellow, which gives it the appearance of a road drawn in perspective. A road is a contemporary symbol of forward progress that implies travel and destination, thus marrying the goals of the school with its visual identity. The intent is both subtle and simple, not meant to be overbearing or obvious at first glance. The logo can stand on its own without the yellow if necessary; it is not meant to be the focus, merely a reinforcement of the concept.

TYPOGRAPHY

■ Haettenschweiler

Primary Font

Thick strokes and narrow forms give this font an imposing look. Used to denote strength, solidarity & firmness. High legibility from both close and far distances enhance visibility and presence. The capital “A” is altered slightly in the logoform so that it looks more like a road drawn in perspective, reinforcing the school’s tagline.

ABCDEFGHIJKLM

abcdefghijklmno

123456789?&%\$!

■ Bank Gothic

Secondary Font

Medium strokes and even, rounded geometric forms give this font a modern look. Used to denote forward thinking and progress.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 ? & % \$!

These two fonts work together to promote an overall identity that indicates reliability and progress, two hallmark standards of an educational institution. The use of sans-serif fonts sets the logo apart from a more traditional “classical” style of collegiate identity, positioning Antonelli more in line with its target demographic. The logo will have wide appeal with an audience looking for “change” or “something new” while demonstrating that the school is a solid, reliable institution that is focused on progress and advancement.

COLORS

■ Black & Gold

Color selection reinforces the road imagery of the logoform. Black & Gold are also the colors of a graduation gown & cords, further tying into the core concepts of progression and goals.

Limiting to two colors serves three main purposes:

- Saving money on production costs due to less inks used when printing large quantity single items, i.e. business cards, letterhead, envelopes, stationary, etc.
- Better color consistency across different materials and viewing environments, i.e. web pages, e-mails, printed materials, etc.
- Easier reduction for single color situations, i.e. faxes, embroidery, vinyl signage, etc.



BLACK

CMYK

C	000
M	000
Y	000
K	100

RGB

R	000
G	000
B	000



GOLD

CMYK

C	000
M	010
Y	100
K	000

RGB

R	255
G	221
B	000

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COLORS

Variations

Single Color

Logo may be reproduced as a single color of high saturation and medium to low vibrance (fig. 4a). No pastels, faded (fig. 4b) or “neon” (fig. 4c) colors.

Color choice must mesh with the scheme of the design space it is used in and have an adequate level of contrast with the background it is placed over. Be especially careful when placing logo over photography; ensure that contrast is adequate and that the entire logo is legible at-a-glance.



fig. 4a *Good contrast between medium-blue logo and yellow background. Logo is easy to identify and read.*



fig. 4b *Not enough contrast between light-yellow logo and white background. Makes logo hard to see or read. Creates confusion and uncertainty with the viewer.*



fig. 4c *A highly saturated background combined with an equally saturated bright color for the logo creates a shimmering effect that makes it hard to separate the two visually, despite having adequate color contrast.*

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USAGE

■ Spacing

The logo should always be surrounded by a clear space. This space may be white, the color of the background or a simple area of a photo and should never be cropped or infringed upon in any way.

The spatial ratio is related to the height and width of the entire logo. The clear space should **ALWAYS** be at least one quarter (0.25) of the height of the logo (*fig. 5a*).



fig. 5a "A" represents the height of the logo. Clear space around the logo is proportional to one quarter of the total height of the logo.

■ Size

The minimum size that the logo can be used at is 0.5 inches in height. (*fig. 5b*). Any smaller will hinder recognizability and not be legible (*fig. 5c*).



fig. 5b



fig. 5c

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USAGE

■ Adaptability

The simplicity of the logo makes it adaptable for many uses and situations. Possible uses include, but are not limited to:

- signage on doors & windows (*fig. 6a*)
- fabricated metal signage for building interiors & exteriors
- postcards
- business cards (*fig. 6b*)
- letterhead
- mailers
- catalogs
- calendars
- clothing & apparel (*fig. 6c*)
- bookbags & laptop bags
- pens & pencils
- magnets



fig. 6a Front door signage mockup



fig. 6b Business card mockup



fig. 6c Polo shirt with embroidered logo mockup

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