Logo Research

Monday, March 23, 2020   10:02 AM

I began my logo research by compiling as many brewery logos as I could. It is important (As lined out in the brief) that while the logo and branding should be unique it should also fit within the current market. Digesting many logos would help me to do this.

Type based with accompanying graphic

Trends -
Mainly one colour, sometimes two.
Type and icon can be used separately
but feature together.

Type based only

Trends -
Type only
single colour
Not all state "Brewery"

Completely graphical

Completely graphical

Trends -
Mainly graphical
Lots of detail
Multiple colours

Type with embedded graphic

Type with embedded graphic

Trends -
Graphic dependant logo
Type doesn't work on its own
One colour.

This activity allowed me to identify common trends and group the logos into 4 different categories. My takeaway from this is that the purely typographic logos work best for the brand and will be the type of logo that I pursue, this will steer my logo development and save me time furthering logos that I do not now intend to use.

now intend to use.

LACOSTE L!VE · VERT · Onitsuka Tiger · asics

BILLIONAIRE BOYS CLUB · Diamond SUPPLY CO. · WEWOOD the pieces · beats. by dr. dre. ·

ice cream · МИШКА · VENTURE · ÖUS · ROCAWEAR

Mitchell & Ness · STARTER BLACK LABEL · CONVERSE · VIDA LIBRE · Sforvo

neff · TRUE HEART · Live · Dickies · FLEXFIT

5boronyc · ANTI HERO · Crail · etnies · FUTURE

agacê · BLACK LABEL · KRONIK · FALLEN · VESTAL

INDEPENDENT TRUCK COMPANY · THUG NINE · URGH · REAL SKATEBOARDS · THUNDER TRUCK CO

BOULEVARD · ADIO · liga · sector 9

KROOKED · GRIZZLY · FURY · ARBOR · ABEC 11

SK8MAFIA · toy machine · HOOK-UPS

DROPDEAD · OFFICIAL · OSIRIS · CREATURE · SANTA CRUZ

ZERO · NEW · CISCO · PRETORIAN

TROUBLE

Mary · Mob

Thiago Correa on Pinterest saved me the trouble of compiling skate logos.
https://www.pinterest.co.uk/pin/519532506998668533/

I can see from this compilation that all the logo types that I identified in my activity above are present here. This is reassuring that the skate culture aspect outlined in the brief and the brewery aesthetic will marry successfully.

I identified that the purely typographic logos are longer lasting and allows for more control. I will explore creating a purely typographic logo with the option of an emblem (Similar to how LHG have done).