

TREND REPORT 01.10

Logo Trends

2010



Volume 2

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LOGO TRENDS Volume 2

Credit crisis? What crisis? These austere times have brought out the best in design, at least the most colourful, probably as a backlash to redundancies, business closures, property collapses...and I could go on, but I don't want to depress you.

From the many logos created and viewed since 2008, it is clear that design has not 'kow-towed' to the economic malaise. Far from it, designers have honed their message and focused on the DNA, the BIG IDEA, to communicate a company's positioning, differentiation in the most powerful, memorable way possible. And the results show!

The most recent identity trends still have a vibrancy of colour and energy that bucks what in past years might have been considered proper corporate behaviour. They set a very optimistic course.

This annual trend report on international logos, as always, is as much a forecast as it is a study of the past 12 months. The past informs the future, and the recent past has such momentum that clients and brand owners would be well-advised to stay this course as it bodes well imbuing a positivity and a well-spring of optimism. Business may be slow, but it does not have to be dull.

The 6 trends that follow are not instructions, rules or indeed the last word in logo design.

As with all macro trends, seismic shifts in consciousness are slow and pervasive and some trends noted are continuations of many logo trends currently in motion.

These trends are offered as an objective report of the newest, most relevant directions. They should serve as traction in moving you forwards in identity design.

Dandelion



Though you may well curse and despise the dandelion, there is little denying the weed's prodigious ability to propagate. A single dandelion produces hundreds of parachute-wearing seeds just waiting for the slightest wisp of wind to launch a full-scale invasion. Somehow we've all picked one of these tantalizing puffballs, blown and launched 100 more weeds.

It is our affinity with this process that makes this iconic symbol a perfect logo solution.

The seed ball is visually striking and easily understood, especially with a few rogue parachutes in departure. The process is so similar to the propagation of an idea that it can't be contained. The single drifting seed embodies the idea that every seed makes its own unique journey and relies on the will of nature to determine where it will land and grow. Graphically, the ball is so ubiquitous that interpretation can be wide and, by no means, literal: It sells the idea of freedom.

1. Ulyanov Denis, linkeeper 2. RedBrand, Barberschool 3. LaMonica Design, Morningstar Communications 4. Courtney & Company, IMC Group

Circulate

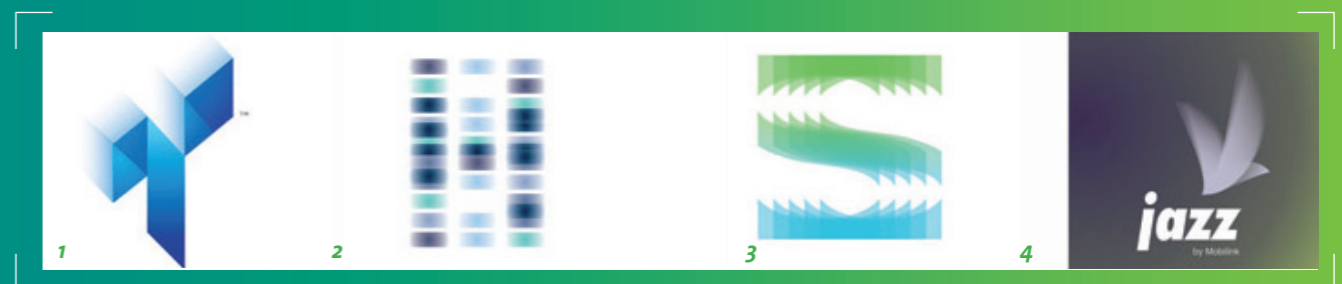


Circles are simply the building blocks and mortar of design. Symbolically, they are the perfect multi-purpose icon, representing everything from eternity, the cycle of life, the earth, centering and balance, perfection, the wheel and motion, and whatever else you may need to define. This utility player aspect also detracts from the pure circle: In attempting to mean everything to everyone, it can also mean nothing to anyone.

For these reasons, it is unusual to find the humble circle investigating new visual territory. These circles, however, are focused on the depiction of transition. Whether through the animated cycling of colour rotation, as in the Moving Brands solution for MindShare, or as in the static colour transition created for MTK, cycles and motion are the given here. But the star of this trend is that the process of evolution does not disturb the revolution.

1. Porkka & Kuutsa Oy, Central Union of Agricultural Producers & Forest Owners 2. FutureBrand, MasterCard Worldwide 3. Moving Brands, Mindshare 4. Gardner Design, PBA Architects

Gossamer



Evolution is perhaps most dramatic when two species jump the barriers and create a new line. Two previous trend categories, Transparent logos and Blur logos, have both been recorded and broken into subsets over the last several years as they have evolved. Here the two merge successfully to demonstrate motion or convey the blending of elements.

Transparency still delivers the dictum that a process is open to the public and nothing is obscured. It also continues to be novel enough to consumers that it plays a pretty important role as eye candy. The blur or out-of-focus edge in these marks works in a similar fashion as an optical illusion that is confrontational to the eye and has to be dealt with.

1. Michael Freimuth Creative, Tone Animation, LLC. 2. Roy Smith Design, Hooke Laboratories 3. Roman Kotikov, Soft cafe 4. Alin Golfitescu, mobilink pakistan

Concealed

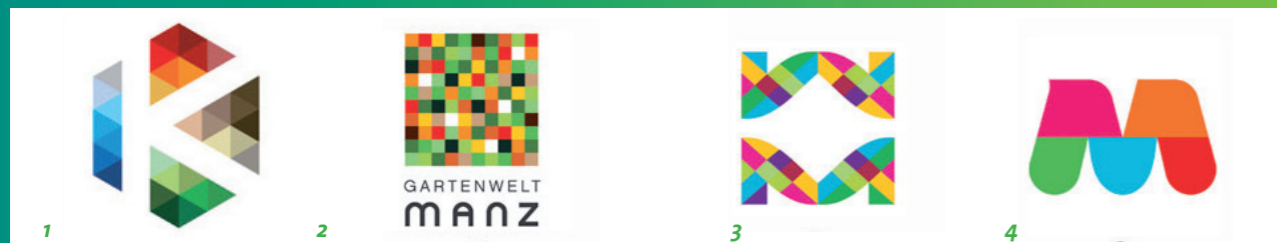


Every generation has its own find-the-hidden-image puzzle, whether it's Highlights Magazine, Rorschach or "Where's Waldo?". There is a certain fascination and excitement when the viewer suddenly finds an image he has been staring at for hours. Once you've found it, you can't wipe your mind clean of it. This "Aha!" moment is what creates the sense of ownership for the anyone who discovers the hidden level of meaning in any logo.

Ronald J. Cala II has developed a reputation for crafting compelling silhouette images such as the two young girls running hand-in-hand, a white dove formed by their clasped hands. Or Duffy Partners' hidden gander and bass in the Tall Tales Cafe identity for Gander Mountain. Years ago, FedEx discovered that the hidden arrow in its logo caused consumers to become evangelical in pointing out the hidden imagery to others.

1. Calacampania Studios, Calagraphic Design 2. Duffy & Partners, Gander Mountain 3. The Bradford Lawton Design Group, REOC 4. Felixsockwell.com, New York Times

Mosaic



Sustainability is no longer a corporate mantra to appease customers or the public.

E pluribus unum: "Out of many, one." This motto helps define these brilliant colour mosaics. They are like a roomful of diverse pixels pushed together so tightly that there is no room for a line of division. Adjacent colours simply merge together to fill a shape that helps define the visual message. Traditionally a problem for any logo that anticipated living in a black and white application, this challenge becomes a point of celebration.

1. Team Y&R, Khalid Bin Haider Group 2. Kommunikation & Design, Gartenwelt Manz 3. dache, webmynd 4. NATIONAL Public Relations, Greater Montreal

PhotoFill



Photography is in no way new to visual branding, although traditionally images of this nature were iconic shots of a subject or a scene. Photo images have now partnered up and been hybridized with vector-based images to create a new genre. Technologically, this was an impractical union in years past. But the challenges of complicating an identity with a halftone image have for the most part now been put to rest.

Often the photo serves as a background or fill in a graphic icon, though some examples have vector elements that merge into the halftone image. Think about logos that for years have been pumped full with graphic pattern. This is just a different fuel-a photo-with a higher octane.

1. El Paso, Galeria de Comunicacion, Lazar Greenhouses 2. TOKY Branding+Design, The Pulitzer Foundation for the Arts 3. APSITS, DIESEL 4. Big Communications, Joe Muggs Coffee

Acknowledgments: Bill Gardner. Logo Lounge.

grow researches future trends to find macro trends that are going to affect your business. Companies that take note of these macro trends and incorporate the findings in their business model will increase their share of market and share of voice and reduce their customer acquisition costs as their brand strengthens.

These macro trends (long life, major pull) run across all demographics, economies, government, people and technologies and therefore have a long shelf life, usually over decades, with a major effect on the fundamental fabric of society and the way it operates and communicates.

Our focus on clear thinking and beautiful design enables grow, the largest independent branding, advertising and design agency in Qatar to provide that "Factor X" ingredient and insight that makes ordinary brands great.

Success in business depends upon your ability to understand the "big picture", the long term macro trends and changes that determine the future business environment. Our role is to help you understand these trends and shape your company and your brands' future.

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