

LOGO PROPOSALS

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This composition is a combination of Patua One and Gill Sans Light. Patua One was designed in 2010 by Luciano Vergara as a Google web font. Gill Sans Light was designed by Eric Gill from 1928-32 as a humanist, sans serif typeface. I like this option because it is both a literal and conceptual combination of old and new type trends. I also like it because it very clearly represents the contrasts I am striving for in my concept.

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This logo design uses a typeface called Merriweather Heavy. Merriweather was designed by Eben Sorkin in 2010. It was also originally designed as a Google web font. I like this one because of its simplicity. The typeface, with its friendly, yet sophisticated aura, does most of the heavy lifting.

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My last logo idea is composed of a typeface called Sanchez. I used the roman as well as the italic posture to create this logo. Sanchez was designed by Daniel Hernández in 2010. It was published by a type foundry called Latinotype and was designed as a whole family of display faces. I like this one because it's a bit edgier due to the sharp serifs but it still retains a friendly quality due to the high x-height.

MAGAZINE INSPIRATION

