

EXAMPLES

Some logos we admire:



We find this one effective because the message is conveyed instantly; it uses an artistic element; it can be any color. However, the lettering's rather cutesy, and the irregular shape would make it difficult to use on colored backgrounds.



This one makes good use of an artist's tool as part of its design. Elegant, simple, adaptable, easy to read -- but rather mundane.



Message instantly conveyed; very "artsy". Would make great posters! Fonts hard to read at smaller sizes, and they aren't line art, but the designs might be strong enough to stand without color.



These two feature ugly typefaces and clumsily rendered art elements, but we love the way they suggest a sense of place, as well as conveying the message of "we are an art guild."

Some we don't admire:



Ugh. Ugly colors, too many colors, too many elements, no sense of who they are.



Too cutesy by far!



Impossible to reproduce effectively as anything but full color. Also, they have no meaning, could be logos for eye doctors for all we can tell!



Industrial, hard to decipher, don't mean anything.



Please, please, no more logos using an artist's palette! Done, done, and done. Borrrrring.



Too archaic!!! We're mature, folks, not dead.