LOGO DESIGN REPORT

Steven Seebode ▪ July 2022 ▪ CMST320

Company

Enter the company you selected to design a logo.

Essex Skypark located in Essex, Maryland.

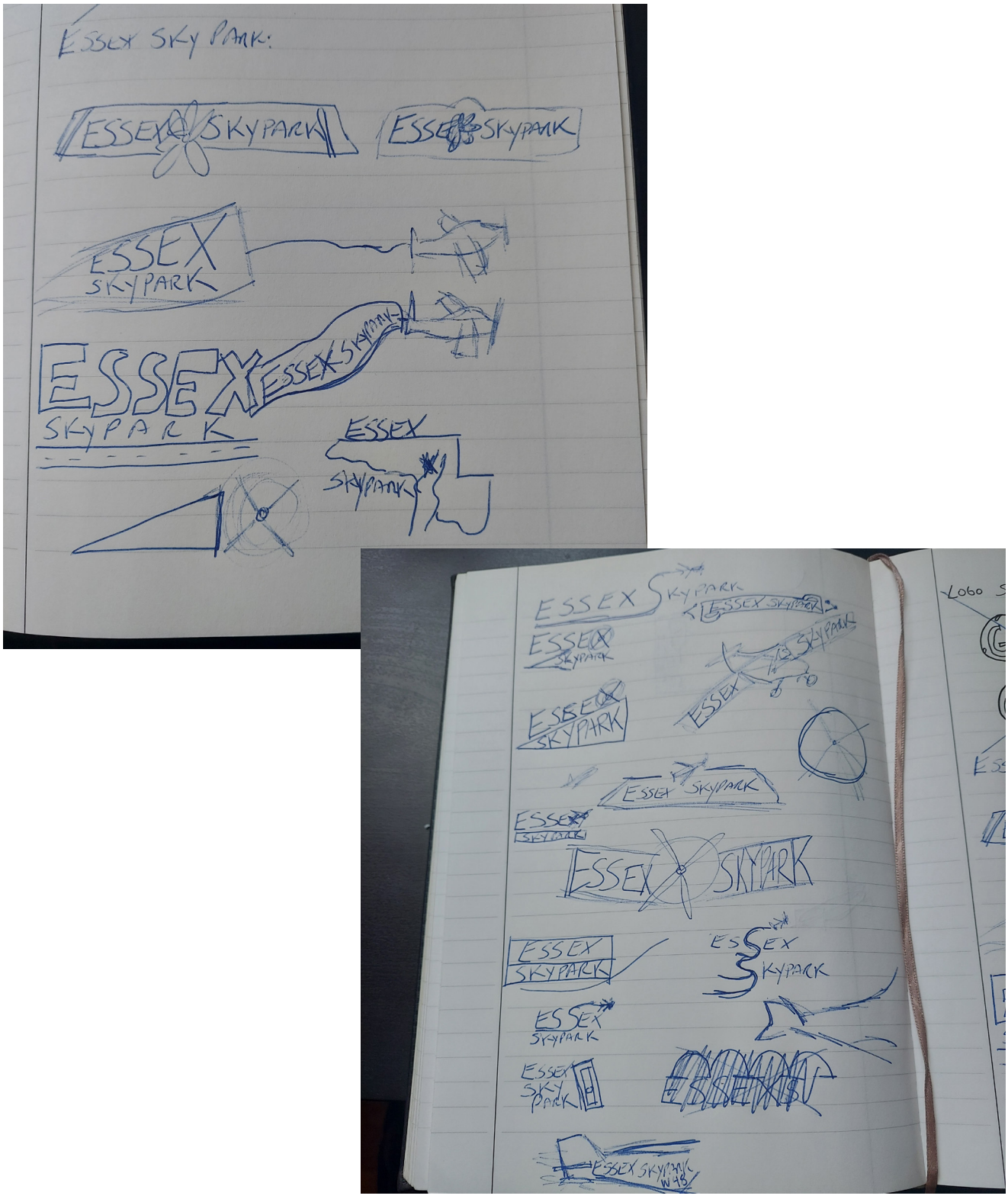
Research

- *Conduct research on the industry itself, its history and competitors.*
- *Conduct research on logo designs that have been successful and on current styles and trends that may relate to the creative strategy.*

I discovered the Essex Skypark when looking for a good place to take my dog that was close by. I take him there once or twice a week so he can run around in the large open area and swim on the beach. As for the history of the Skypark: aircraft manufacturing in the Essex/Middle River, Maryland area thrived in the 1930s and 1940s due to World War 1 and 2. The Martin company, which was a company that built aircraft, was the largest employer in the area during this time period (Roberts, 2011). This caused many small municipal airports to be built which supported the military and travel. Since 1943, the Diffendahl Airport renamed the Essex Skypark in 1973, has been in continuous operation. Today, it is the last remaining small airport in the county that is used for flight training, antique aircraft, RC aircraft hobbyists, and a wildlife sanctuary (Essex Skypark Association, n.d.).

Current logo designs are trending towards a more minimalist style. A few companies have rebranded their logo styles to make them much more simple while maintaining brand recognition (Logo Design 101 - The Art of the Reboot, 2021). For example, Burger King changed the logo from one with half circles and a perspective that made the text bulge out toward the viewer, to a more simplistic and flat style. Other logos with very complex and old-style elements, like the national gallery of art, removed detailed, illustrated ideas and just went with a basic font in a black box. In another example, Nissan mostly kept their logo the same but made it more minimalist by just removing the gradient and the box around the text. Font styles have also trended away from using script fonts and adopted a more minimalist style in using sans-serfif-styled fonts (Oliver, 2022).

ROUGH SKETCHES



SKETCHES TO ILLUSTRATOR

A

B

C

D

E

F

G

H

J

K

L

M

N

FIVE FINAL DRAFTS

COLOR SCHEME IDEAS

FINAL LOGO DESIGN

COLOR

Black and White

Web

Vertical

Square

Horizontal

ARTIST STATEMENT

After you have designed the logo, write an artist statement in the logo design report that includes:

- *Discuss your logo design in terms of visual appeal, creativity, and readability.*
- *Discuss why the design appeals to the intended audience.*
- *Discuss why you used certain design elements and fonts.*

It took me some time to decide what logo I wanted to create. I started to play with the GE logo but that seemed a bit of a task once I dove into the history and how iconic the current logo is, even though it has been updated in subtle ways. I decided to do the Essex Skypark after visiting recently and noticed their sign was very basic with no logo. So I started drawing some very rough ideas in my notebook, then took those ideas I liked and made drafts in illustrator. I then sent the drafts page to some friends (some of which who are graphic designers) and asked which one they liked. I also posted it on the Skypark Facebook page but I did not get any responses back. Most people picked the final two versions that I colorized but I made a final five to adjust further. In the end, I chose the one with the Maryland State outline with the state colors since this would be well representative of the Skypark which Baltimore County currently owns, and would go well with official material and the website (which is in dire need of an update). Although the name is a bit misleading in itself since it sounds a bit like the name of an amusement park. However, I feel this final version does a pretty good job representing the location and what the Skypark is as simple as possible.

I tried to make the text as minimal as possible and avoided using serif fonts for the most part. I did play with some serif fonts but I mostly did not think it worked well with the subject matter of my logo. I tried to make the propeller idea work as best as I could for the “x” in “Essex” but it mostly came out not looking the way I wanted or disjointed. I think the simple small aircraft symbol does a great job of simply representing what you may find at the park. I also really liked the 2nd runner-up version of my logo (the right side of my color scheme page) but I think this would be good for use inside the park or maybe as a sticker for a car or member of the park.

REFERENCES

Essex Skypark Association. (n.d.). *Essex Skypark History*. Essex Skypark History. https://www.essexskyparkassn.org/essex/History.jsp

Logo Design 101 - The Art of the Reboot. (2021, May 3). [Video]. YouTube. https://www.youtube.com/watch?v=TxpLpVHr1XQ

Oliver, O. (2022, July 21). *The 26 Most Powerful Logo Redesigns of 2021*. Looka. https://looka.com/blog/logo-redesigns-2021/

Roberts, K. (2011, September 25). *Essex Skypark Adds to Area's Aviation Legacy*. Essex-Middle River, MD Patch. https://patch.com/maryland/essex/essex-skypark-adds-to-areas-aviation-legacy