



Corso di Laurea in Comunicazione - Anno Accademico 2023/2024

Marco Toffanin

1. BRIEF

Redesign of a logo for a commercial and holistic landscape firm Andre operating in landscape maintenance, tree care and design.

First of all it was important for the designer to study the conditions and philosophy of existing logo functionality, details about company activities and business goals and customer's wishes about the redesign process. It should be mentioned that redesign for existing companies and products can have different levels of breakaway from the existing versions: some companies decide upon fully new design which has nothing in common with the current branding, while others keep the track of changes carefully and gradually, with minor alterations eliminating the risk of losing recognizability on the market.

1. BRIEF

The second approach was taken as a basis in this particular story, because [Andre](#) is a company that has already won its audience on the market. That means any design change should be done with respect to the company's history and philosophy as well as brand image grown through the years. Therefore, new design had to take its roots from the existing branding, but offer some refreshment and add some trend.



Current logo is 15 y.o.

1. BRIEF

Andre is a medium-size company based in the USA and providing all sorts of services linked to landscape care and design of any complexity. The company is family-owned so its name origins from the last name of the family. The customers wanted a new logo to be quite classic, memorable, enduring and setting the strong association with land care. So, it was important initially to provide the visual sign that will instantly inform observers about the nature of the business and create positive vibes via harmonic combination of shapes and colors.



Current logo is 15 y.o.

2. SKETCHES

After the market research and getting deep into the requirements and background of the company, the designer worked over the first series of sketches and offered the first version for redesign. It was based on the round shape and featured green leaves as the central element of composition. The designer also selected the corresponding version for the name lettering so that it looked readable and harmonic in combination with the image, supporting it but not overloading general visual presentation.



2. SKETCHES

Another concept offered more linear and geometric variant also featuring the leaf motif and using a shape inside reflecting the form of capital A letter.



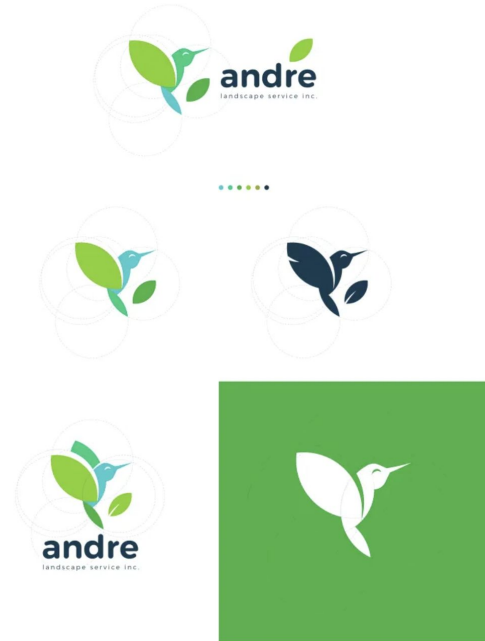
2. SKETCHES

Although the offered style was appropriate, the customers insisted on applying the mascot in the logo image. The choice was made in favor of a bird and the designer offered the graphic option featuring the bird as a logo image. It also was applying the form of the leaf in the image used separately, but in combination with lettering the leaf was placed closer to the letters.



2. SKETCHES

One variant of a logo featuring the bird mascot used the image with the shorter beak and an eye featuring the mimic expression of smile. The idea of “smiling” positive expression was also tried in the variant in which the bird was inscribed into the circle. The beak directed upwards moved out of the circle setting the feeling of progressive flight, while the wing featured the form and visual marks of the leaf.



2. SKETCHES



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The general concept of applying the bird in the logo was set and agreed upon, but the customer and the designer decided on trying another iteration experimenting on simplification of the bird's silhouette to make the logo not only attractive and meaningful, but also clearly visible and legible in any size. This stage of creative search resulted in a new shape combining the visual concept of a bird and of a leaf in one image.



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3. FINAL DECISION

The final choice was made in this direction, which efficiently presented the mascot in clear simple forms, preserved color combination associated with the nature of the offered services and vibes of green and natural background.



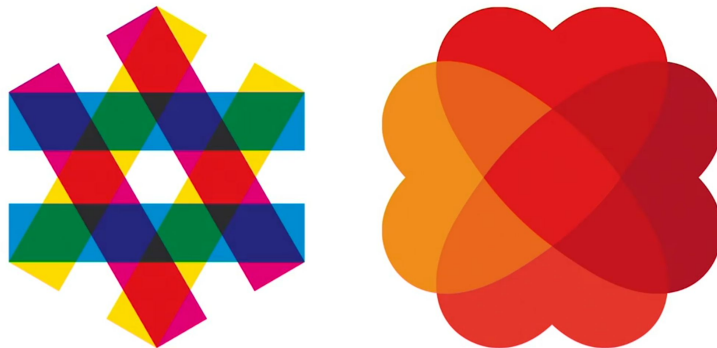
1. TRASPARENZA

Il logo è generalmente composto da un pittogramma e da un testo (logotipo) che riproduce le iniziali, il nome dell'azienda.



1. TRASPARENZA

La sovrapposizione dei colori dà origine a soluzioni più complesse e ricche.



1. TRASPARENZA

Ma può dare origine anche ad aree scure.



1. TRASPARENZA

La trasparenza convoglia significato di onestà e della capacità dell'azienda di integrare varie soluzioni.



kidnetix
first step to science

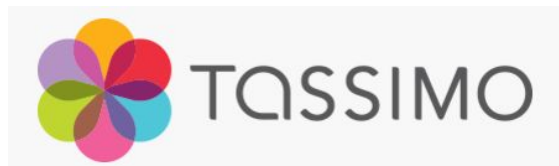
1. TRASPARENZA

Ordine, varietà, integrazione.



1. TRASPARENZA

Era forse troppo scuro?



1. TRASPARENZA

La trasparenza dà l'opportunità di creare connessioni e giunture. Veicola il messaggio che i vari settori dell'azienda lavorano insieme.



1. TRASPARENZA

In questo caso l'azienda comunica che la sua capacità di creare connessioni è una risorsa fondamentale e peculiare.



1. TRASPARENZA

La trasparenza può essere usata anche per aggiungere movimento, dinamicità imitando la tecnica dello stop motion.



1. TRASPARENZA

Ma attenzione alla direzione del movimento.



1. TRASPARENZA

In generale la trasparenza è una caratteristica del mondo digitale, che veicola messaggi di onestà e accessibilità all'azienda e conferisce al design leggerezza e modernità.



2. SHIFTING - 3D EFFECT

Utilizzare la trasparenza e duplicare gli elementi



2. SHIFTING - 3D EFFECT

Questo effetto può attrarre l'attenzione poichè non lo si riesce a mettere a fuoco.



STUDIO SHERIFF

3. EFFETTO DI PROFONDITÀ

La profondità aumenta il livello di concretezza dell'oggetto, la verosimiglianza.



at&t

3. EFFETTO DI PROFONDITÀ



3. EFFETTO DI PROFONDITÀ CON LA LUCE



3. EFFETTO DI PROFONDITÀ CON LA LUCE

Inker

3. CREARE PROFONDITÀ CON LA LUCE



FUEL⁺BS

3. EFFETTO DI PROFONDITÀ CON LA LUCE



Wellcare

3. EFFETTO DI PROFONDITÀ CON LE TINTE PIATTE



3. CREARE PROFONDITÀ CON LE TINTE PIATTE



allotropy

4. USO DEI GRADIENTI



4. USO DEI GRADIENTI



4. USO DEI GRADIENTI



4. USO DEI GRADIENTI



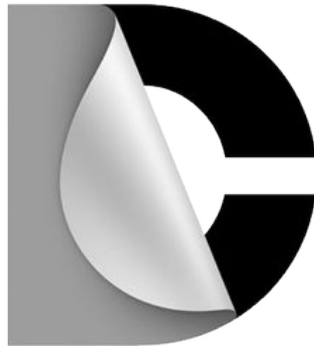
5. OMBREGGIATURE



6. L'EFFETTO PEELING- LA PROMESSA DI RIVELARE

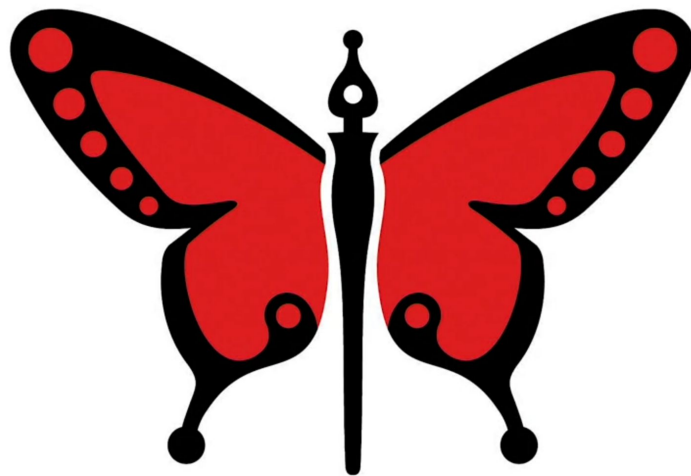


6. L'EFFETTO PEELING- LA PROMESSA DI RIVELARE



**DC
COMICS**

7. LA SUPERFICIE



7. LA SUPERFICIE



7. LA SUPERFICIE



8. LA SUPERFICIE

Il trattamento della superficie può convogliare diversi significati connotativi. Questo è il logo di una musicista country.



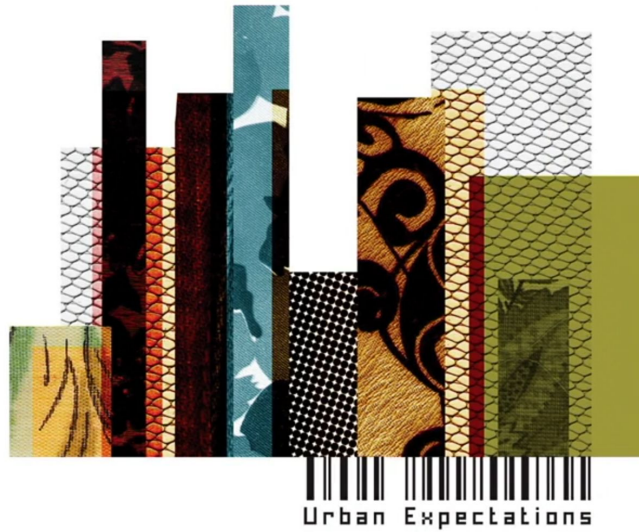
8. LA SUPERFICIE



TEXAS KICK'N BBQ



8. LA SUPERFICIE - PATTERNS



8. LA SUPERFICIE - ELEMENTI DIVERSI



8. LA SUPERFICIE - ELEMENTI DIVERSI



CAMPAIGN
OCEAN BEACH ELEMENTARY

8. SUPERFICIE - VINTAGE FEEL



8. SUPERFICIE - VINTAGE FEEL - STORIA



8. SUPERFICIE - VINTAGE FEEL - TRADIZIONE



RUSH CREEK
⇒ STABLES ⇒

8. SUPERFICIE -VINTAGE FEEL - STONEWASHED



8. SUPERFICIE - VINTAGE FEEL

**WOODY
GUTHRIE
CENTER**

8. SUPERFICIE



JAPAN 03.11.11

8. SUPERFICIE



8. SUPERFICIE



8. SUPERFICIE



• EST 2013 •

8. SUPERFICIE



8. SUPERFICIE FOTOGRAFICA



8. SUPERFICIE FOTOGRAFICA



9. DISEGNO A MANO



Happynest.kz



NOCTURNAL

CONCERTS AT THE ZOO

10. OMBRE



10. OMBRE



10. OMBRE

Aggiunge movimento



10. OMBRE

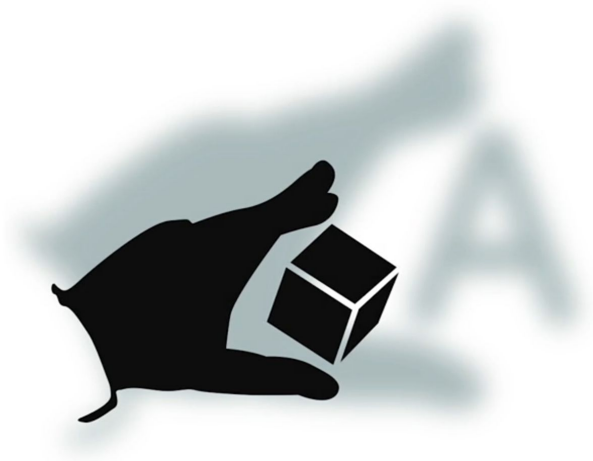


L E A P

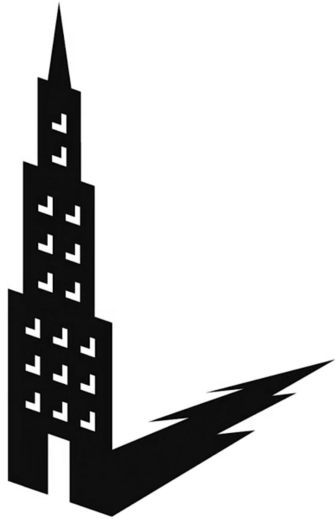


10. OMBRE

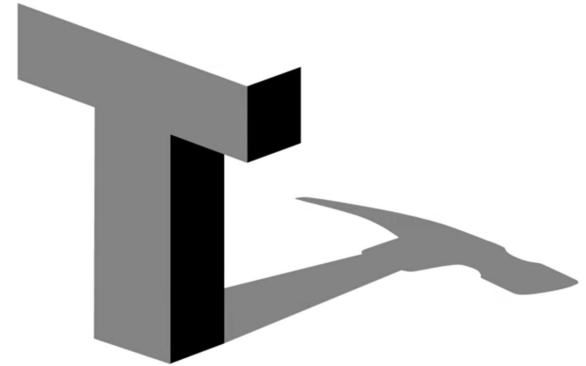
Ombre che si trasformano, aggiungono informazione



10. OMBRE



santa fe film festival



10. OMBRE

Ombre realistiche, marcate



10. OMBRE

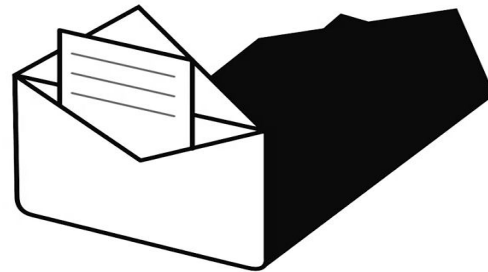
Se c'è un'ombra, c'è anche una sorgente di luce



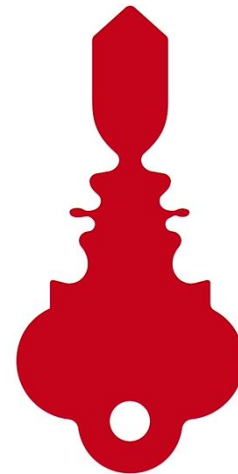
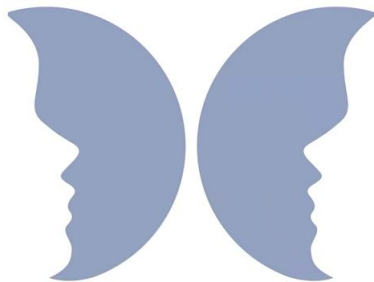
10. OMBRE

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VERIO™



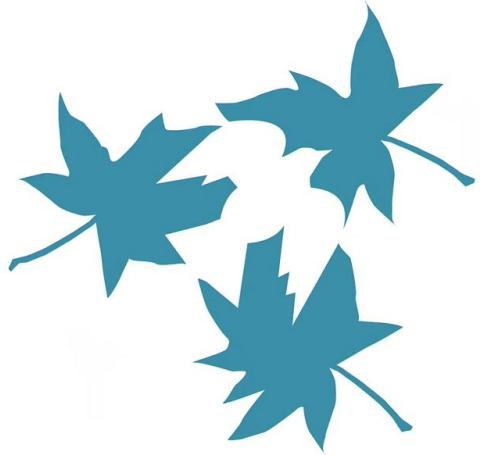
11. FIGURE NASCOSTE



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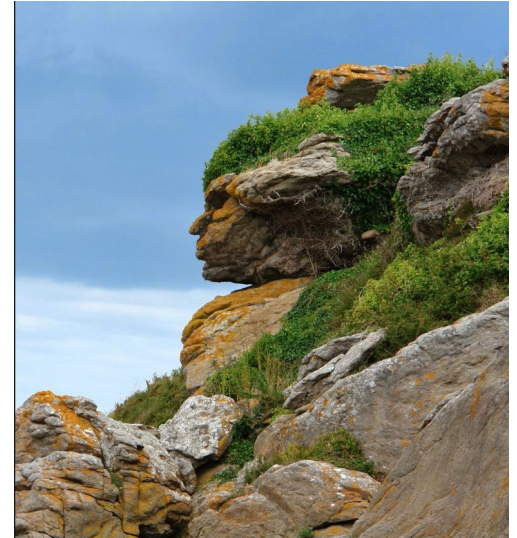
11. FIGURE NASCOSTE

La **pareidolia** o **illusione pareidolitica** (dal [greco](#) εἶδωλον *èidōlon*, "immagine", col prefisso παρά *parà*, "vicino") è l'illusione subscosciente che tende a ricondurre a forme note oggetti o profili (naturali o artificiali) dalla forma casuale.

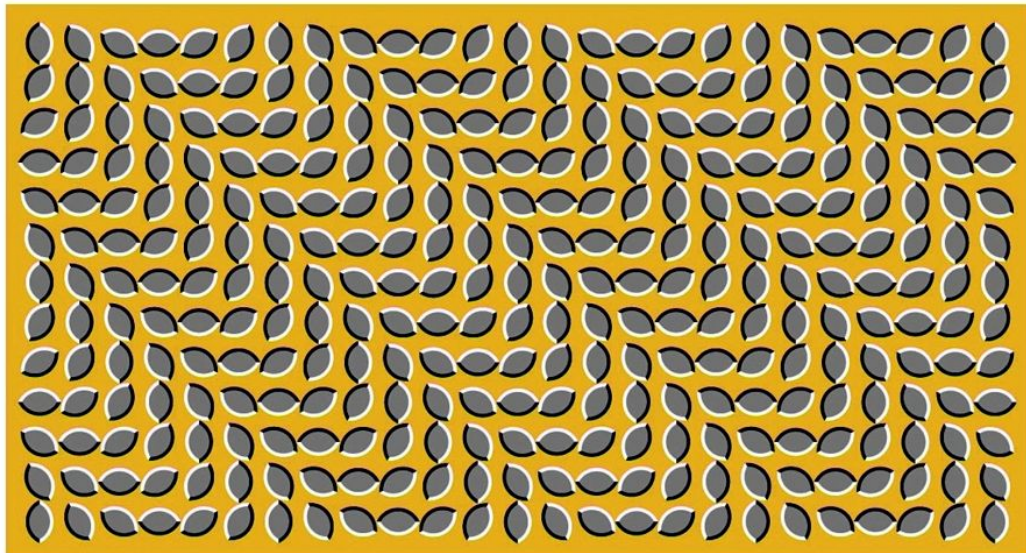


11. FIGURE NASCOSTE

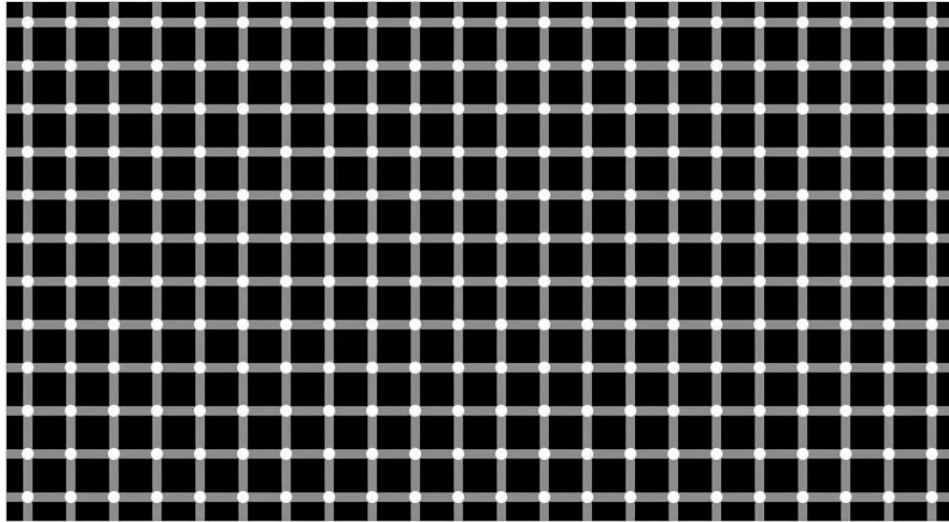
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12. MOTION



12. MOTION



12. MOTION



13. IMMAGINI REALISTICHE



14. AMBIGRAMMI

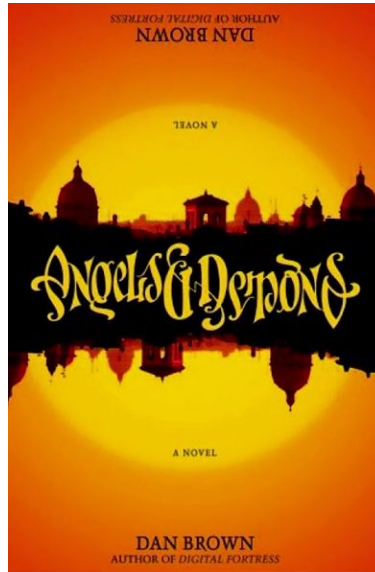
Earth

Air

Fire

Water

14. AMBIGRAMMI



STILI DI DESIGN

<https://99designs.it/designer-resource-center/visual-design-styles>

Pulito e minimalista

—



realizzato da [ludibes](#)



realizzato da [bo_rad](#)



realizzato da [amio](#)

STILI DI DESIGN

<https://99designs.it/designer-resource-center/visual-design-styles>

Giocoso e allegro

—



realizzato da [mashka](#)



realizzato da [Angstrom Alliance](#)



realizzato da [Sava Stoic](#)



IL LINGUAGGIO VISIVO

Rappresentazione iconica, illustrazione, fotografia, digital image.

Elementi flat, elementi con smusso ed effetto rilievo.

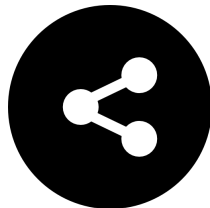
Tinte piatte, ombreggiature.



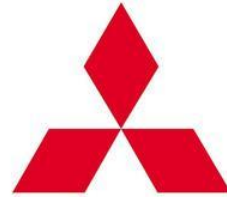
Elementi geometrici o naturali, superfici.

Livello di dettaglio.

Spessore del tratto.



RAPPRESENTAZIONE ICONICA



Pittogrammi non iconici



Pittogrammi iconici

SCHEUMORFISMO VS. FLAT DESIGN

Phone



Reminders



Passbook



Newsstand



Mail



Music



Photos

Scheumorfismo

vs.

Videos

Flat design
