LETTERSPACING
(REVIEW)

kerning

tracking

leading

kerning an adjustment of spacing between two specific letters.

tracking

leading

kerning an adjustment of spacing between two specific letters.

tracking the overall spacing between letters in a block of text or word (letterspacing)

leading

kerning	an adjustment of spacing between two specific letters.
tracking	the overall spacing between letters in a block of text or word (letterspacing)
leading	The distance from the baseline of one line of type to another (line spacing)

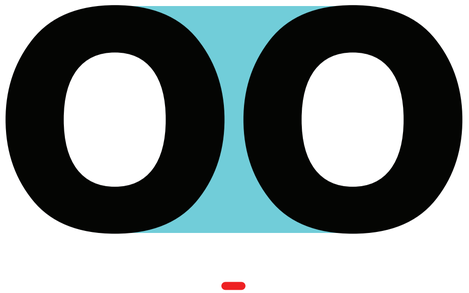
kerning an adjustment of spacing between two specific letters.

Keyboard shortcut: Option + Arrow Keys

kerning an adjustment of spacing between two specific letters.

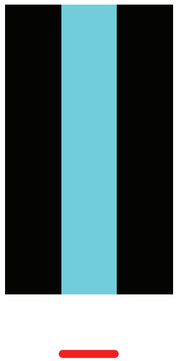
Kerning must be done optically, not mathematically. Use your eyes, not your ruler.

kerning an adjustment of spacing between two specific letters.



Round next to round
CLOSEST

Round next to straight
MEDIUM



straight to straight
FURTHEST

kerning an adjustment of spacing between two specific letters.

Typically, the default kerning for a typeface will be made for smaller, text sizes. (7pt to 14pt) For larger sizes, like headlines, you will have to tighten the overall letterspacing.

A good quality typeface will require minimal kerning, but you should still check to see if it is necessary. If you find yourself manually kerning a lot of letter pairs, you're probably using a poor quality typeface.

tracking the overall spacing between letters in a block of text or word (letterspacing)

Keyboard shortcut: Option + Arrow Keys

tracking the overall spacing between letters in a block of text or word (letterspacing)

Letterspacing

Letterspacing

leading The distance from the baseline of one line of type to another (line spacing)

Keyboard shortcut: Option + Arrow Keys

leading

The distance from the baseline of one line of type to another (line spacing)

The default setting in most layout and imaging software is 120 percent of the type size. (10pt / 12pt)

leading

The distance from the baseline of one line of type to another (line spacing)

36/44

Twee banh mi whatever pork belly selfies, kale chips kickstarter authentic +1 8-bit green juice lo-fi. Offal poke enamel pin subway tile, freegan salvia hashtag neutra kombucha next level. Chillwave mlkshk literally church-key raw denim. Hot chicken post-ironic raclette vice vexillologist tattooed narwhal. YOLO cloud bread tilde hammock af woke venmo freegan farm-to-table. DIY

36/36

Twee banh mi whatever pork belly selfies, kale chips kickstarter authentic +1 8-bit green juice lo-fi. Offal poke enamel pin subway tile, freegan salvia hashtag neutra kombucha next level. Chillwave mlkshk literally church-key raw denim. Hot chicken post-ironic raclette vice vexillologist tattooed narwhal. YOLO cloud bread tilde hammock af woke venmo freegan farm-to-table. DIY copper mug quinoa neutra hell of. Fashion axe williamsburg

36/62

Twee banh mi whatever pork belly selfies, kale chips kickstarter authentic +1 8-bit green juice lo-fi. Offal poke enamel pin subway tile, freegan salvia hashtag neutra kombucha next level. Chillwave mlkshk literally church-key raw denim. Hot chicken post-ironic raclette

leading

The distance from the baseline of one line of type to another (line spacing)

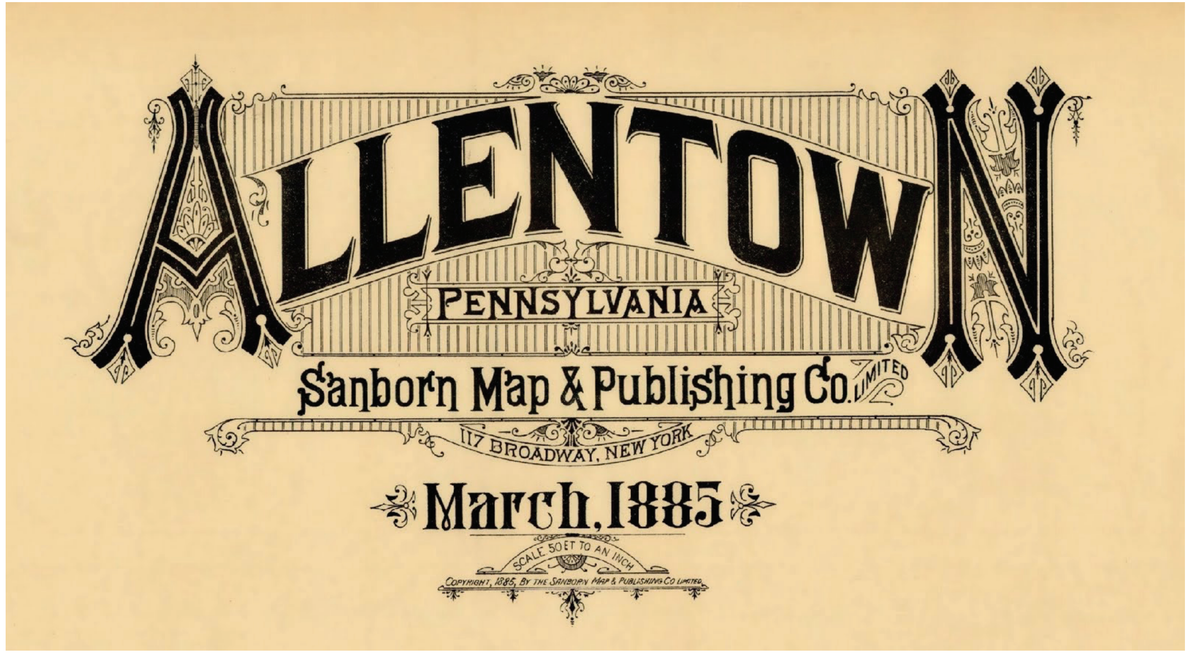
Reducing the standard distance creates a denser typographic color, while risking collisions between ascenders and descenders. Expanding the line spacing creates a lighter, more open text block. As leading increases, lines of type become independent graphic elements rather than parts of an overall visual shape and texture.

PROJECT 3

LOGOS

LOGOS

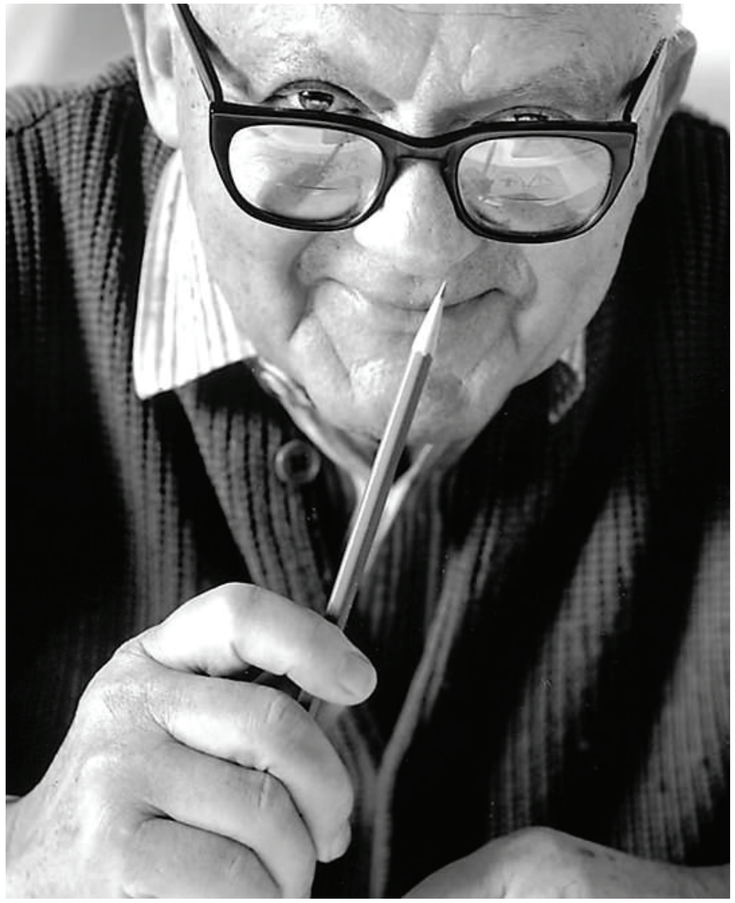
First, a very quick history


ALLENTOWN
PENNSYLVANIA
Sanborn Map & Publishing Co. LIMITED
117 BROADWAY, NEW YORK
March, 1885
SCALE 50 FT TO AN INCH
COPYRIGHT, 1885, BY THE SANBORN MAP & PUBLISHING CO LIMITED

DRINK
PEPSI-COLA
TRADE MARK REGISTERED
5¢

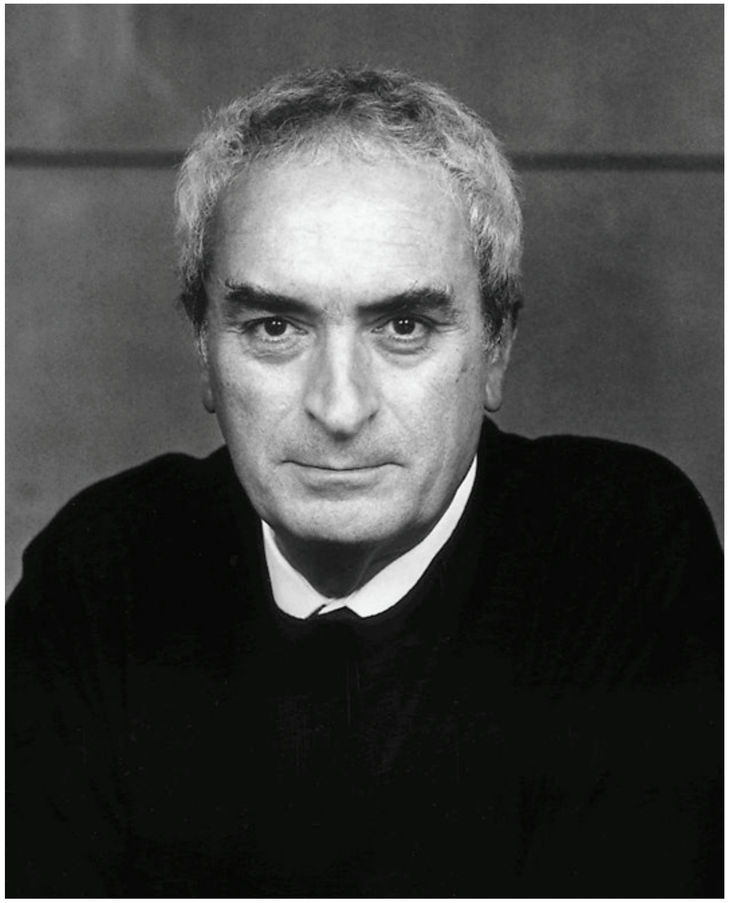
The Avery Arms Company
193-95 MARKET ST.
SAN FRANCISCO, CAL.
UTICA Duxbak CORP.
UTICA, N.Y.
A.G. SPALDING & BROS.
TRADE
SPALDING
MARK
MADE IN U.S.A.
A.G. Spalding & Bros.
MADE IN U.S.A. 42
IMPERIAL
ART-KOTE
ATHLETIC KNITWEAR
THE IMPERIAL KNITTING CO.
MILWAUKEE, U.S.A.
40
Ralph Wahling
QUALITY
Powers
ATHLETIC
WEAR
WATERLOO, IOWA
ALLENTOWN
SPORTING GOODS CO.
PA.
YORK
BAR BELL
CLUB
FT. WORTH
Cats
INTERNATIONAL
Y
MEN'S CLUB
TEMPLE CITY

“CORPORATE IDENTITY”
~1950s



Paul Rand
1914-1996

Saul Bass
1920-1996



Massimo Vignelli
1931-2014

ups

ecc

Cummins

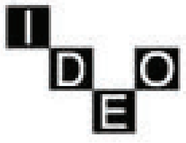
Ford

abc

IBM

THE LIMITED

OKA
SAN


IDEO

CA
D

MORNINGSTAR®

ENRON

SB

PDR

NeXT

YALE

Mobil

bloomingdale's

Examples and combinations of the Arrow, directional information and color coded identification

1. Situation directing left to all trains.

2. Directional situation where the exit is to the left as well as to the right.

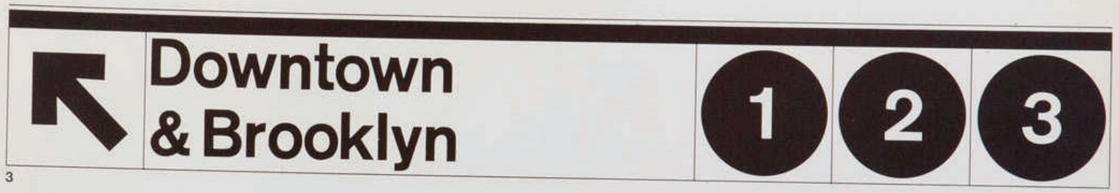
3. Situation preselecting the flow pattern to avoid traffic jam.

4. Situation at corridor intersection, e.g. straight ahead for lines EE, N, QB, RR. For line 2 branch to the right.

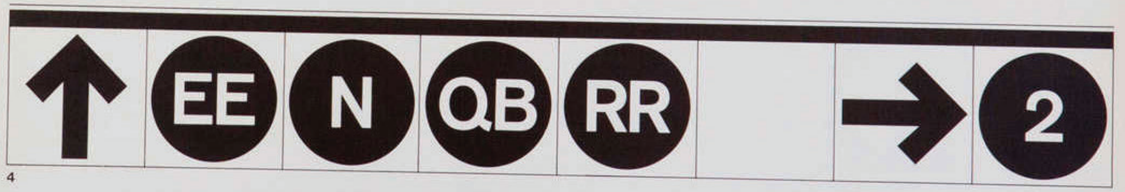
Note: When there is a change of direction indicated on the same sign to avoid confusion there should be a blank module 1' x 1' to separate the two directions. (see 4)

1

2



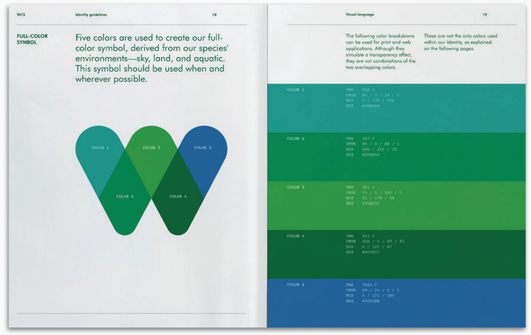
3



4

PRIMARY COLOR SYSTEM
SECONDARY COLOR SYSTEM
PRIMARY COLOR YELLOW
PRIMARY COLOR DARK GREY
COLOR CODES
COLOR TONES
THE GRADIENT

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION
CLEARSPACE
Full Logo
Definition
Computation
APPLICATION ON A BACKGROUND
LOGO A
Colored Version
LOGO B
Colored Version
LOGO C
Colored Version
MINIMUM LOGO SIZES
Full Logo
Minimum Size: 20mm x 3.33 mm
Logo Symbol
Minimum Size: 5 mm x 5 mm


FULL-COLOR SYMBOL
Five colors are used to create our full-color symbol, derived from our species' environments—sky, land, and aquatic. This symbol should be used when and wherever possible.

TWO-COLOR SYMBOL WITH PHOTO
At the heart of our organization is the wildlife we protect—this symbol variation allows us to bring that notion forward.

TWO-COLOR SYMBOL WITH PHOTO
Examples of two-color symbol variations with corresponding photography.

LOGOTYPE STRUCTURE
Any combination of the symbol and typography is considered a logotype. The following pages outline these various possibilities.
Wildlife Conservation Society

BUSINESS CARD
Our business cards are two-sided. The front will include a tight crop of our two-color symbol with photography. The images are re-cropped to better fit the format.

ARCHITECTURAL CONFIGURATION
Expanding our core brand into the WCS family is crucial. To do this, we have developed a system that explicitly identifies any park or program as a part of the Wildlife Conservation Society.
Prospect Park Zoo
A Wildlife Conservation Society Park
WCS Indonesia
A Wildlife Conservation Society Program

Three[1] main types:

1. wordmark
2. icon/badge
3. flexible

1. This is a loose grouping — the edges are flexible and some logos can fall between or include all types.

1. Wordmark

THE
MET

verizon

amazon

FedEx

Supreme

Glossier.

MoMA

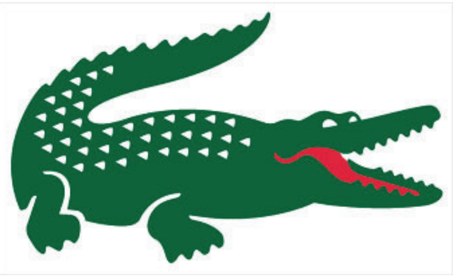
VICELAND

Google

bloomingdale's

Mobil

2. Icon/Badge



3. Flexible / Brand system

3. Flexible / Brand system

THE NEW SCHOOL
DESIGN
LIBERAL ARTS
MANAGEMENT
MEDIA & TECHNOLOGY
PERFORMING ARTS
SOCIAL RESEARCH

THE NEW SCHOOL
MILANO
CREATIVE WRITING
MEDIA STUDIES
LANGUAGES
ADULT BACHELORS

THE NEW SCHOOL PARSONS

THE NEW SCHOOL JAZZ

THE NEW SCHOOL MANNES

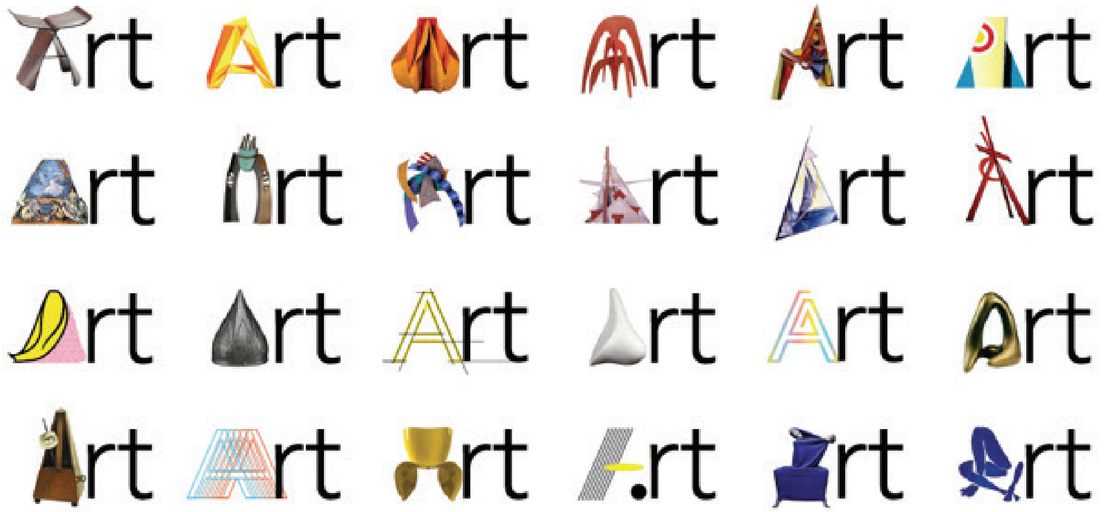
THE NEW SCHOOL MILANO

THE NEW SCHOOL LANG

THE NEW SCHOOL DRAMA

THE NEW SCHOOL PERFORMING ARTS

THE NEW SCHOOL PARSONS PARIS



USA TODAY NEWS

USA TODAY MONEY

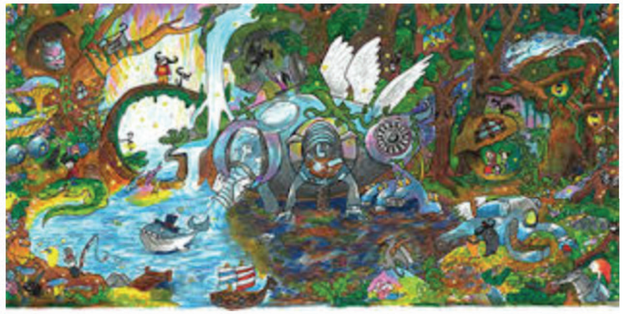
USA TODAY SPORTS

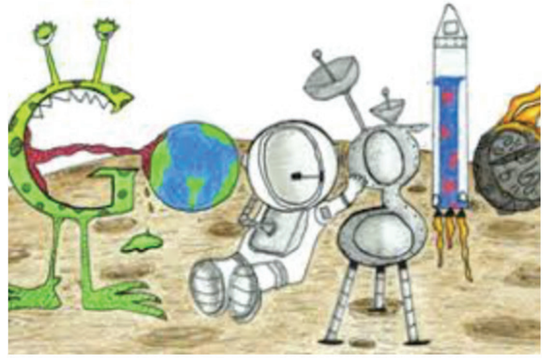
USA TODAY LIFE

USA TODAY TECH

USA TODAY TRAVEL

3. Flexible / Brand system





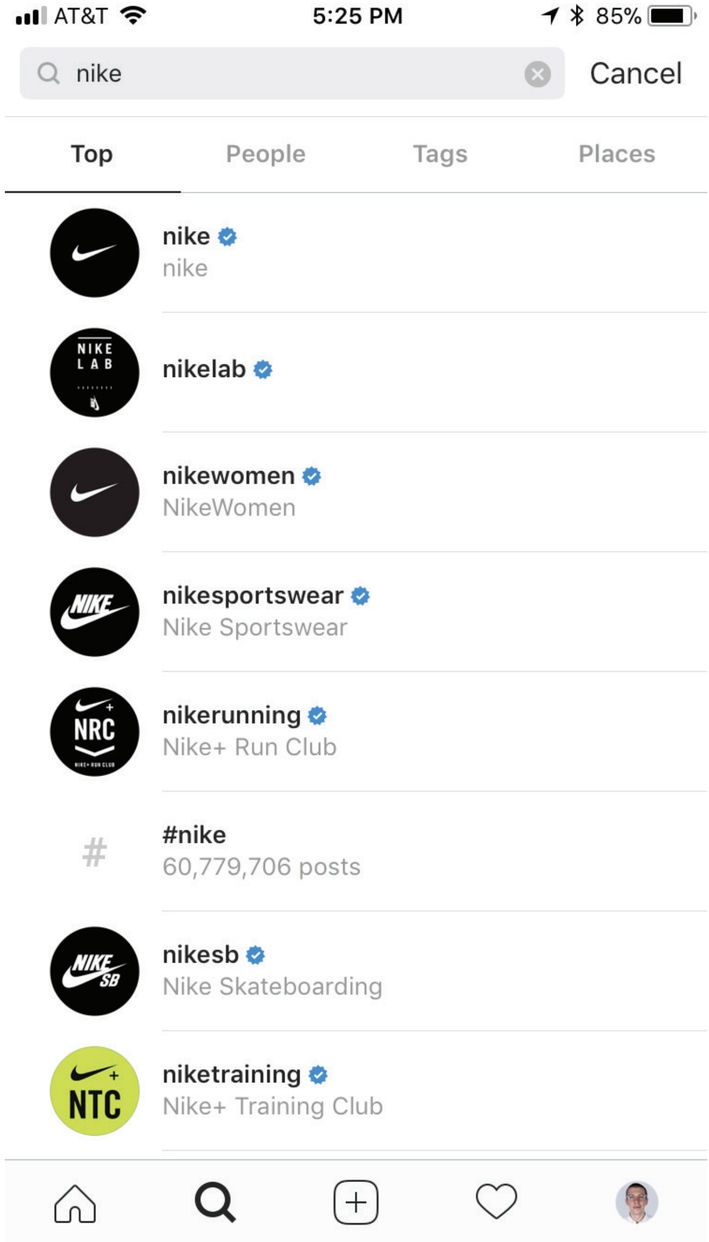
Coherency,
not consistency.

Logos can come to
represent larger ideas
but are born meaningless.

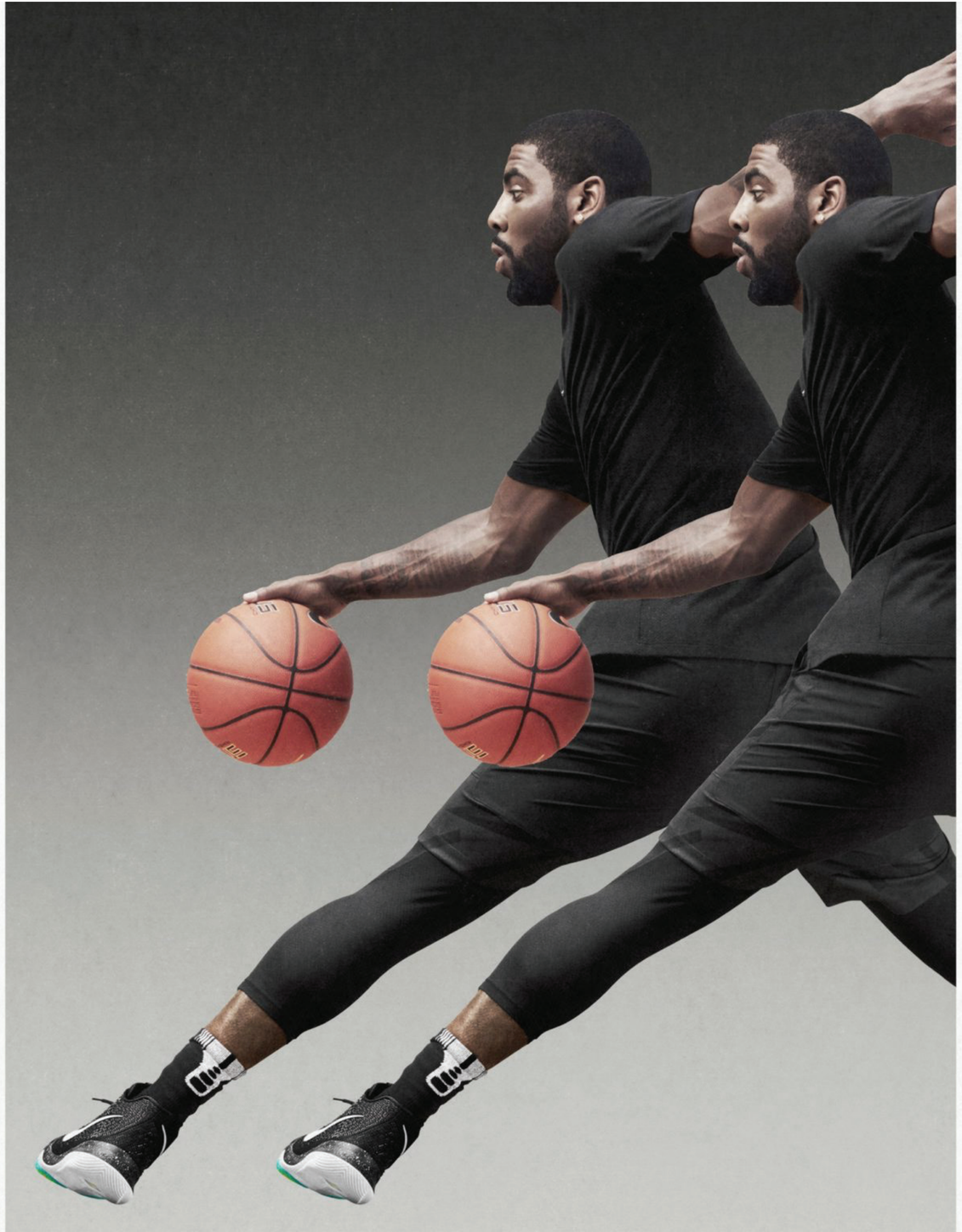
A logo,

when used within a system, overtime becomes

a brand.


AT&T
5:25 PM
85%
nike
Cancel
Top
People
Tags
Places
nike
nike
nikelab
nikewomen
NikeWomen
nikesportswear
Nike Sportswear
nikerunning
Nike+ Run Club
#nike
60,779,706 posts
nikesb
Nike Skateboarding
niketraining
Nike+ Training Club

BLAZERS
15
THE LEAGUE'S
NEWEST FRANCHISE
#beunstoppable



The Kyrie 3

NIKE BASKETBALL

The Ten: 1. Air Jordan 1,
2. Nike Air Presto, 3. Nike Air Max 90, 4. Nike Air Force 1, 5. Nike Air VaporMax,
6. Nike Hyperdunk, 7. Nike Zoom Vaporfly, 8. Converse Chuck Taylor, 9. Nike Blazer, 10. Nike Air Max 97.

1. simple
2. work in black/white
3. standarized
4. applied everywhere

“works the same
on a billboard and
a business card”