

Skyline Logo

Connor Witton

This practical consisted of designing a suitable logo for an architecture company named Skyline. The fictional company, Skyline, designs postmodern style buildings inspired by Frank Gehry. I wanted the logo to incorporate and suggest dynamic movement elements commonly used in postmodern architecture. Furthermore, I wanted it to reflect the name of the company, Skyline, which has linking pronunciation to create an obvious and dynamic link of the two words 'sky' and 'line.' The logo is highly versatile as it can be used on a variety of applications such as business cards, worksite banners, and advertisements. To create this corporate feel, I took inspiration from Australian designer, Ken Cato as he was proficient at designing formal logos rooted in the concepts of functional design and minimalism.

This led to the use a key element in my design that was able to be detached from the logo allowing variety in application but still creating a very effective, successful branding. The text was inspired by other architecture companies; the bold, strong, and futuristic font appears to dominate, successfully conveying the foundation of strength and reliability of the firm. A vivid blue colour scheme was chosen as it reflected the colour of the sky, a key word in the name, and because it evoked the idea of trust and dependability. These elements created unity in the logo, making it an effective and successful logo.

My final logo contains minimal design elements and uses a singular line to link these elements, successfully reflects the firm's name, product and services. Earlier concepts for the logo included three rectangles over the peaks to represent a skyline, however this was too obvious for the logo so it I elected to focus on creating subliminal suggestions of architecture and skyline using only one line. This was highly effective as it abstracted my design, setting the logo apart from others whilst making it simple, unique, and memorable.

The text complements the logo effectively as it reflects elements of the logo such as the directional line to suggest movement, tight corners and varying widths create unity in the logo. Moreover, the text although sympathetic in style to the logo has enough contrast to work as an independent feature of the logo. The word ARCHITECTURE uses size, contrast, and colour to create impact. The key element of colour (vivid blue) uniting the elements. The cooperative relationship between all parts of the logo creates balance.

The logo clearly communicates the dependability and formality of an architecture company. It also reflects the simplicity and adaptability for corporate branding as per Ken Cato's style of design, whilst suggesting the postmodern theme through similarities to existing postmodern architecture, creating a memorable, unique, and effective logo.