

TLC

The Letlow Co

Design + Build



Typography

Verlag: Extra Light, 107 pt

C = 0
M = 0
Y = 0
K = 70

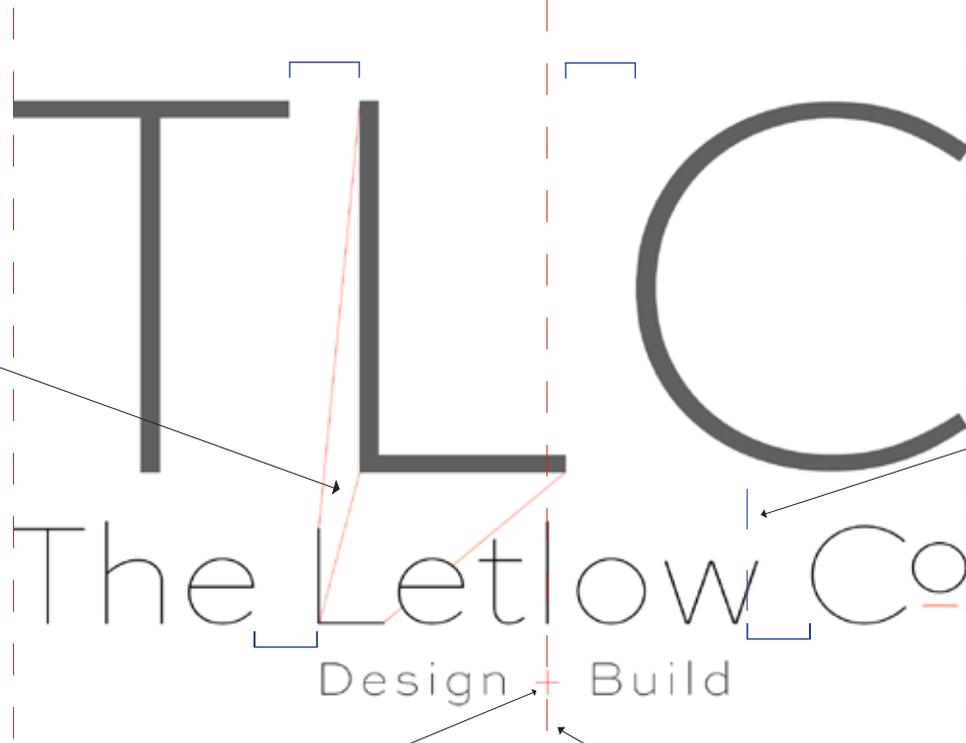
After finalizing a cohesion between typefaces, I was able to identify a relationship between the 2 "L" shapes. This allowed the opportunity to create an icon of sorts. When all three corners are connected it creates a 3-Dimensional structure; further communicating the construction services provided.

Sweet Sans Pro: Hairline, 30.5 pt

C = 0
M = 0
Y = 0
K = 100

Sweet Sans Pro: Extra Thin, 10 pt

C = 0
M = 0
Y = 0
K = 100



C = 2
M = 91
Y = 85
K = 0



Intelligent use & integration of color throughout the composition. Creating visual appeal without overbearing the priority of communication; as well as allowing enough negative space for the eye to freely move throughout the piece.

This line was determined by finding the halfway point of the last stroke of the shape created by the letter 'W'.

'Company' seemed arduous, not allowing a balance between 'TLC', nor fitting within the given constraints. Therefore, I shorted it to "Co" and chose to superscript the "o" creating more dynamics throughout the composition, instead of the traditional "Co." (with a period)
Its placement was determined by the ending of the 'C'.

I chose to utilize the '+' instead of the '/'
The '+' connotes an idea of inclusion;
Whereas, the '/' connotes an idea of separation.

Since I created an icon, connecting the 2 'L', it shifted the overall visual balance of the composition to the left. Therefore to compensate I realigned the 'Design + Build'; instead of a center alignment exploited the verticality of the 'l' and aligned the '+' upon this vertical axis.

TLC

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Design - Build

TLC

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Design + Build

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TLC
The Letlow Co
Design + Build

Daniel Newton

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To Whom It May Concern,

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Methodology Regarding
Typefaces & Font Pairing

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Mood Board

Not This

This

Static ←———— Architectural —————→ Structural

Distracting ←———— Sleek —————→ Clean

Traditional ←———— Modern —————→ New Age

The Letlow Co
Design + Build



"By local people, for local people"

Typography

This typeface was specifically chosen based on the circular nature of the monocle icon.

The lowercase 'a' found in AvantGarde perfectly mimics the circular form i desired, additionally the vertical tail of the 'a'; It clearly was the perfect compliment.

AvantGarde: ExtraLight, 243 pt

C = 0
M = 0
Y = 0
K = 100

AvantGarde: ExtraLightOblique, 156 pt

C = 0
M = 0
Y = 0
K = 100

AvantGarde: ExtraLight, 27 pt

C = 0
M = 0
Y = 0
K = 100

Monocle

C = 19
M = 97
Y = 90
K = 6

The monocle was chosen as an interactive icon. It connotes ideas of reading, astuteness, knowledge, observation, among other emotionally desired criteria.

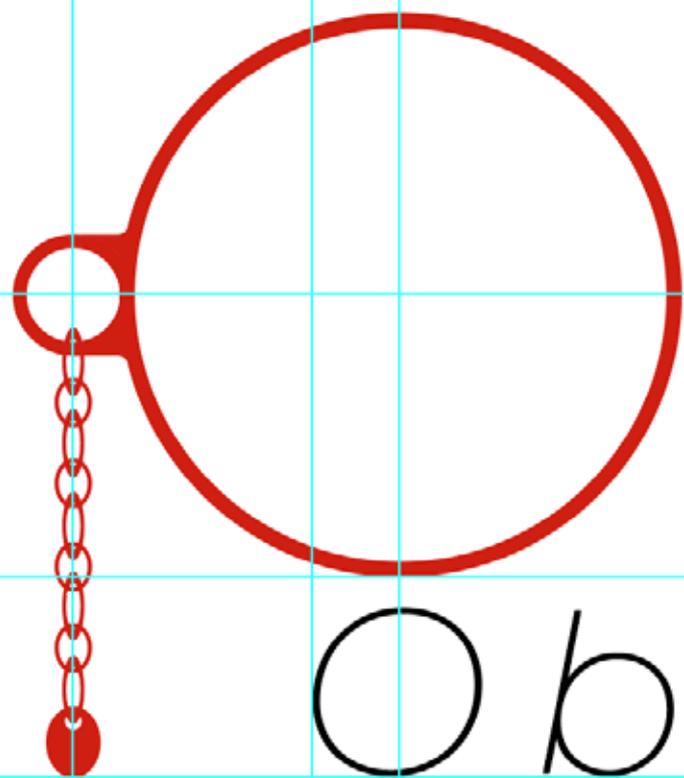


Italics was chosen based upon traditional styling of predominant newspapers worldwide. The same reasoning applies to the underlining.

Keeping the natural horizontal scale allows the letters to be read as a cohesive word. The gestalt theory obviously applies to this composition in regards to "Opelika".

I did however stretch the vertical scale 7% so as to align the with the horizontal bisector of the circular form found within the monocle itself.

Obversely, it was tracking that was important here. In order to fully encapsulate the space provided I greatly increased the tracking from its natural state. It still is able to communicate partially due to the oblique styling: almost leading toward the next, providing direction.



Pelika

observer

"By local people, for local people"

The monacle not only servers to visual communicate the idea of a newspaper, Additionally, it provides the opportunity of an interactive icon. It could be used in a multitude of ways. Here it is used to highlight must-read articles chosen specifically by the editor.

This expands it from not just a composition of Graphic Design but an inegration of Interaction Design & User Experience Design

