



Gardner design is a company based in Kansas in the USA. The Gardner process for crafting world-class identities — At Gardner Design they pride themselves in thinking about things that others don't. They believe the difference between good identity and a great one lies in the details. They go to great lengths to ensure that no stone is ever left unturned and the client's specifications are fulfilled.

They begin each project by immersing themselves in exhaustive research, looking to uncover the brand attributes and reference points that will arm their team with the information needed to find the absolute best expression of the brand. And with a team of artists working on a project – each with their own individual style and influences – they view every identity through countless visual combinations and multiple perspectives. As well, they created the logo lounge trend report produced and published internationally each spring

The work represented is just a sampling of the type can only come through a creative process that's driven by an intense attention to detail.

**MARLEN** - This masthead has used limited colour which is common in most of the mastheads on this page. This is because the designer doesn't want to detract from the actual design of the masthead. **Marlen** is an international food processing manufacturer. The 'M' symbolises organic elements in the curving lines, and the processing (conveyor belt) aspect in the ribbon effect which flows up and down the m strokes. The clean sans serif letters underneath are very open honest strong and reliable in terms of the font selection, colour, and kerning.

**TRADITIONS** – This logo is for a furniture and home fittings company. The black and white, traditional serif font, colonial style building, and est1984 all contribute to the effect of a 'old school' traditional values store. The customer instantly knows that the products in this shop will be early twentieth century 'farmhouse colonial' style. The traditional focus implies high quality, heirloom furniture. The mansion building subtly implies this is for successful, wealthy discerning customers.

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The logo for Fernandez Design features the name in a bright green, bubbly, rounded font. The word 'Design' is larger and more prominent than 'Fernandez'. The text is set against a background of black ink splatters and drips.

NZQA Intended for teacher use only

BRIAR CHAPEL



spur



WEALTH ADVISOR  
INSTITUTE



metadot

Fernandez design is a company based out of Houston Texas in the USA his designs start with drawn concepts and then they get converted to the digital stage. Good solutions start with good ideas. That's why **our** approach begins with a pencil and paper before it comes to life on the computer. It's a process that involves the client each step of the way. **We know** you have a story to tell it is our job to carry that message into a solution. Fernandez design is a specialised graphic design studio with a focus on logo design iconography and illustration. Established by Carlos Fernandez in 2000 the studio has been retained by nationally recognised advertising agencies design firms and direct clients for a wide variety of projects.

The 'Briar Chapel' design uses font selection, placement and simple graphic images to communicate a lot of information about the business. The FONT has serifs which imply a traditional aspect while the curving arc is both traditional and a little halo like or could be the sun passing overhead. This all means trustworthiness. The very simple cottagey type drawing is friendly and looks charming and old world. This give the impression that the chapel is a nice, no fuss place to go – specially for a simple happy wedding.

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