

# Creating a mark.

● Personal  
process for  
logo creation.

**Case Study:**  
ISIS Shadow

An Info Design Meeting  
on 19 Feb 2014  
by Ben Joos

**1** Start with  
typefaces that  
capture the  
mood.

- *Fresh?*
- *Serious?*
- *Luxurious?*
- *Dark?*
- *Crowded?*
- *Lively?*
- *Quiet?*
- *Bold?*
- *Probably just use Helvetica  
Neue for any of those <jk>*

2

Define the

---

concept in

---

simple but

---

direct wording.

---

- *Whatever shape or image it takes, it always shows a different shadow*
- *Dark area or shape produced by a body coming between rays of light and a surface*
- *Follow, observe closely*
- *Follow, trail, track, stalk, pursue, hunt*
- *Mysterious yet not creepy*
- *The absence of color*

**3**

Crank some

---

shit out.

---

- *Try black and white before color. If a logo works in b/w, it's got a better chance*
- *Short bursts with tons of different concepts and styles*
- *Just when you think you have enough, do 50 more*

**THIS IS  
THE MOST  
IMPORTANT  
STEP**



Don't strect

---

and look at it

---

sideways.

---

- *Start to take all of the experiments that you have created and start to reduce them*
- *Break them down, minimize them, minimalize them, strip away, shred them*
- *Rotate them, spin them, swirl them, twirl them*
- *Flip your self upside down and look at it with one eye*
- *Look at it through a different lens, at a different time, in a different space*
- *Allow for mystery, chance and opportunity*
- *Just when you think you're done, do it 50 more times*

5

Validate with

---

people that

---

you aren't

---

going crazy.

---

- *As with any design process you can get too close and start to hallucinate. Logo creation is no exception.*

**6**

Pick one that

---

fits the brand

---

the best and

---

iterate until the

---

deadline.

---



*Disclaimer: I may have left some steps out. I made this in 40 mins.*