

Design Memo

To: Dr. Karen Kuralt
From: Tenzing Briggs **TB**
Date: 9 May 2023
Subject: Final Portfolio — *Twice Sold Tales* Logo Design

The documents described in this memo are “Bookstore Logo Design 1,” “Bookstore Logo Design 2,” and “Bookstore Logo Design 3,” with Design 3 being the final version and Designs 1 and 2 being earlier drafts.

Introduction and Purpose

These documents are logos for the *Twice Sold Tales* bookstore. As logos, they contain the company name and a visual style reflected in a consistent color scheme and theme. Their purpose is to represent the company in a memorable, stylistic way, and should be recognizable enough to be used in a variety of circumstances. Additionally, they should be simple enough that they can be used in a variety of sizes.

Description of the Users/Readers

The audience for this document is both the bookstore’s customers and, potentially, the workers at the store. As bookstore logos, *Twice Sold Tales*’ logos should evoke their product (second-hand books) and their brand (the specific store). For the audience of the bookstore’s workers, these logos not only indicate the store and its products but also the store’s official correspondence — for example, it might be used as part of an internal or official letterhead, in addition to use as a book sticker or a store sign. Thus, these logos should be distinct yet simple enough that they can be used in a variety of contexts.

Description of the Context and Design Constraints

The documents’ main context is that they will appear in a variety of contexts, and thus must be both visually prominent while conveying the company’s brand in small enough space that they

can be used both in large and small format. Thus, the primary constraint is that these logos should be both simple yet evoke the company brand.

Design Evolution and Rationale

In my first draft design for this logo, I focused on evoking the “theme” of the brand as a second-hand bookstore. For the company name, I used a script font, to evoke the theme of old books. I also used a set of books in the logo to further emphasize what the company actually sells, and to make it visually and thematically distinct, I added in a visual of a cat alongside the books to play upon the pun between “tales” and “tails.” I further tried to make the visuals meld with the text by having the “S” of “Sold” be the cat’s tail. Then, to represent the “twice sold” aspect, I had the icon of books be reflected with an inverted-color version. To match the cat’s coloring, I chose a purple and light-purple color scheme, dividing the logo into these two colors. To make each set of books distinct, and to further emphasize that they represent a “reflection” of one set of books (e.g. representing one set of books shown twice, as per “twice sold”) the darker half was used for the upper half and upper books and the lighter half was used for the lower half and lower books.

In my second draft design, I removed the cat, focusing on an emphasis of the “doubled books” theme. In place of the cat, I added smaller versions of the set of books, to create the visual of a bookcase, and I swapped the upper and lower sets of books to make their combination (e.g. one set of books reflected) distinct from the bookcase part. Finally, I cropped the logo so that, rather than being a square, it would have curved edges on one side, to make it look sleeker and less boxy.

For the final design, I redesigned it to make the logo less boxy overall. One reason I had divided the logo into two boxes of color was to emphasize the “reflection” aspect of the mirrored sets of books, but to replace this I instead mirrored the bookcase part of the logo, with both the upper and lower bookcases sharing a center line. To keep the two-tint color scheme, I turned the darker tint into a circle and, after changing the font to a more cursive script, curved the company name to fit in the upper half. I also added more white to the lower bookcase graphics.

In terms of rationale, then, the main elements I considered in designing were arrangement and color of graphics, the typography of the company name, and the theme evoked. I believe the final version works well because it focuses on using simple arrangement and color to evoke a singular theme, rather than trying to incorporate multiple themes such as I attempted in the first draft, where I also included the pun on “tales”/“tails.”

Design Assessment

I learned in making this that a design works better when simpler, versus being overly-complicated. I also learned that significant time goes simply into choosing and arranging the graphics of a logo such as this one. Similarly, in creating this logo, significant time went to how the graphics utilized color, and simpler seemed to be better.

In terms of programs I became more familiar with, I gained more experience with Microsoft Word’s paragraph and table formatting software and with Canva’s online graphic design tools.

Sources

Royalty-free graphics for these designs were sourced from Microsoft Word and from pixabay.com.