

Corey Kliewer

Project 1:

Gallery Espresso Logo Design

GALLERY ESPRESSO LOGO DESIGN

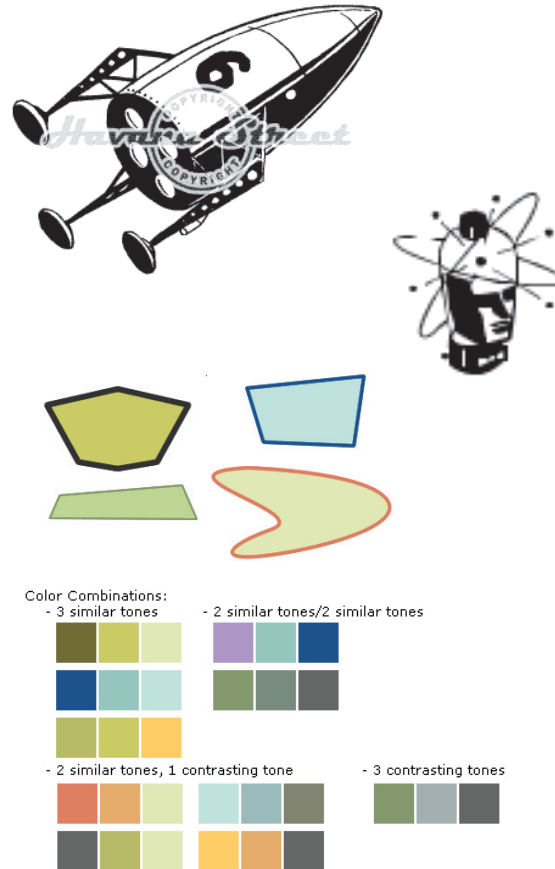
The objective of this project is to create a logo design for Gallery Espresso's coffee cafes.

Gallery Espresso is a coffee shop located in Savannah Georgia that is going nation wide. They are looking for a logo identity that will be used through-out it's national identity.

With this project the whole design of the logo was centered around my goal to give Cafe Espresso a retro-futuristic/Jetson's look but still keep it modern and up to date.

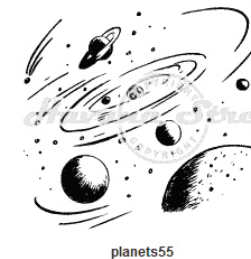
This was a tough order and I had to keep reworking and reworking the logo until it finally achieved the goal of being used in any format from digital to print using 1 to 4 colors.

I began this project by researching logos , typography and color combinations that were used in the 50s.

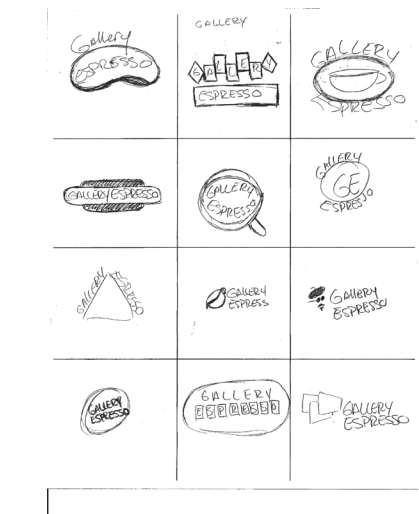
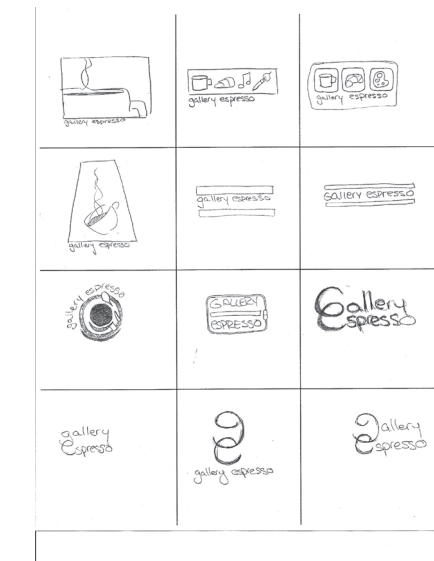
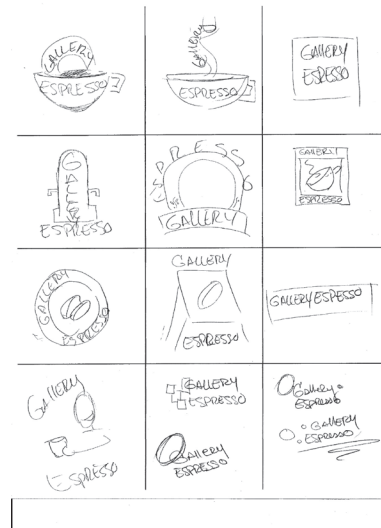


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Bernard MT Condensed
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FontDinerdotcom
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Jingopop
Lounge Bait
Bloe Tin Rickey
Airstream
ACTION IS
Forte



My next step was to start working on logos. For the class we had to create 100 logos. I usually only work on about 20, so this seemed daunting, but in the end it directed me towards a look I wanted.



Out of the thumbnails I found a few that were in the direction I wanted. These three logos had the look that I was leaning for. They had a feel that I was looking for, but I wasn't quite there yet. The first logo is what interested me.

At this point I started looking for the right typeface that would work for the style that I was looking for

After a while I started more working with the actual coffee bean. I wanted to take the words Gallery Espresso and have it shoot through the bean. But when I got my first feedback, everyone was feeling it was looking more like a hamburger



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On my next revisions, I decided to bring in an icon that has been used to represent the future, especially in the 50s, and atom, but this time the coffee bean would be the heart of the atom.

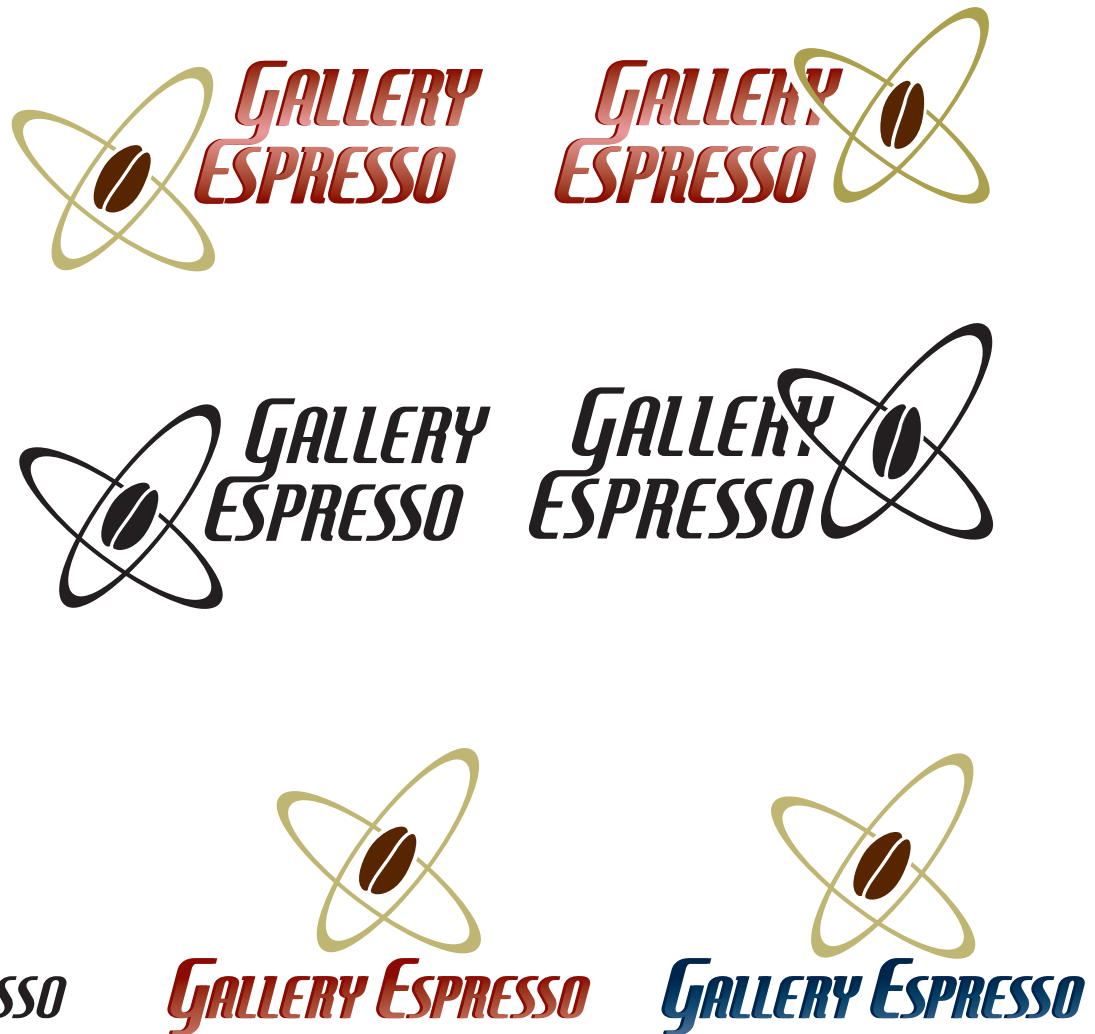
I had also started finding my colors. I was leaning towards the blue and red. The blue gave me the futuristic look while the red made me think of warm and food. I also felt that the gradation in the logo also gave it a punch that was needed.

I eventually ended up with a logo that looked like a football next to the words Gallery Espresso. I felt that this had no foundation, it wasn't grounded nor did it have the energy that I was looking for. But I did like the use of the atomic swooshes, I just didn't find the right way to use them yet. I did find the type that I wanted. It was a typeface called Hamburger Heaven.



In my next remake of the logo I started bringing in dimension. I liked how I varied the widths of the atomic swooshes, but again, they couldn't connect to the typeface. I also connected the G and E in Gallery Espresso, this gave the type a look as if it was one piece.

The only problem that I had now, was that I couldn't find the right place to put the atomic bean.



My last and final version, finally completed the logo. I walked away from the gradation. I felt that maintaining consistency in reproduction would be quite costly if not impossible.

But in the end, what finally enabled the logo to be complete was the framing swoosh. This grounded the logo and gave it balance. No longer was the logo to heave on the right, bottom or top.

It took me past the courses completion to finally find the right logo and I think the results show that quite a bit of effort and accomplishment went into this piece.

