Logo Design Process Book

Arca

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An overview of the logo design process and extended brand system for Arca; an inclusive, privacy-sensitive smart home security system.

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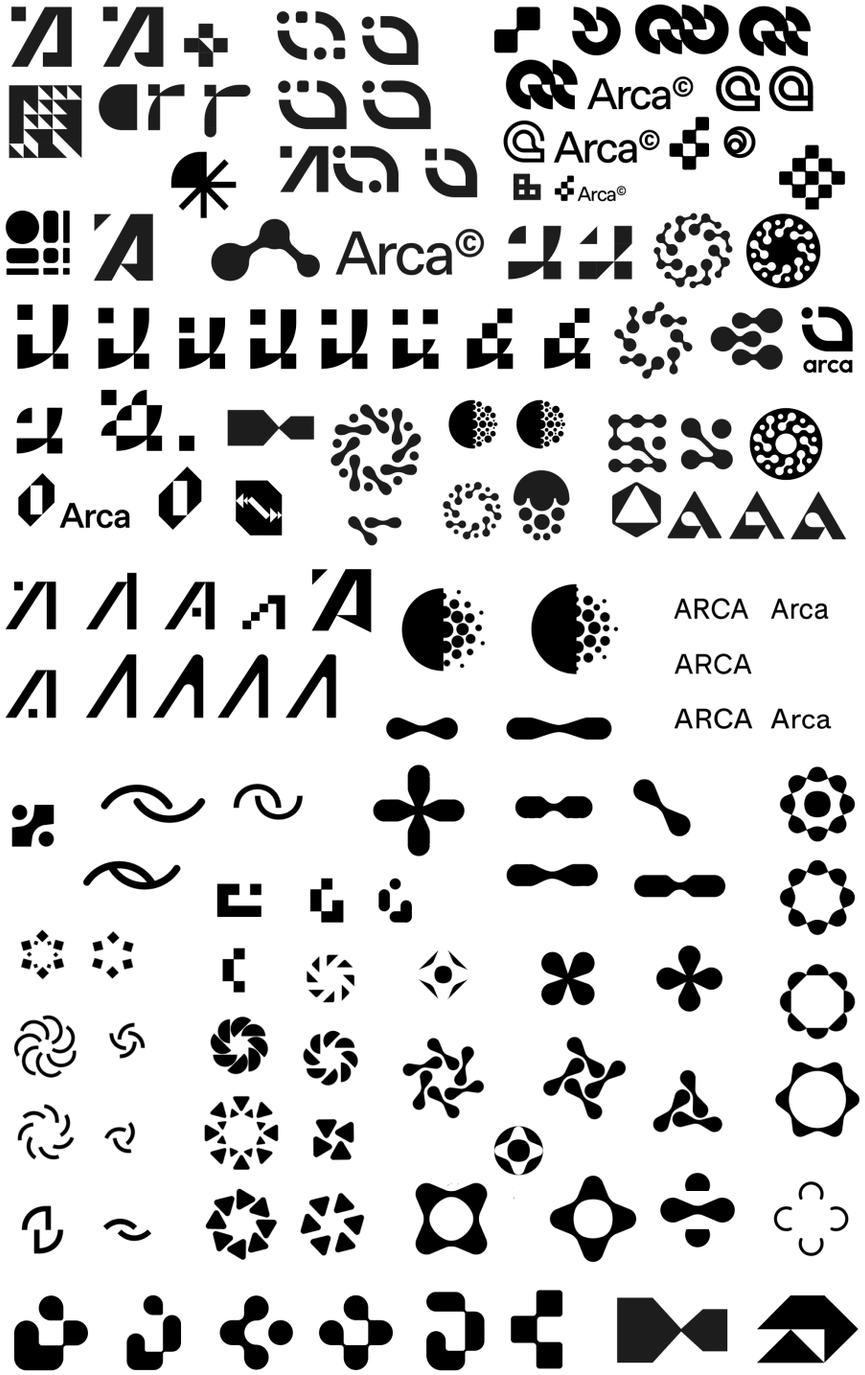
Initial Logo

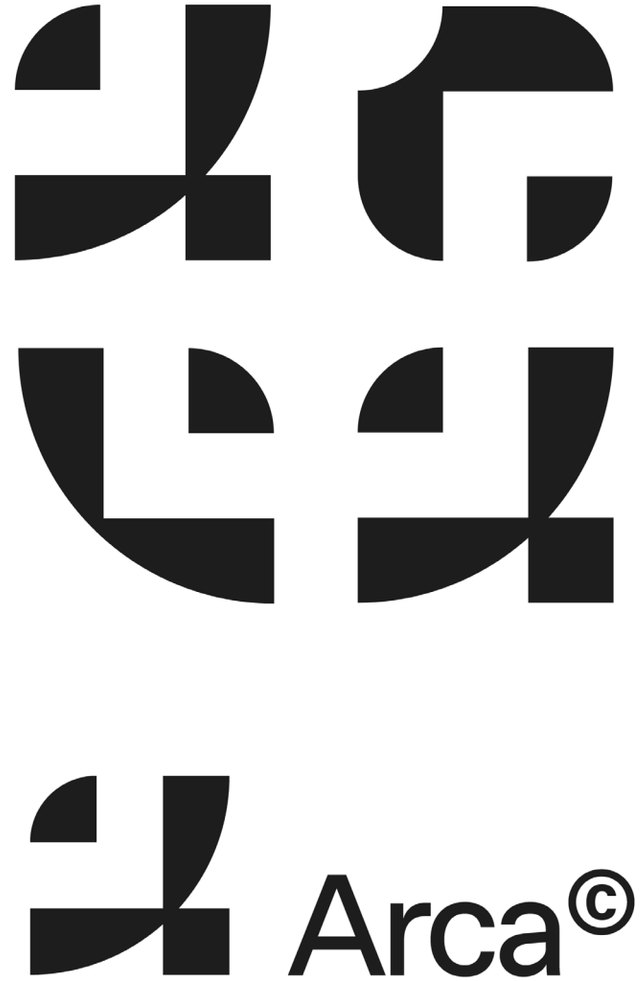
Displayed on the opposite page is an example of the very first logo direction that the team produced. At first, there were many pros to utilizing this logo: it was simple, legible, and tied to the brand story.

However, the team desired something more novel to reflect the Arca brand, and to pose it as a standout competitor alongside already established seciurity cameras. We scrapped the idea, and went back to the drawing board.



↘ Secondary Logo Iterations

The second round of logo design was much more extensive in form and concept. The team ideated both on paper and digitally, exploring rigid, organic, and modular forms. Finding a balance between novel and practical form language was key to capturing the story of this project.

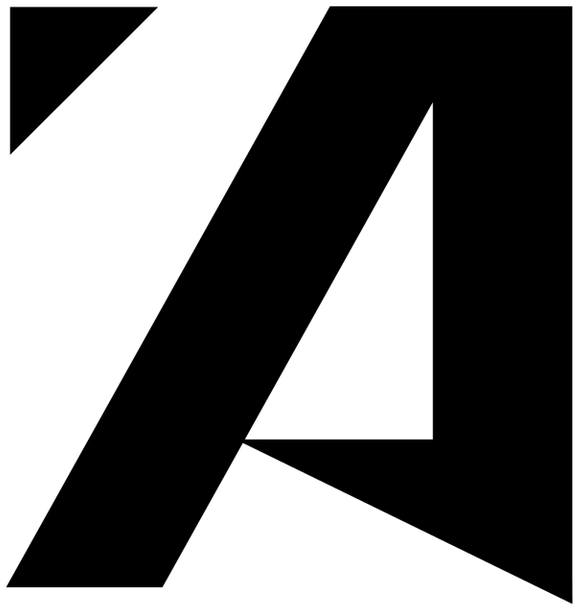


↘ Geometric Direction No. 1

During early discussions about the logo, the team defined certain visuals or associations that needed to be avoided within the logo; one of the main issues being the symbol of an eye.

This early iteration is meant to reflect a more abstract profile of an eye, while having associations with sending a 'signal.' It primarily serves as an abstraction of the letter "a."

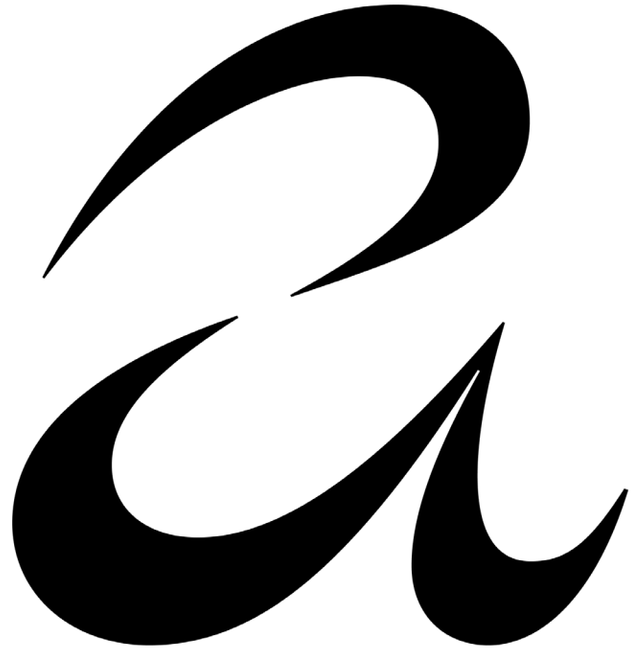
Existing on a 9x9 grid system, the logomark could then be shifted to create any number of letterforms corresponding to the letters in the brand name, or to fit any needs in the brand system.



Arca©

↘ Geometric
Direction No. 2

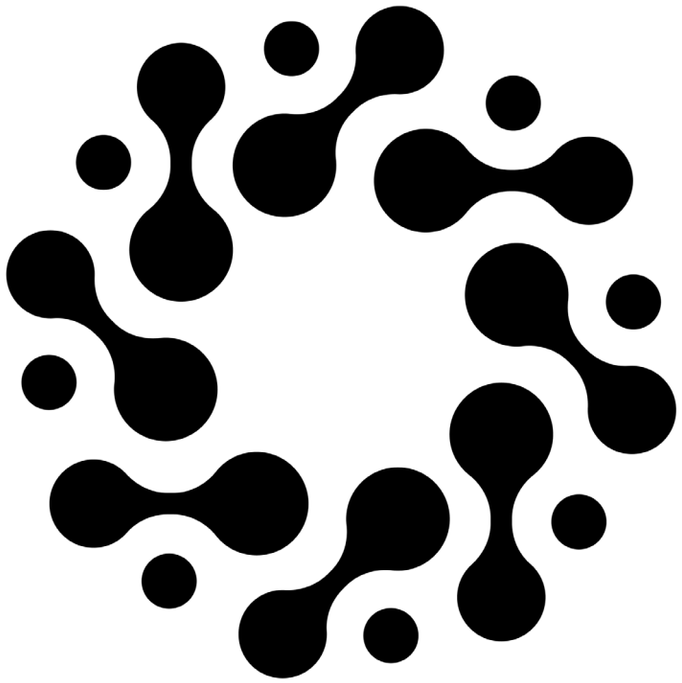
Exploring the rigidity and security of Arca through a more angular form. Ultimately, this direction was deemed too brutalist for the brand story, and didn't reflect the core ideals.



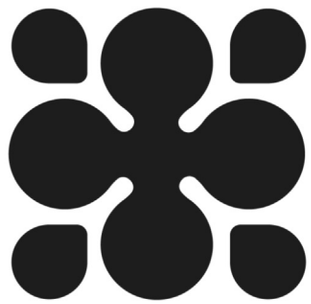
ARCA

↘ Organic
Direction No. 1

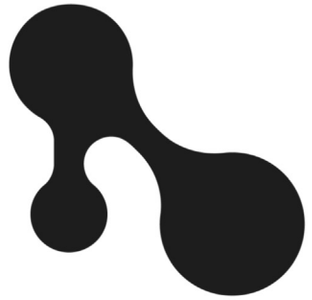
This direction reflects a fluid, flowing calligraphic motion that is reminiscient of the ability for Arca to change privacy states. The ideas of in-between states and flexibility came through in this iteration. However, the visual associations with multiple activewear brands made us abandon this concept.



Arca©



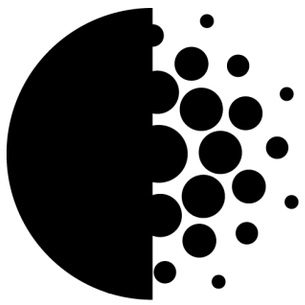
↘ Figure 1



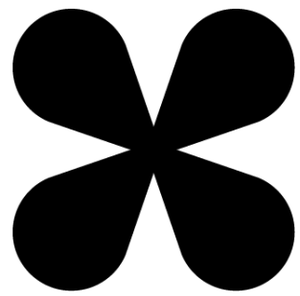
↘ Figure 2

↘ Figure 3

↘ Figure 4



↘ Figure 5



↘ Figure 6

↘ Organic Direction No. 2

Connection and being apart of a greater whole is a key to the Arca brand. This concentric group of dots that are interconnected and embracing each other create an abstraction of a camera lens.

While referencing vision and the eye, this form departs from utilizing symbols that evoke invasive surveillance. Each piece can be moved, sized and manipulated in different ways to alter the form of the logo in motion, relating to constantly changing states between privacy settings.

This proved to be one of the more convincing directions, as well as being visually intriguing.

↘ Defining a More Specific Visual Language

As seen above, the more convincing directions were organic in their form language. Figure 4 was chosen as our final direction, but we wanted to tie it together with Figure 5 to create a more dynamic logomark.

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↘ ROUND 01

↘ ROUND 02

↘ ROUND 03

↘ ROUND 04

↘ Pairing Typefaces

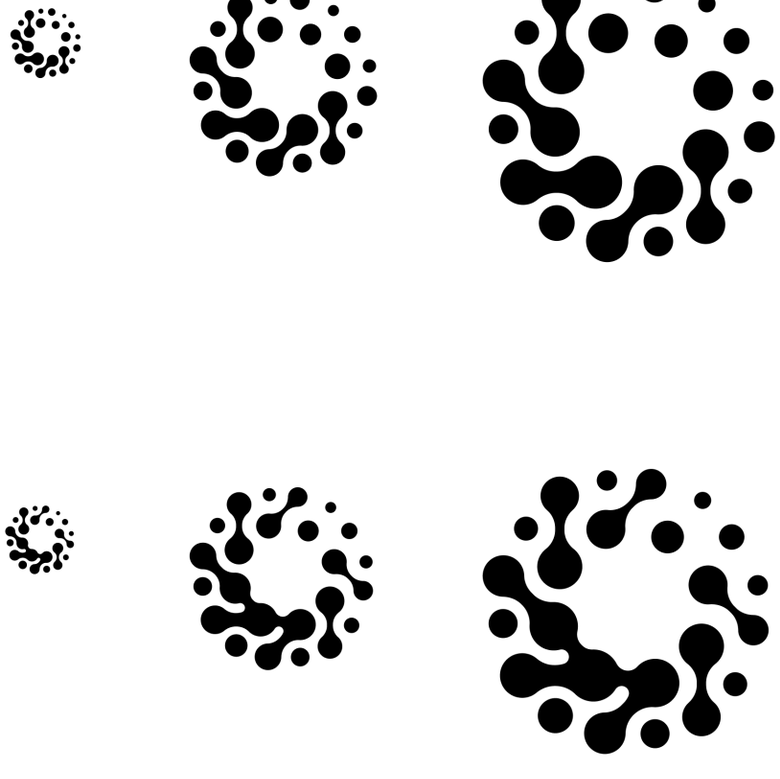
P.10

To decide on a font for the wordmark portion of the logo, we paired different sans-serif display fonts with SF Pro (the default IOS typeface, and used in Arca's interface). The team needed to select a typeface choice that was fit for use within moments of the UI, and the logo as a whole.

↘ Pairing Type with Primary Logomark

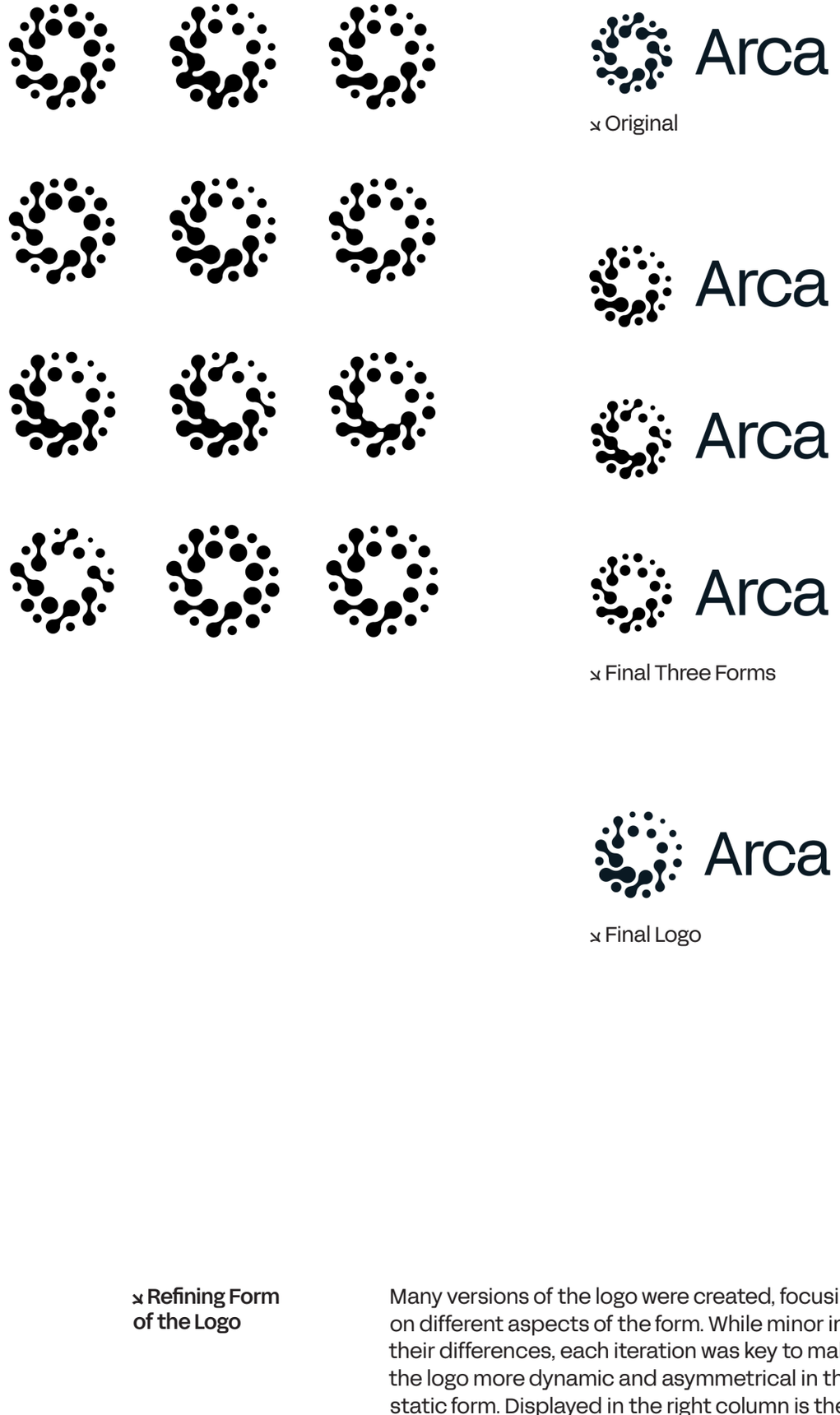
P.11

There was an extensive selection process for testing the type alongside the selected logo form. The team needed something more playful than SF Pro, but not too expressive. Acid Grotesk was selected. Its tall x-height and open counters make it visually distinct from other sans-serif typefaces.



↘ Optical Sizes

Across both print and digital uses, the Arca logo is required to work at a variety of sizes. Legibility of shape is important for keeping the logo recognizable. Seen here are three examples at small, medium, and large size formats. Each iteration was tested this way in order to select an ideal form.



↘ Original

↘ Final Three Forms

↘ Final Logo

↘ Refining Form of the Logo

Many versions of the logo were created, focusing on different aspects of the form. While minor in their differences, each iteration was key to making the logo more dynamic and asymmetrical in the static form. Displayed in the right column is the process of selecting the final logo.

Arca

Final Logo

There was an extensive selection process for testing the type alongside the logo. We wanted the logo to feel fluid in order to represent the flexibility and control that Arca provides, but not too organic as to feel biological.