Lesson 4 - Lines in Logos

Lines come in a variety of shapes and sizes. Don't get stuck in a rut. Vary the thickness. Make lines of dots, dashes, or combinations. Look at the patterns that a series of lines make.

Use lines to direct eyeflow, form barriers, indicate connections, show movement. Be aware of what the shape of lines can convey. Sharp edges could indicate tension, crispness, hardness, formality, or high tech. Soft edges and curves may be softer, flowing, more casual, or more personal.

Even small changes in line thickness, endings, or shape changes can alter the look and feel of a design.

In the second example, the lines that make up the triangle (letter A) go from thick at the bottom to thin at the top. They also suggest a set of steps (advancement) leading upward.

Notice how the round line endings give this hammer -- drawn freehand with straight and curved lines -- a softer feel.
The second version of the iFiche logo uses rounded line endings and more curves (in the fins/ lashes). Notice that a different typeface is chosen for each, to match the style of lines.

You can also create interesting patterns with a series of repeating lines. None of these designs rely on color -- although changes in color can further change the appearance of the lines.

**Lines in Logos Exercise**

1. Choose one of the following companies for which you are going to create a simple logo.
   
   a. Bites Internet Café  
   b. Puppy Pampering  
   c. Auto Detailzzz  
   d. Speedy Deliveries

   - Draw your design in a 5 x 4 inch square in your notebook using a black line marker.  
   - Below your design, write a short explanation that describes your use of line and pattern in suggesting the company identity.  
   - Be sure to use a variety of line widths, directions, and pattern to add interest.  
   - Remember to never take your first idea, do a few rough ideas.