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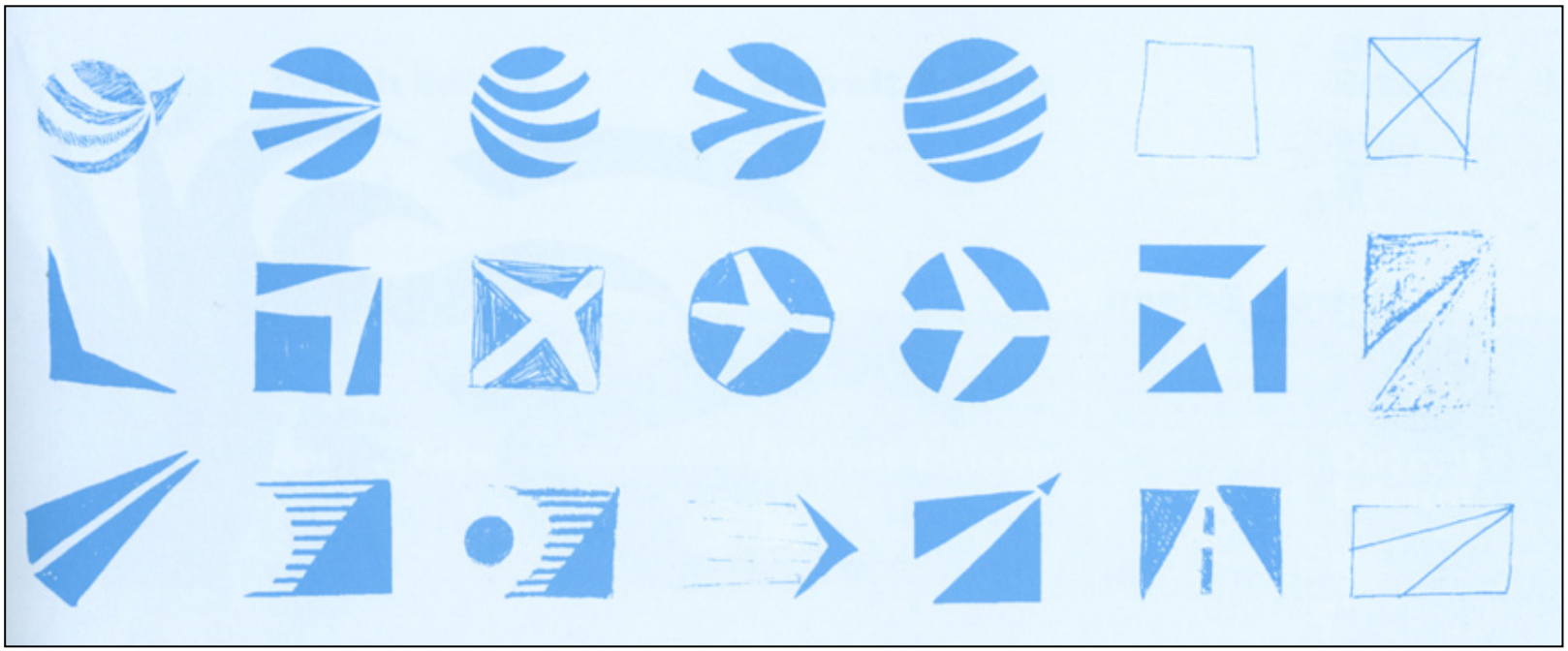
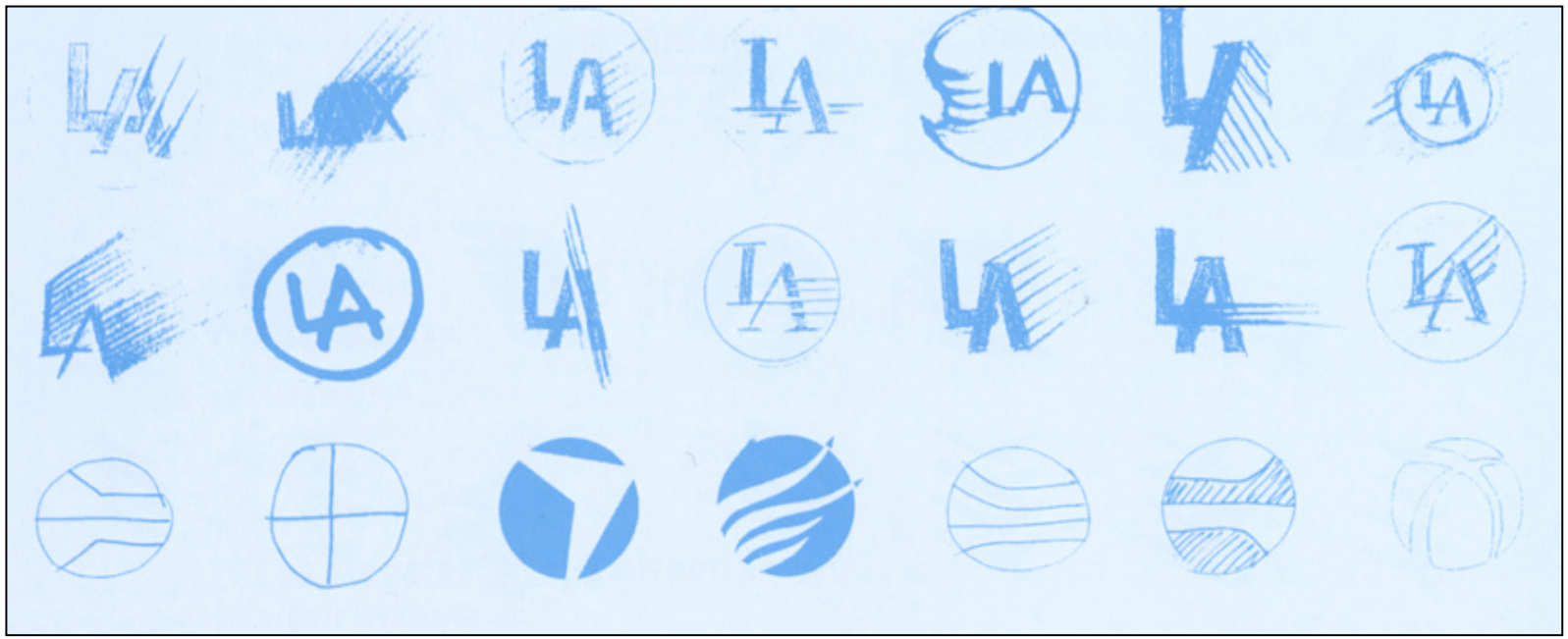




Above and facing page
Selbert Perkins Design explored various possibilities visualizing the aviation theme.

1–6
Refinements of promising versions of the wing theme selected from the sketches above.

1–3

4–6

7
During a presentation this logo proposal was rejected because it was too static.

8
This proposal didn't go into further development because the idea of using acronyms was too abstract for the client.

7

Los Angeles Airport Group

8

Los Angeles
World Airports

LAX | ONT | VNY | PMD

Los Angeles
World Airports

LAX | ONT | VNY | PMD

LAXPMD
ONTVNY
LOS ANGELES AIRPORT SYSTEM

Los Angeles
World Airports

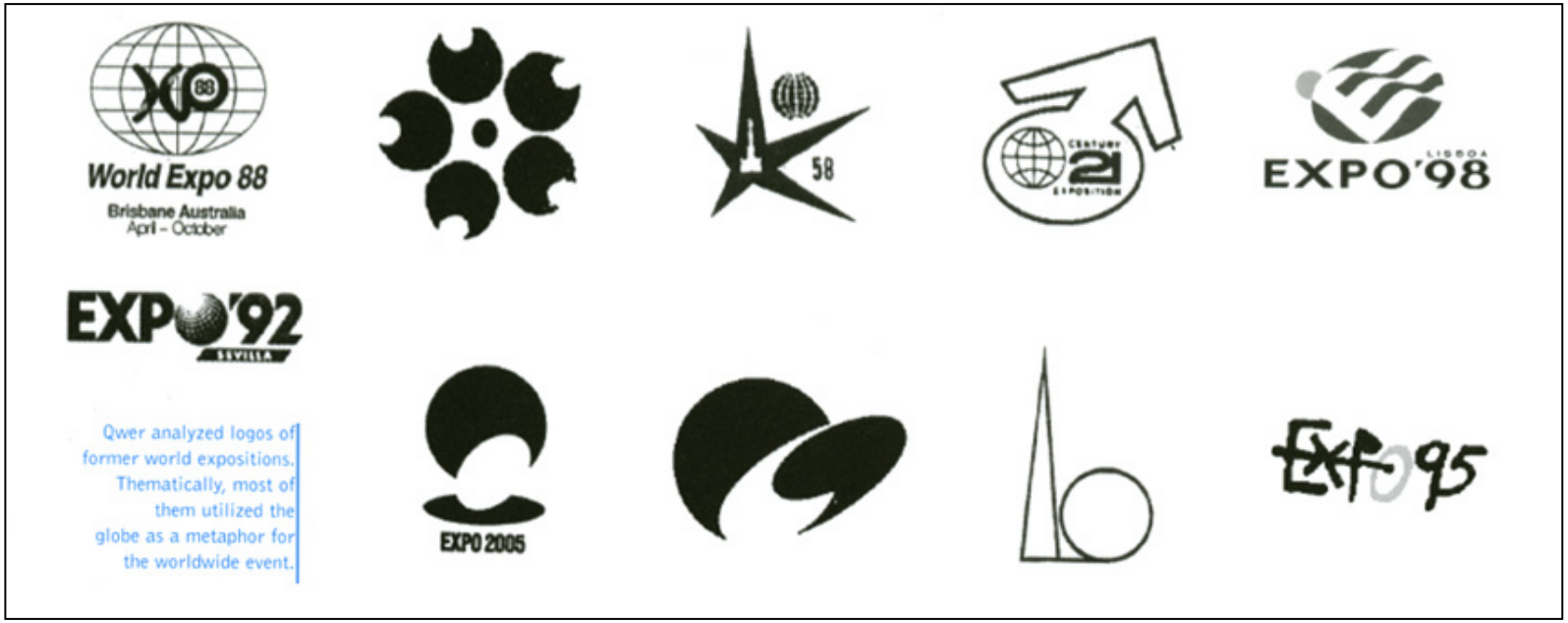
LAX | ONT | VNY | PMD

Los Angeles
World Airports

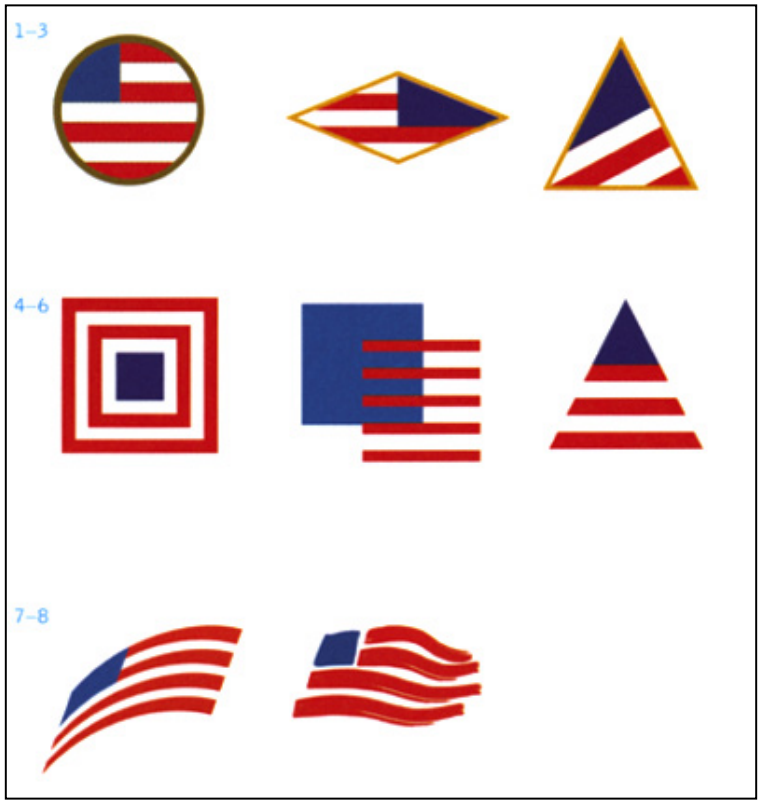
LAX | ONT | VNY | PMD

This later stage of the design phase shows refinements on typography and the color schemes of the previously selected marks utilizing different versions of nomenclature.

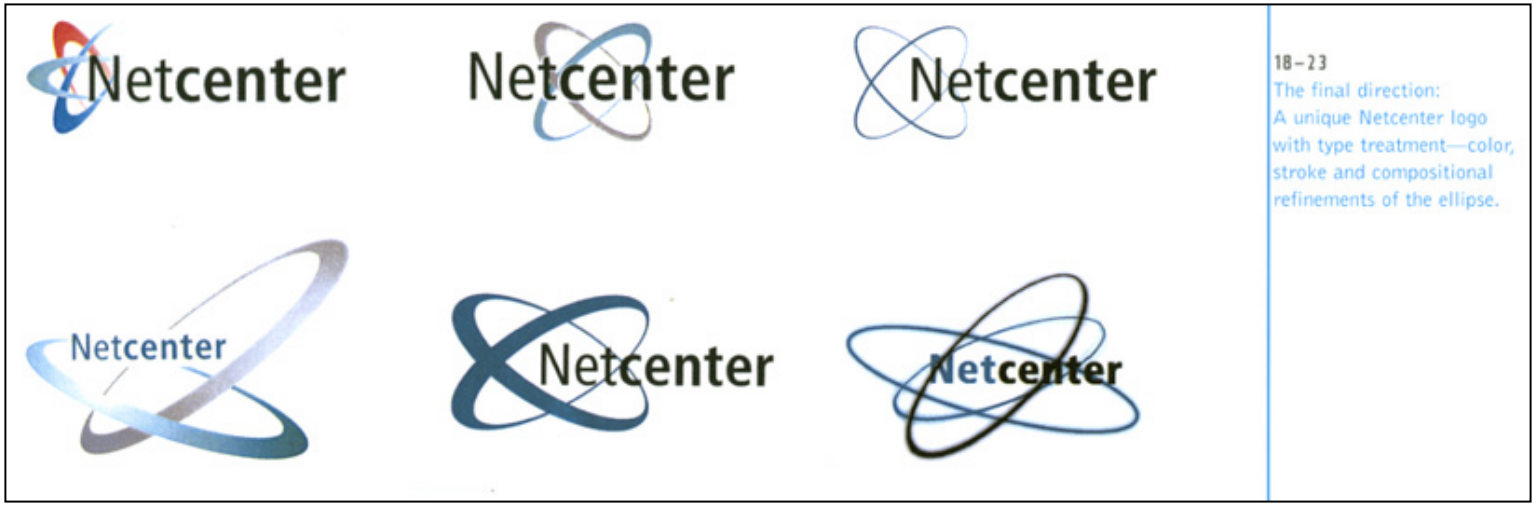
The symbol in the logo on the top left utilizes figure–ground techniques. The illusion of the plane is created using four geometrical elements, each shape in different colors representing one of the four airports.



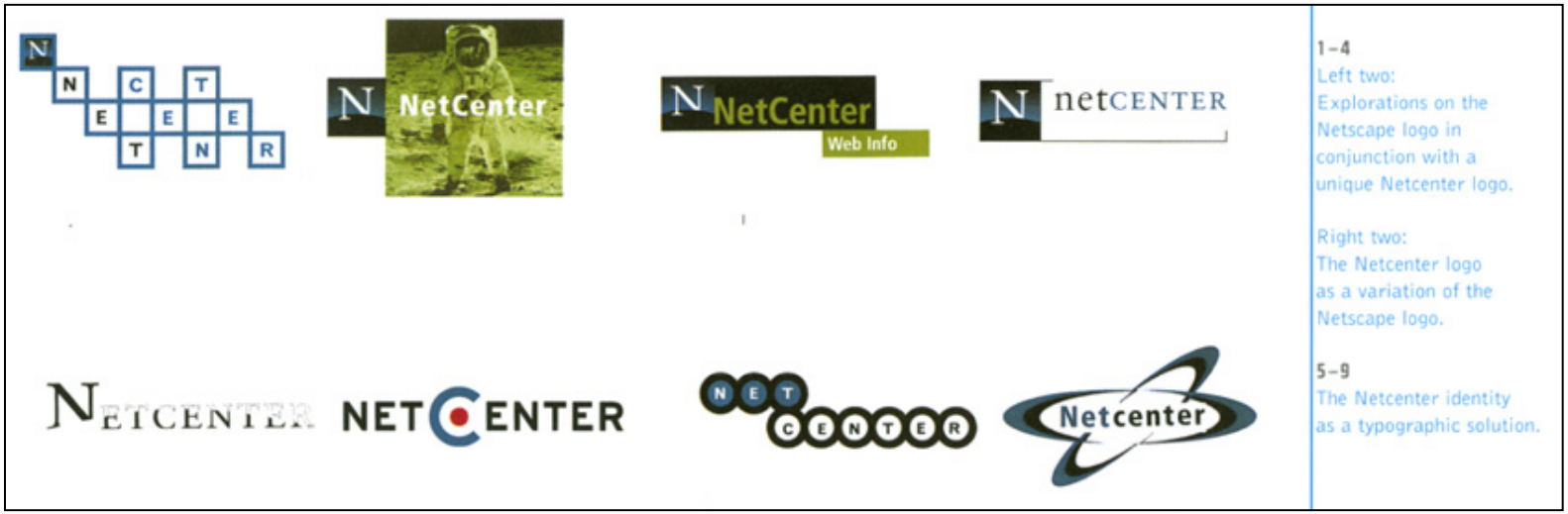
Qwer analyzed logos of former world expositions. Thematically, most of them utilized the globe as a metaphor for the worldwide event.


1–3
4–6
7–8

Bank of America.



18–23
The final direction:
A unique Netcenter logo with type treatment—color, stroke and compositional refinements of the ellipse.

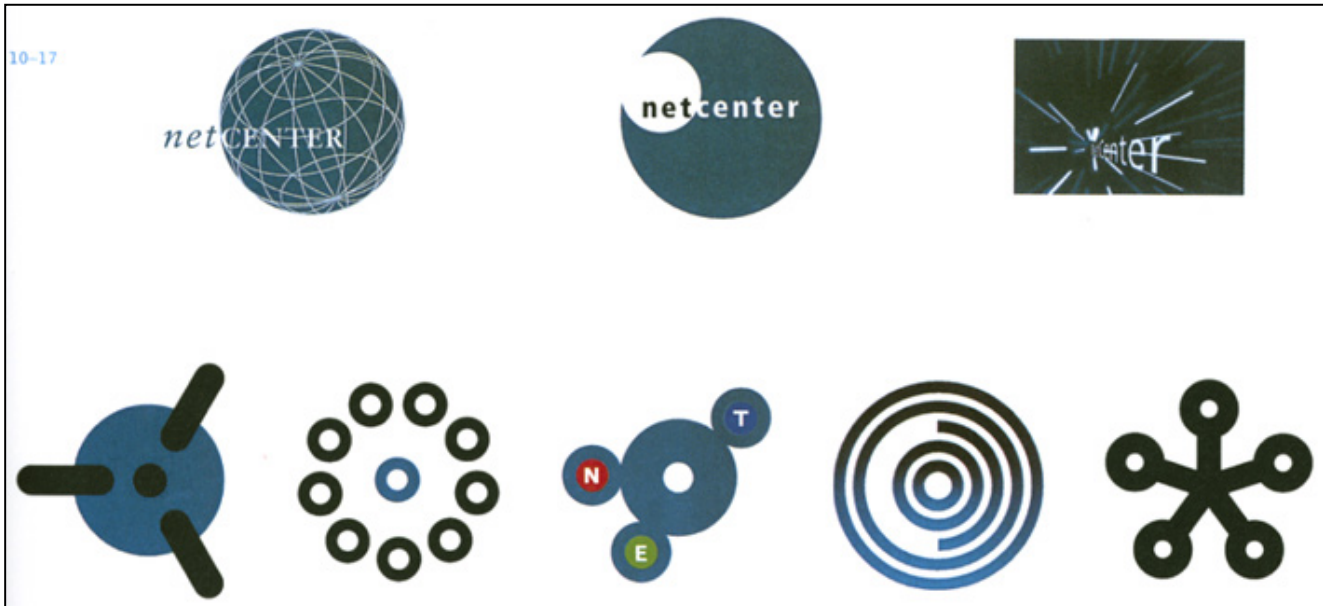


1–4
Left two:
Explorations on the Netscape logo in conjunction with a unique Netcenter logo.

Right two:
The Netcenter logo as a variation of the Netscape logo.

5–9
The Netcenter identity as a typographic solution.

10-17



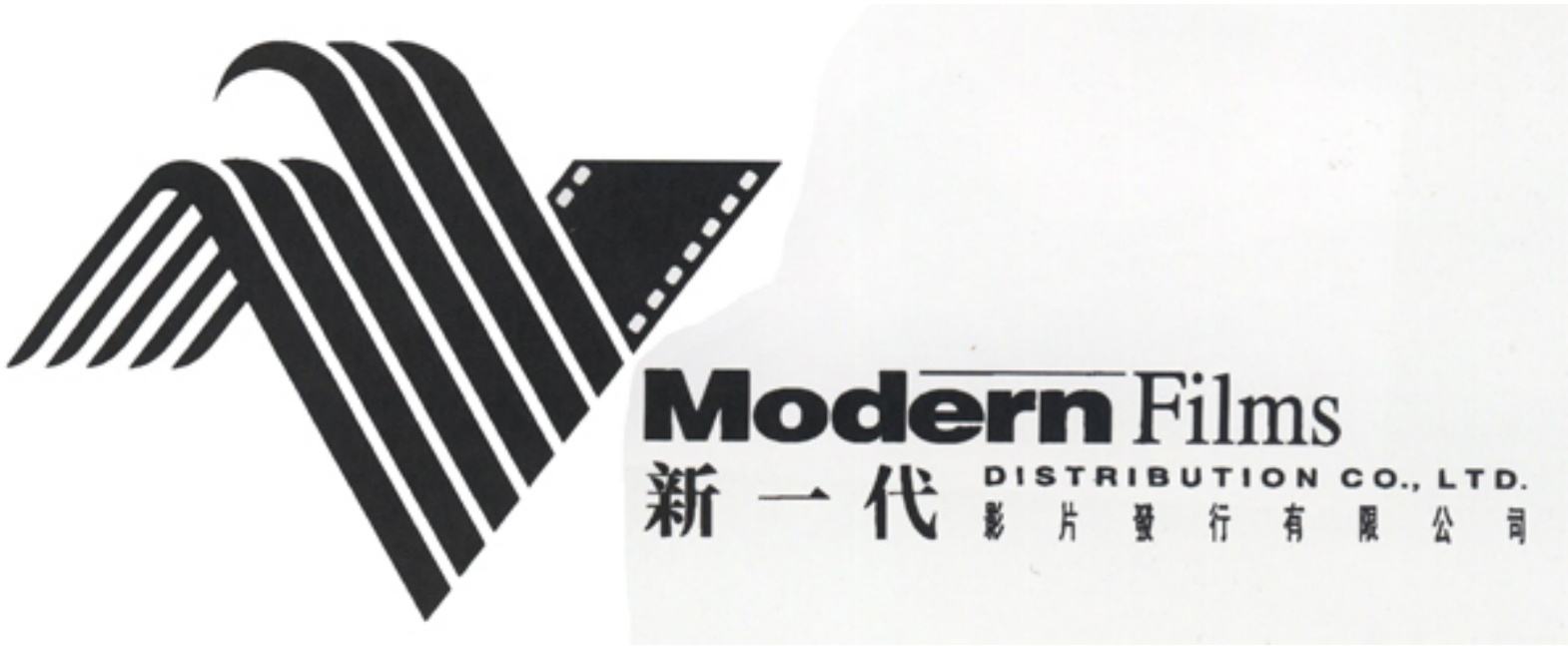
10-17
Variations on a unique Netcenter logo.

ART
CLASSICS
LTD.

The Truth About

clarion
CAR AUDIO & BEYOND
Surf Tour

idea catalysts inc.


Modern Films
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