

MΞTRΞON

metreon



METREON

MeTReon



metréon

METREON







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



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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.



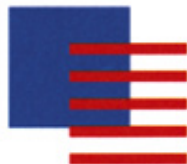
Qwer analyzed logos of former world expositions. Thematically, most of them utilized the globe as a metaphor for the worldwide event.



1-3



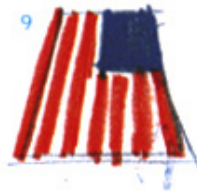
4-6



7-8



Bank of America.

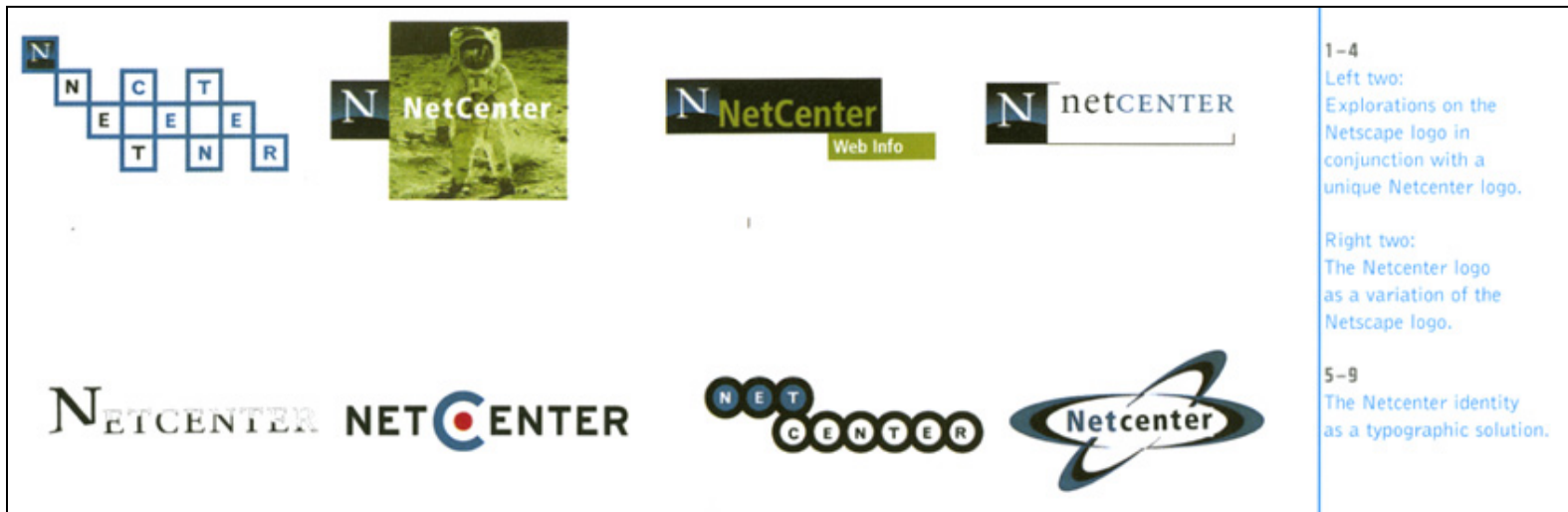




18-23

The final direction:

A unique Netcenter logo
with type treatment—color,
stroke and compositional
refinements of the ellipse.

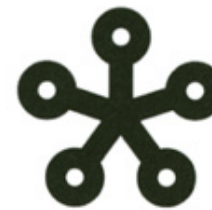


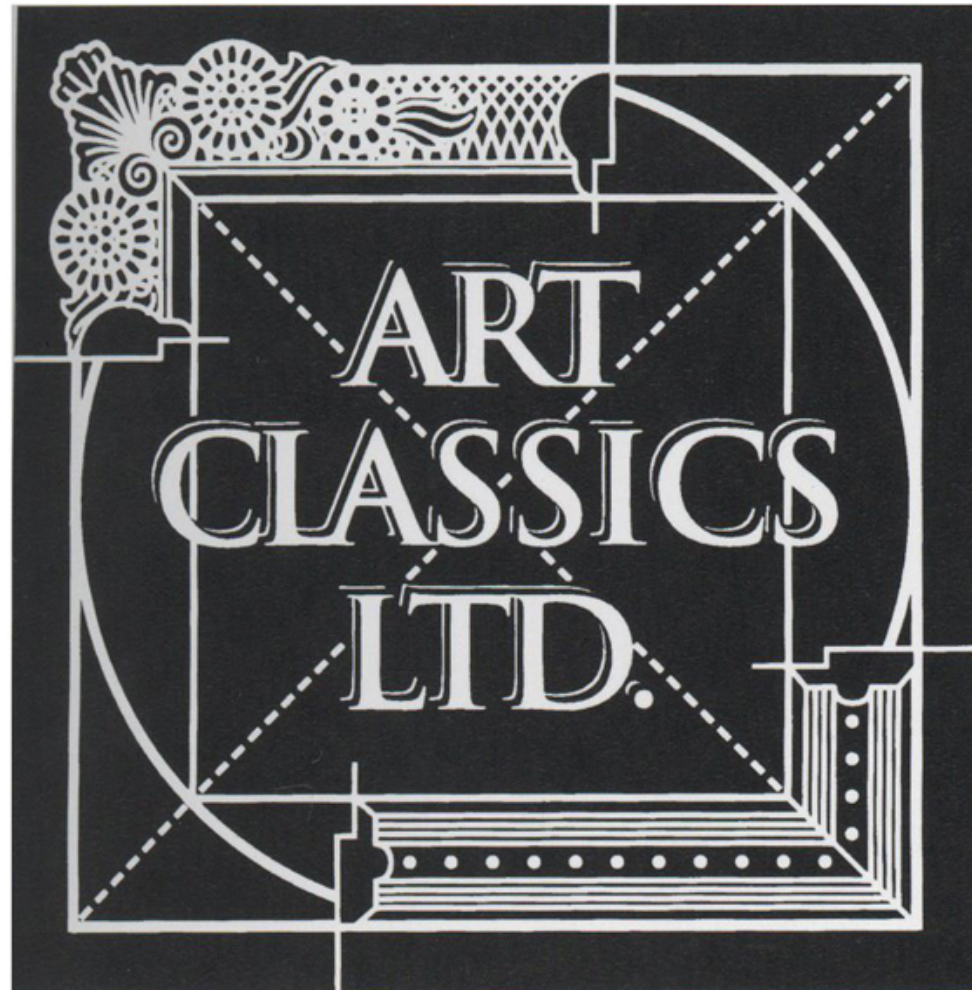
10-17



10-17

Variations on a unique
Netcenter logo.







The Truth About

Cats
& Dogs





i d e a c a t a l y s t s i n c .



Modern Films

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