

## Practitioner's Statement

### ***Airline Branding***

Todd Smith

My design brief was to design a logo for an Australian Airline. The logo needed to typically reflect Australia in its corporate appearance and successfully work as a logo for an airline. Logos for large corporations need to be versatile as their application will be on numerous and varied products.

When researching the work of Paul Rand, four key design features stood out to me; negative space, bold font, simple representation of shapes and flat colour. Rand's logos work well as their graphic elements were clearly recognised and successful represent the company for which they were designed. My airline logo is easily recognised as a simplified image of Uluru. Most people recognise Uluru and automatically link it with Australia. When simplifying Uluru, in the shapes creates was the shape of an airplanes tail fin. This shape was exaggerated through size, colour and by not lining up with the other shapes. This feature created this link between logo and airline.

The monochromatic colour scheme works well unifying with Australia's rich red center and orange sunsets. The blue used was chosen to create contrast while also unifying with deep blues of Australian skies and oceans.

The reasoning behind making the text upper case was for ease of reading but also so that the upper case 'A' in the font 'Dolce Vita' could be utilised. The uppercase 'A' has a sharp angle which creates unity with the sharp angle of the tail fin shape within the logo graphic. It was also chosen to be bold so that the size of the font unified with the negative spaces created within the different sections. The angled negative spaces between the different sections of Uluru and the tail design were created to imply a forward and upward movement.

My logo is versatile and can be modified to suit a number of different airline applications. The logo works in black and white while also being versatile in its size. Also because of all different segments and the fact that the text is disjointed from the graphics for they are able to be broken up and re positioned as needed.