

Introduction

This study for the creation of a new BlenderNation logo is based on three basic premises:

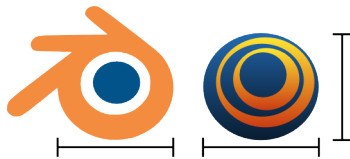
- 1- It needs to have a visual connection with Blender;
- 2- The logo has to identify the subject as a website;
- 3- More than just a website, the logo has to clearly promote it as a "News" website.

Applying these premises

Visual connection with Blender

To achieve a visual connection with Blender, there was two elements used:

- The ellipse respects the same proportions as the one suggested by the Blender logo;



- The blue and orange colors.

The blue color along with orange in the same logo are tricky to use because of their complementary relationship, being hard to achieve good contrast with both colors at the same time. The solution in this case was using blue acting as a 'frame' to orange.

Identificating the subject as a website

I took inspiration from the new generation of websites - commonly called "Web 2.0" - that comes with logos using gradients and vivid colors. These logos share one more thing in common: the use of Grotesque type, which also influenced the choice for the new BlenderNation logo.



Identificating the subject as a "news" website

The choice of Grotesque-type font was also based on this premise. The font used for the name was Franklin Gothic Demi Condensed, which is widely used for news headlines. The slogan is presented with the Rockwell font, and its shape resembles a typewriter font - a common approach to the idea of "News".

Franklin Gothic Demi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(){}+~*/\.,:;!@#%&

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(){}+~*/\.,:;!@#%&

Construction

As stated before, the visual construction of the symbol respects the same proportions of the ellipse suggested by the Blender logo. There are two ways of applying this logo: horizontally or in 'square' shape.

The concept used was the elliptical shape of the Earth - representing the global presence of both Blender and BlenderNation. Each ellipse on the symbol represents one of the five continents of the globe, reinforcing this idea.

The ellipses are positioned in a non-uniform way, giving an idea of movement. This lead to a visual representation of the constant changes and evolution in the Blender universe that is announced and covered by BlenderNation, with its intention of bringing 'fresh Blender news, every day'.

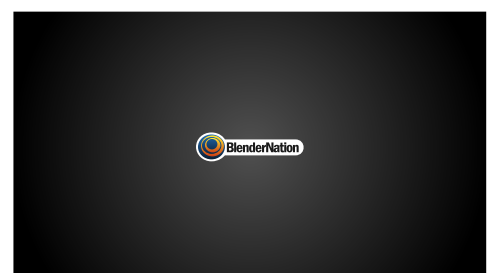
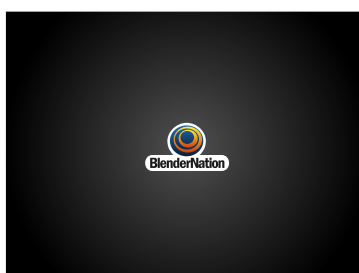
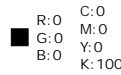
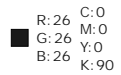
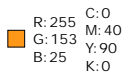
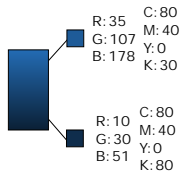
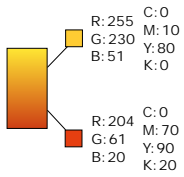
Both versions were carefully designed to be easy on the eyes, with its elements aligned to an imaginary grid that gives a sense of balance and proportion. The typography had kerning adjustments to a better alignment to this grid. They were also designed to support different media types: RGB TVs and monitors, color, grayscale and black-and-white print.

Construction grid:



Proposal for the new BlenderNation logo

by Virgilio Vasconcelos



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