

# Simplified

**A story of self-expression through the basics**

Lily Li



## **THE CHALLENGE**

to create a logotype that integrates my initials into a unified whole

## **RESTRICTIONS**

initials must read in the appropriate order

logo must work in only black and white

letters should be based off the following 5 typefaces:

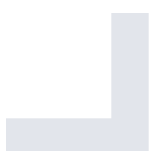
Garamond

Baskerville

Bodoni

Century Expanded

Helvetica





## INITIAL THOUGHTS

my initials are LL

two of the same letters with rigid corners  
and strict lines

*optimism:*

I don't have to think about which letter  
would read first

*challenge:*

How should I best design my initials so that  
they capture my personality in a restricted  
logo space?



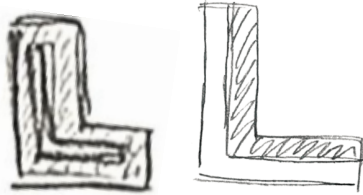
# Sketches

**I don't believe in erasing ideas so please  
bear with the roughness of these sketches!**

*AND I HAVE A LOT INNER MONOLOGUE!*

# EXPLORATION

starting from the basics

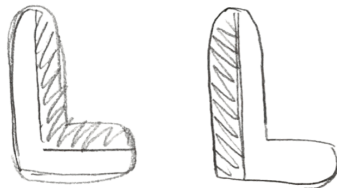
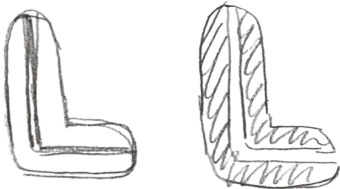


ARE THERE 2 L'S OR 3?



I COULD BE THE ONLY PERSON TO GET AWAY WITH THIS!

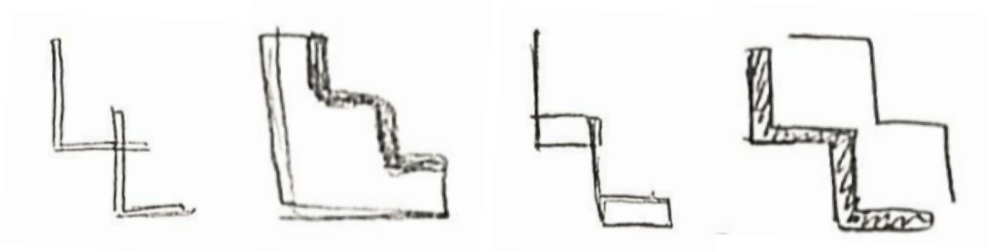
rounding it all out



CURVES DEFINE ME BETTER AS A PERSON

# EXPLORATION

conforming into shapes



CLIMBING THE STAIRS TO SUCCESS



PARALLELS MY PASSION FOR PHOTOGRAPHY AS A SNAPSHOT



TRIANGLES?



MY INITIALS AS PART OF A FLOWER DESIGN FOR LILY

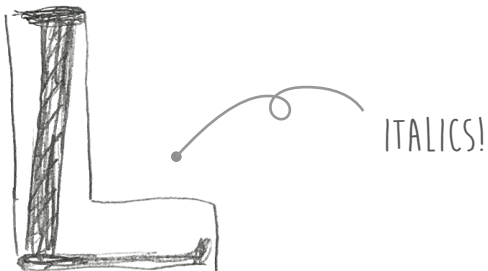
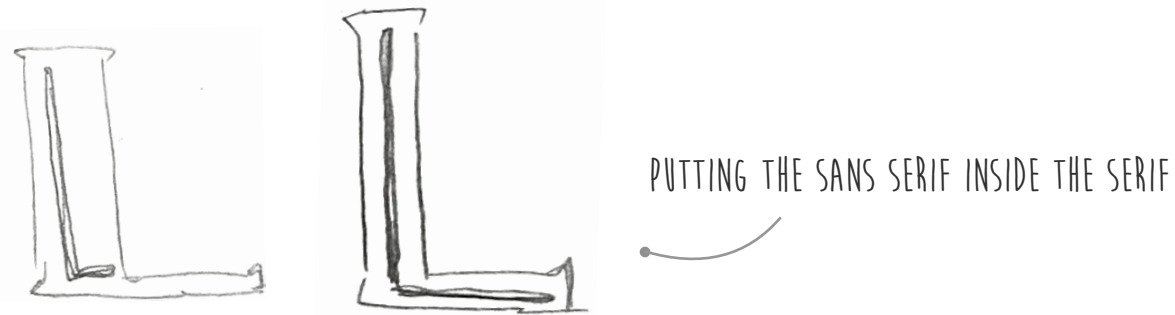
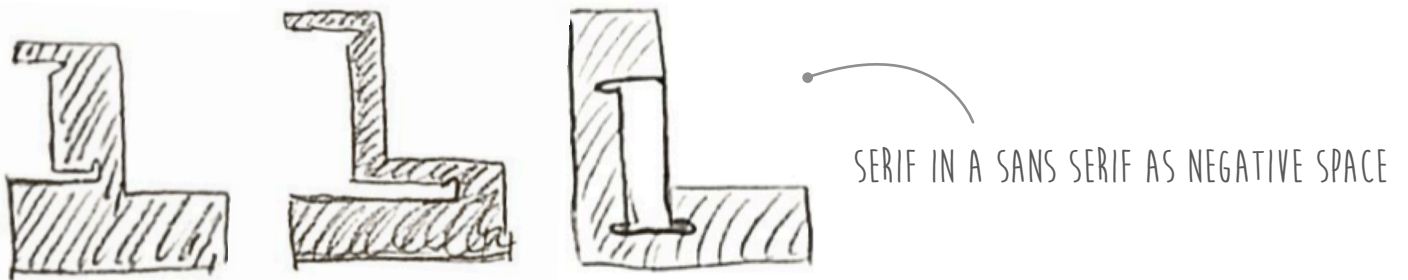
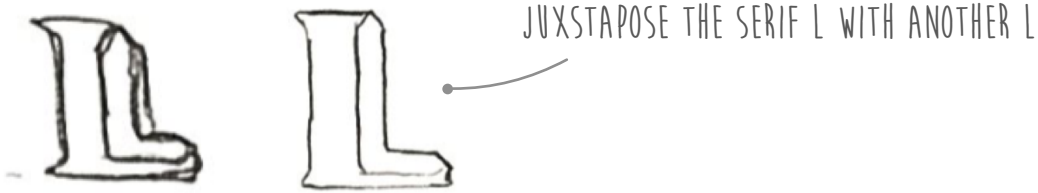


BUTTERFLY DESIGN, BUT IT LOOKS A LOT LIKE THIS EMOJI

🦋

# EXPLORATION

playing with serifs



# EXPLORATION

cracking smiles



HEARTS? BUT THEY LOOK TOO MUCH LIKE V'S



STARS!



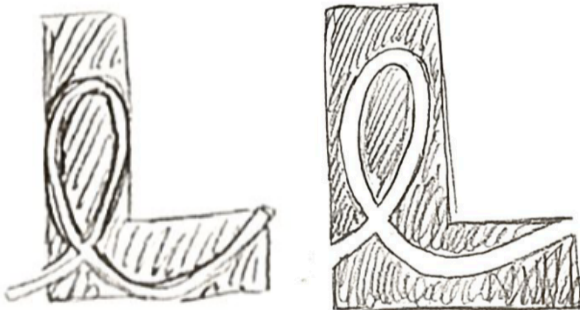
IF I LIKE CURVES THEN MAKE IT ALL OUT OF CIRCLES



THESE KIND OF LOOK LIKE BOOTS



CURSIVE L'S ARE MY FAVORITE!  
IT'S A LITTLE AGAINST THE RESTRICTIONS THOUGH



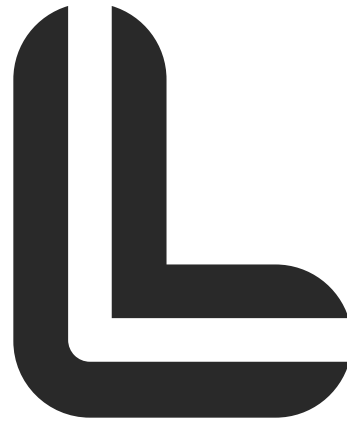


## DIVING DEEPER

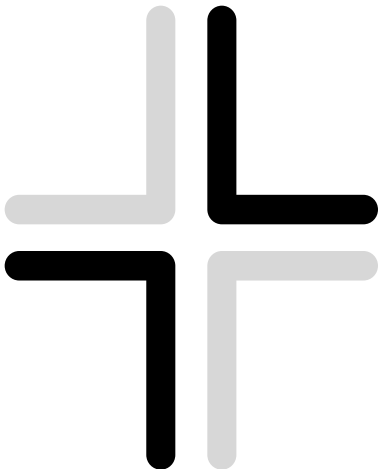
cleaning up sketches



THE SERIF L ADDS A CLASSY FEEL TO THE LOGO THAT NONE OF THE OTHER OPTIONS ARE ABLE TO GIVE. I DON'T KNOW IF THIS IS AN ACCURATE EMBODIMENT OF MY PERSONALITY. THE SERIFS MIGHT ALSO GET LOST WHEN THE LOGO IS SHRUNK DOWN MORE.



I LIKE THE DIMENSIONALITY OF THIS LOGO AS ALL 3 WEIGHTS ARE EQUAL AND CAN BE READ IN DIFFERENT WAYS TO BE LL. IT REMINDS ME ALSO OF THE BLIMPIE LOGO.



I REALLY LIKE THE IDEA OF MAKING MY INITIALS KEEP THE INTEGRITY OF MY FULL NAME AS A FLOWER (OR AS A FOUR LEAF CLOVER, ANOTHER MOTIF I REALLY LIKE)



THE CURSIVE WASN'T TECHNICALLY ALLOWED, BUT I REALLY LIKE THIS COMBIATION ENOUGH TO TRY TO FIGHT FOR IT!

# DIVING DEEPER

## color the world

these designs all work in black and white but color is something that is really important to me so i want to make sure the final logotype works with various color decisions!



BASIC COLOR COMBINATIONS



GRADIENTS



NEGATIVE FOREGROUND WITH COLOR BACKGROUND

## FINALIZING

### myself as a logo

I ended up choosing the cursive L logo as I found it better represents my personality and my outlook as a person. I'm normally the extremely happy-go-lucky person that finds happiness and joy inside of everything, but I also know that I have my rigid morals and standards that guide me everyday.

