

Gesalt-Style Logos

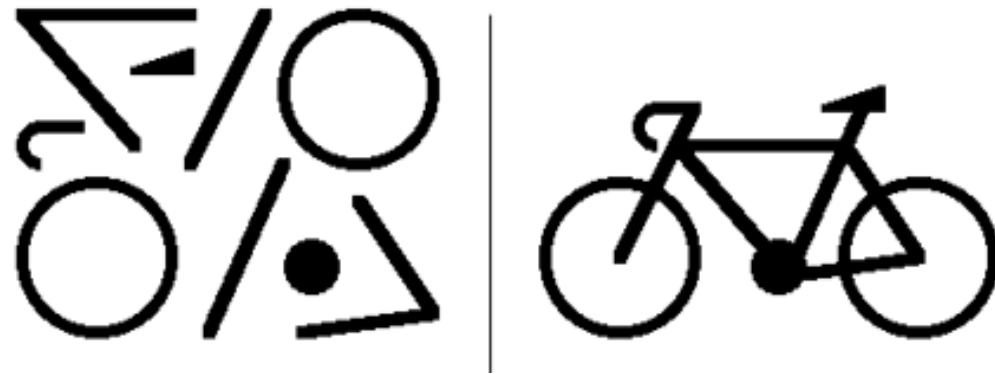
Gestalt Theory

- ▶ An easy way to understand Gestalt Theory is by imagining that we are baking a cake. The ingredients for the cake are arranged on a counter, but individual ingredients cannot begin to describe the cake.

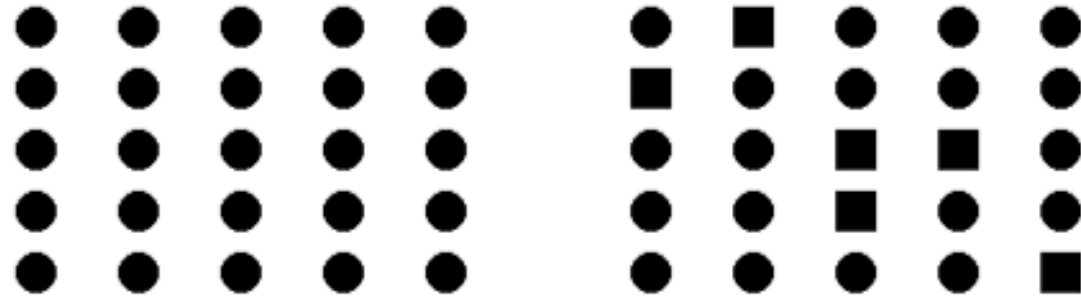
For example, an egg might be a cake ingredient. If we examine the egg, it tells us about the egg, but not how it will be used to create a cake. It is only when assembled that the ingredients form the completed product.

The whole cannot be seen by looking only at the individual elements.

The unified whole is different from the sum of the parts.

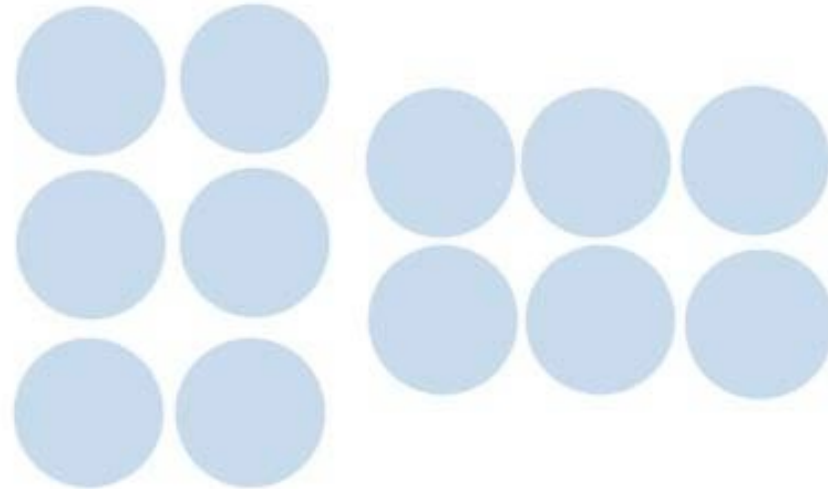


proximity



The vertical distance between the dots is less than the horizontal distance. This creates the visual effect of columns instead of rows, even though all the elements may not be the same.

proximity



Objects near each other tend to be grouped together.

The circles on the left appear to be grouped in vertical columns, while those on the right appear to be grouped in horizontal rows.

continuity



Continuation occurs in the example above, because the viewer's eye will naturally follow a line or curve. The smooth flowing crossbar of the "H" leads the eye directly to the maple leaf.

similarity

OXXXXXXXXXXXXX
XOXXXXXXXXXXXXX
XXOXXXXXXXXXXXXX
XXXOXXXXXXXXXXXXX
XXXXOXXXXXXXXXXXXX
XXXXXOXXXXXXXXXXXXX
XXXXXXOXXXXXXXXXXXXX
XXXXXXXOXXXXXXXXXXXXX
XXXXXXXXOXXXXX
XXXXXXXXXXOXXX
XXXXXXXXXXXXOXX
XXXXXXXXXXXXXOX
XXXXXXXXXXXXXXO

- ▶ The **law of similarity** says that we will tend to group similar items together, to see them as forming a gestalt, within a larger form.
- ▶ Here is a simple typographic example: It is just natural for us to see the o's as a line within a field of x's.

similarity



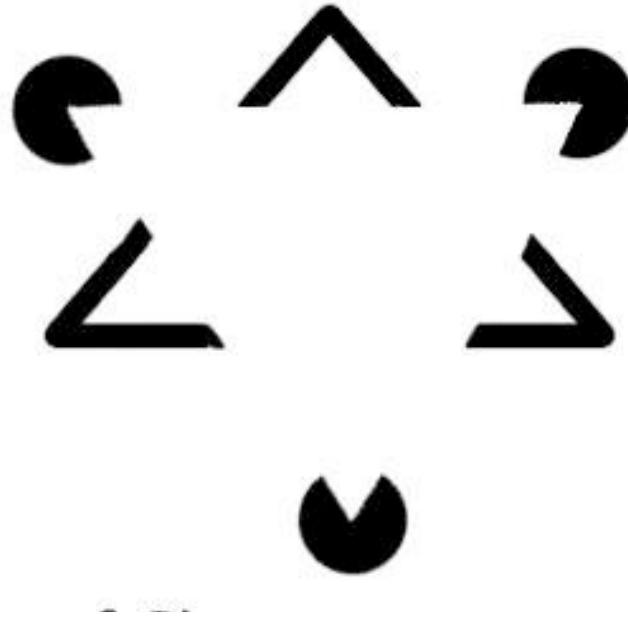
The example above (containing 11 distinct objects) appears as a single unit because all the shapes have similarity. Unity occurs because the triangular shapes at the bottom of the eagle symbol look similar to the shapes that form the sunburst.

dissimilar



The figure on the far right becomes a focal point because it is dissimilar to the other shapes.

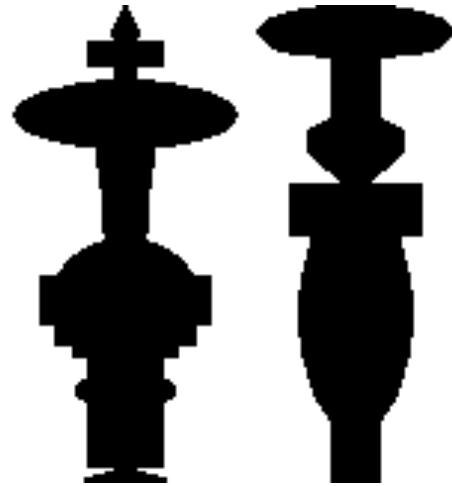
closure



Objects grouped together are seen as a whole.
We tend to ignore gaps and complete contour lines.

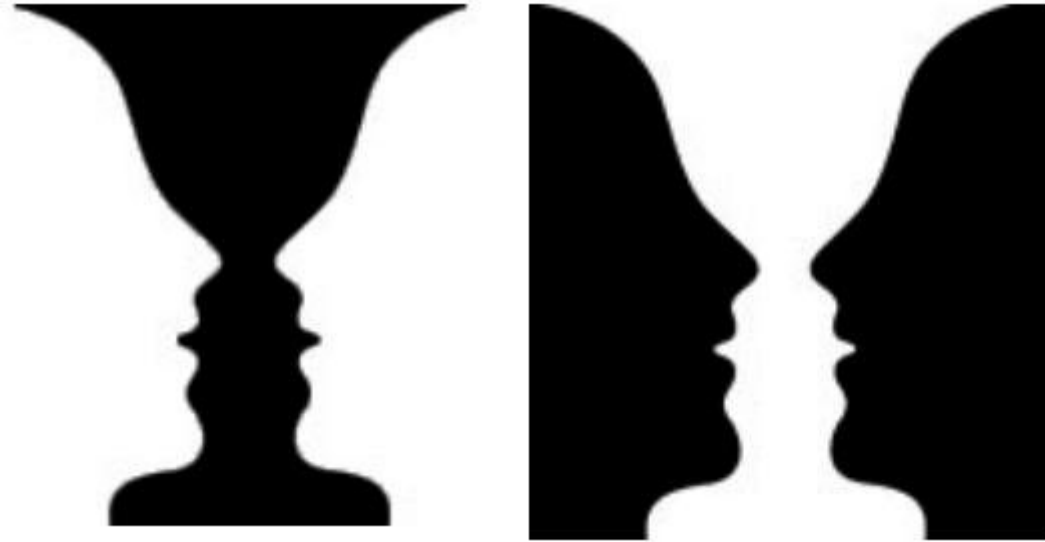
In the image above, there are no triangles or circles, but our minds fill in the missing information to create familiar shapes and images.

symmetry



The black area seems to be a figure because of its symmetry.

figure / ground



Basically, we seem to have an innate tendency to perceive one aspect of an event as the figure or fore-ground and the other as the ground or back-ground.

There is only one image here, and yet, by changing nothing but our attitude, we can see two different things. It doesn't even seem to be possible to see them both at the same time!

figure / ground



This image uses complex figure/ground relationships which change upon perceiving leaves, water and tree trunk.

figure / ground



V&A

IBM®

H&M

CC

JVC

RCA

hp

LV

P&G

NY

CNN

ESPN

Lettermarks

TIFFANY & CO.

PRADA

Forbes

VOLVO

CONDÉ NAST

Dior

L.L.Bean

Yale

SONY

theguardian

WILLIAMS-SONOMA

Serif Wordmarks

Crate&Barrel

L'ORÉAL

Mobil

SHARP

Drupal™

eBay

PROGRESSIVE™

FedEx.

Panasonic

Google

logitech

ORACLE®

San Serif Wordmarks

Coca-Cola

Cartier

Champion

Cadillac®

Kellogg's

Budweiser®

Frigidaire

Ball®

Instagram

vimeo

Wilson®

Stoli

Script Wordmarks

Wynn LAS VEGAS

Oscar de la Renta

Sharpie

ANGRY BIRDS

Eddie Bauer

Virgin

Marshall Field's

DISNEY

Nicole Miller

Handwriting Wordmarks



Pictorial Marks



Combination Marks



A R T H A U S
A S P E N





SewPerfect



HANDMADE
PICTURES





elefont



CLEANING
SLOGAN HERE





LEPATRON

EST 2012





BURBERRY[®]

L O N D O N

RALPH



LAUREN



VOANY

LES BIENFAITS DU MORINGA

Wood
House

Garden Buildings Ltd

V&A

Advocaten

V&A

Advocaten















chai leaves

PREMIER TEA CLUB



Tẽaleaf



BUBBLE
TEA
•2015•
HOUSE



est. 2019

teacup
creamery



Herbs & Honey

FINE TEA CO.

TEA HUB
茶驿



