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A study concerning the presence of stylised human body in logo design

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Abstract

This paper talks about the stylised human body used in logo design. During our research, we have seen many logos which have had a stylised shape of animals, insects, birds and human being as a graphic representation. That was the reason to determine us 'to dig' deeper in this field of stylisation shape. Because this field is huge, we were obliged to connect our study only to the human body, as a stylised graphic representation in logo design. One of the results of the research study in this paper, where we have tried to explain what kind of graphic elements, colours, geometric shapes and graphic techniques are used to design interesting logos. For us, it was a challenge because we have analyzed a human body as a stylised whole or parts to join the entire body. We think we have managed this work.

Keywords: Human stylised body, logo, geometric shape, graphic techniques, colours.

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1. Introduction

This research study about the stylised human body was developed in several months. The complex theme is interesting and the field of investigation was so vast in accordance with thousands of logos all over the world. The main directions of studying were tied to: body, head, arms and legs shape and the drawing technique (straight or curved lines, only one line to create it or many lines, a whole stylised human body or only parts of it, what kind of geometric shapes were used and what colours). The result was surprising because we didn't know that from the first step of our research, how interesting are such special logos.

2. The area of activities using a stylised human body

Different logos for various activities have been observed in our research on seeing logo design using a stylised shape of the human body. This is a long list where there is the presence of such graphic representation. About this we have identified such logos in domains, as follows: benefaction society/charity; courier; deliver mail/goods; care clinics; telecommunication; health care; fitness club/Pilates club; spa and resort; auto rally; sporting goods; energy production; retail; funerary services; arts/theatre; sporting events; environment protection; oil, gas and petroleum; foundations, associations, institutions which involve the citizen participation; toys companies; cancer specialised clinics; sport association; tourism/trips; homes for elders; dental care; all the sport disciplines; societies involved in community activities etc.

3. What technique drawings are used in such logo design

Generally, we have observed a few techniques to draw these logos: the stylised human body is drawn using a single line (straight or curve); the human body is created using geometric shapes for all the parts of it; using special parts to draw or a silhouette for the human body. All these are presented and create very good logos. In accordance with technique drawings, we have noticed two ways to present a human body: a static or a dynamic (running) posture. It was very interesting because the running human body is used, especially to realise logos for delivery companies. The static position is for other domains. We have discovered a few interesting drawing techniques for the stylised human body in the following.

3.1. The first graphic technique

This technique is used to draw a human body only by one line (straight or curve). Using this technique, the entire human body (head, body, arms and legs) is obtained. In Figure 1, there are some examples concerning this approach (Adir, 2016; Houplain, 2013).

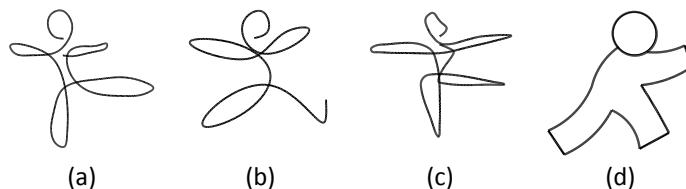


Figure 1. Using one line

3.2. The second graphic technique

One line (straight or curve) is used to draw the body, arms and legs, and as a distinct element, the head (generally is a circle). See Figure 2 for some examples (Heiken, 2007; Houplain, 2013; Jianzhong, 2006).

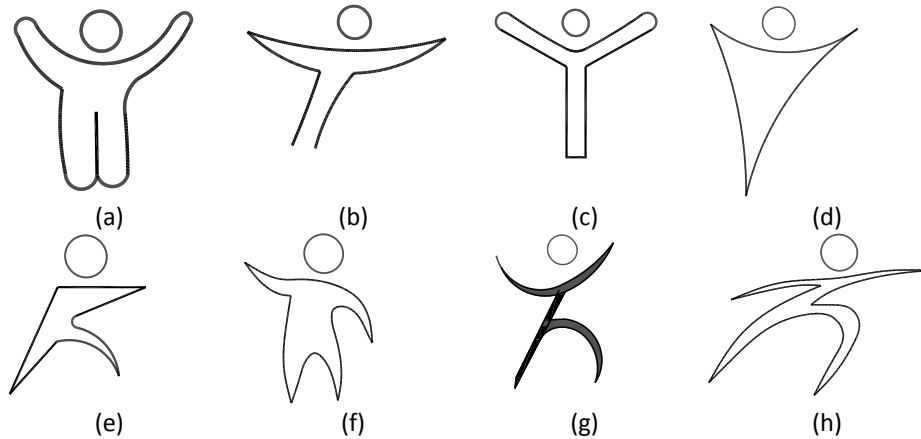


Figure 2. Examples of the second technique

3.3. The third drawing technique

Using more lines (straight, broken or curve) to create a stylised human body, as in Figure 3 (Drew & Meyer, 2008; Heiken, 2007; Houplain, 2013; Jianzhong, 2006).

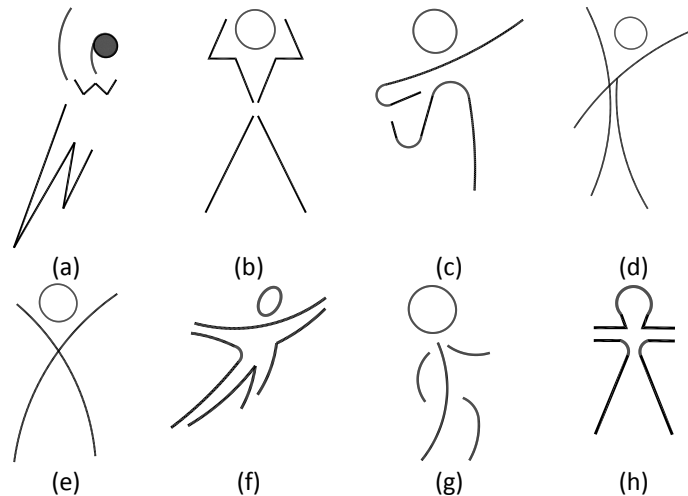
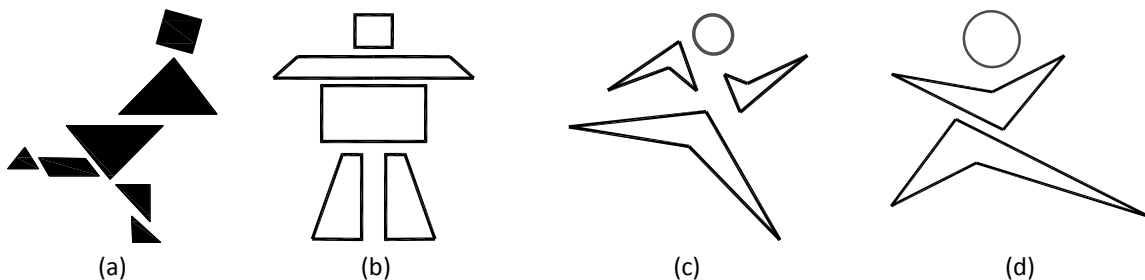


Figure 3. Lines to create a body, legs and arms (in some cases, the body is implied)

3.4. The fourth drawing technique

Geometric shapes (as a representation of separated elements) are used to realise a stylised human body. See Figure 4 for some examples (Heiken, 2007; Houplain, 2013; Jianzhong, 2006).



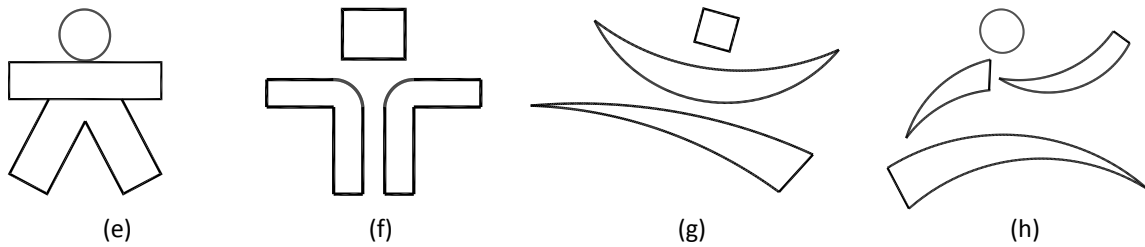


Figure 4. Examples of the fourth drawing technique

3.5. The fifth drawing technique

The 'brush technique' is used to create a stylised human body, as in Figure 5.



Figure 5. The 'brush technique' applied to realise something special (Houplain, 2013)

3.6. The sixth drawing technique

Special shapes used to create body, arms and legs. In Figure 6, there are some examples (Drew & Meyer, 2008; Heiken, 2007; Jianzhong, 2006).

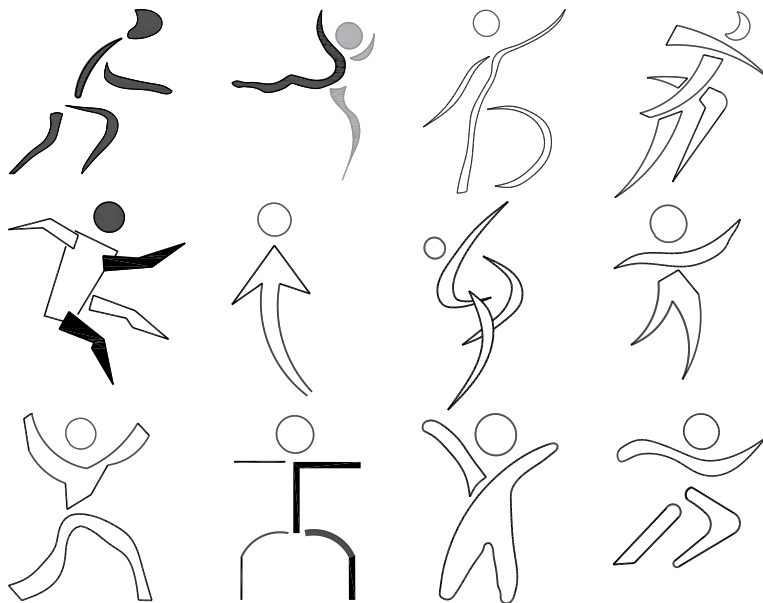


Figure 6. Examples for the sixth technique

4. The geometry used to achieve a stylised human body

Many logos are created using geometry. In our research study, we have noticed the importance of some geometric constructions to realise interesting graphic representation. In three examples, there are represented logos which were created using geometry. This is a good tool to design a good proportion for the component elements of a logo. We have found these examples in logo books as only pictures but not as geometry. We have tried to understand the design of some logos through the importance of geometry. The result is in Figures 7–10.

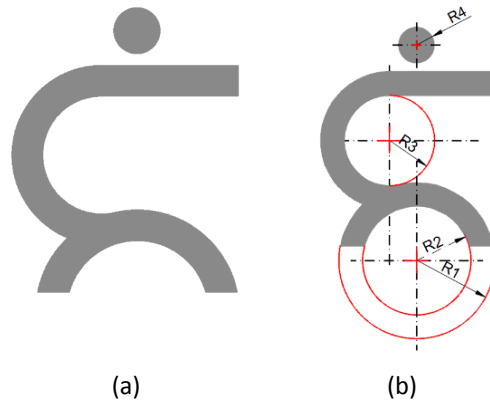


Figure 7. The shape geometry (Drew & Meyer, 2008)

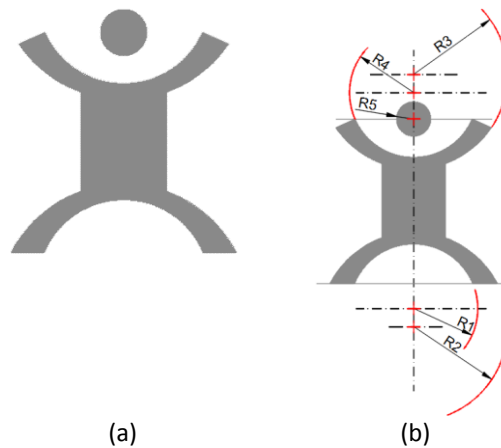


Figure 8. The shape geometry (Drew & Meyer, 2008)

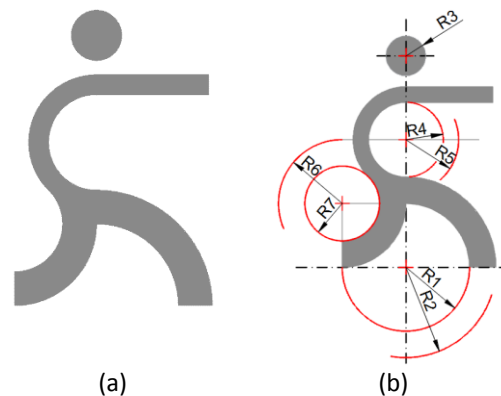


Figure 9. The shape geometry (Drew & Meyer, 2008)

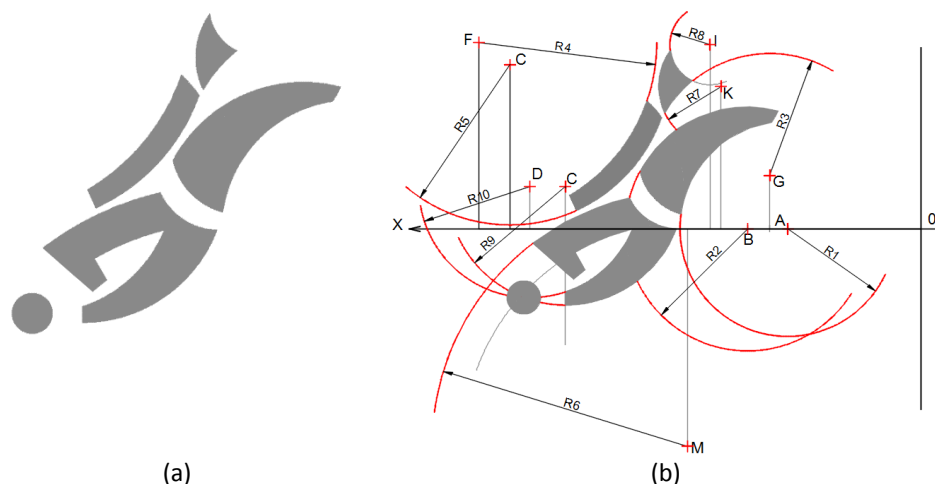


Figure 10. The shape geometry (Houplain, 2013)

5. The colour used for stylised human body

The colour is an important tool in logo design because it assures the balance between the components and the entire structure. In our research study, we have noticed a lot of logos in one or two colours. Of course, we have seen logos of three, four or five colours but only a few. We know that the colour is 'the other visual language' nearby graphics. Therefore, we have analyzed the colours used to draw the stylised human body. For the contour, it has been used black, red, green, orange, blue, yellow-green, yellow-orange, and for shapes, red, orange, green, green-orange, blue-green, dark blue, grey and black. We have presented some of our investigations concerning colours about this kind of logos, as follows: one colour: 1 d. (yellow), 2 a. (white), 2 c. (red), 2 d. (red or green), 2 e. (dark blue), 2 h. (yellow-orange), 3 b. (red), 5 (black), 3 h. (green), 4 f. (green), 4 h. (brown), 10 (black), 2 g. (yellow-orange), 3 c. (yellow-green), 8 (red); two colours: 4 c. (red, orange), 3 d. (blue, dark blue), 3 g. (black, red), 4 d. (white, orange), 2 f. (white, red), 4 e. (white, red); three colours: 4 a. (red, blue, yellow), 4 g. (blue, orange, red); five colours: 3 a. (orange, black, green, blue, red); 4 b. (green, blue, grey, orange, red).

6. Conclusion

This paper presents only a few results of our research study. It was focused on the stylised human body but we have seen a lot of stylised shapes used in logo design (animals, insects etc.). We tried to develop some rules/principles to draw logos using stylised shapes. The result is this paper has tried to present a few main principles to design logos concerning stylised shapes. We hope our work is a forward step to understand and to use stylised shapes to create wonderful logos.

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