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**TYPOGRAPHY**  
MONOGRAM

**HMB**

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# MONOGRAM PROJECT BRIEF

## About the Client:

Client (myself) loves contrast, black & white as well as a solid relationship between elements. She prefers classy and professional elements that show trend or a value of innovation. Client is also fond of designer brands and aesthetics. Client is not loose nor very informal when it comes to design tastes. She likes communication that is clear, not obstructed, yet unique. Client wants a monogram that would look sleek on stationary and envelopes for personal use. This project is not to be confused with a logo.

## Communication Goals:

To achieve a unique monogram that is visually communicative of the identity's personality, yet simple. Key words are tailored, unique, coordinated, authentic, abstract, reliable, professional, sleek, and stable. Monogram is to rely on the typography alone without additional imagery added to it, but typography can be edited with the pathfinder to create a design. The monogram is not to look grungy or too casual. The design must be very clean, linear (as if to be placed on an envelope, letterhead or clothing label) and not too casual or sloppy. Must have an aesthetically pleasing quality to it.

## Design Style:

The design style should reflect a professional classic appearance with a modern and contemporary value. It needs to be distinct and very readable, yet somewhat innovative. The design must look great in black and white. Identity must be somewhat formal rather than informal. The monogram should not be too mechanical or futuristic either. It should be classic with a unique approach to it.

## Colors:

Black, White, Charcoal Gray, Light Gray, and Midnight Blue are most desirable. Avoid colors that speak messages as the monogram should speak values for all walks of life without offending international differences. Stick with safe colors and design must look nice as if printed in newsprint.

## Fonts:

Stick with professional classics that can be visible in communication. Cut throughs and outlines only may be used to create distinct looks, but no graphics nor additional elements should be added to the letter type for this project.

## Deadline:

All concepts must be completed by Friday, April 8, 2011. Create thumbnails, computerized concepts, then narrow down to 6 for client and others to choose from.

# CAVEMAN ROUGH SKETCHES

HMB

HMB  
← ARROW

HMB

# Trashed Designs & Concepts

HMB

H  
M  
B

**HMB**

H  
M  
B

MHB

**HMB**

**HMB**

**HMB**

**HMB**

**HMB**

HMB

**hMb**

**HMB**

**MHB**

# CONCEPTS 1-3

The logo consists of the letters 'H', 'M', and 'B' in a bold, sans-serif typeface. The 'H' has a thin vertical bar on its left side. The 'M' is solid black. The 'B' has a thin vertical bar on its left side.

Concept 1  
Helvetica Neue

The logo is rendered in a thick, black, cursive script font. The letters are highly stylized and interconnected, with the 'H' and 'M' sharing a common baseline and the 'B' following naturally.

Concept 2  
Cuisine

The logo is rendered in a bold, outlined font. The letters are thick and have a white fill, with a black outline. The 'H' and 'B' are solid black, while the 'M' is white with a black outline.

Concept 3  
News 701 BT

# CONCEPTS 4-6



H M B

Concept 4  
Helvetica Neue LT STD



H M B

Concept 5  
Helvetica Neue LT STD



H M B

Concept 6  
Clarendon BT

# SOLUTION ANALYSIS



## Concept 4 Helvetica Neue LT STD

### Why Design 4?

Client loves contrast using black & white. CHECK! Does it have a solid relationship between elements? CHECK! Is it classy and professional that could work on a tag in a pair of jeans or stationary? CHECK! Is it more formal than informal? CHECK! Is it a sleek monogram that could be used small or large? CHECK! Is it readable and yet unique? CHECK! Is the monogram clear and readable? CHECK! Can lines can be thickened when needed to maintain aspect ratio? CHECK! Is it neat to look at? CHECK! Is it too futuristic or informal? NO! Not at all.

This monogram is a perfect example of the client's tastes and personality! Is it for everyone? NO! Is it an identifiable means that screams corporate design? Yes!

I know this was a tad silly being the designer and client, but if I were doing this for someone else, the results would be completely different, yet I would still follow the same principles, just as I would for corporate identity. I tried to take a pragmatic approach to the situation.

It was really difficult to choose between solutions 1 & 4 I liked the symmetrical balance of 4 over 1. That was the deciding factor. Even though Asymmetry can be cool and neat (especially needed in photography), in type it can still send a message of not being stable (unbalanced) or unprofessional. I took the conservative approach to both sides of that coin!