

Let's poke a stick at

LARSON BINKLEY

in this Exploration Document for

Dialectic Rebranding



Section 1.0

STRATEGY AND CONSIDERATIONS

1.1 CREATIVE BRIEF

1.1.1: Objective

Larson Binkley is exploring an initiative to better align the company’s sensibilities to its brand.

The nucleus of this exploration is the idea of changing the company name to “dialectic.”

1.1.2: Background

Larson Binkley has supplied Orange Flame with multiple documents that illustrate and support this name change.

The internal document, “Dialectic Management”, as well as references to philosophical works of Georg Wilhelm Friedrich Hegel, Karl Marx and Friedrich Engels, serve as the rationalization for the branding points. These documents and references are beyond the scope of this document.

The film *Helvetica*, as well as the typeface of the same name was given as background into the inspiration that led to the “Dialectic Management” document.

1.1.3: Branding Points

When considering a design solution for this rebranding effort, the following points stand out from the reference material:

1. When looking at MEP as a whole, each discipline is a dialect of a larger, universal language of engineering and/or design.
2. The iterative nature of the dialectical method is found deeply rooted in the foundations of design thinking and Agile.
3. The final design solution should reflect qualities of egalitarianism, revolution and fluidity.
4. Like the typeface Helvetica, the power of the dialectic method lies within its own self-created tension, which yields its own self-created equilibrium. It can convey everything and nothing simultaneously.

1.1.4: The One Thing

In an internal discussion about the dialectical method forwarded by Michael Combest, an explanation of the dialectic nature of engineering was given. In that explanation was a sentence that distills the essence of the story that this branding effort should convey, both aesthetically and philosophically:

Engineering lives in the world between.

Section 2.0

TYPE EXPLORATION



HELVETICA NEUE

Dialectic

Dialectic

Dialectic

Dialectic

Given the influence of the film *Helvetica* on the thinking behind this rebranding effort, it is only sensible to begin the type exploration with this typeface.

For the purpose of flexibility, Helvetica Neue is being used for its inclusion of a wide array of letter weights.

One difficulty faced, based on the desire for the cap height of the uppercase “D” to match the x-height of the typeface, is that Helvetica Neue does not feature a small caps variant. Small caps variants are crucial to making letter weights identical when shrinking uppercase letters.

A workaround for this was to designate the “D” in each example to use the next higher letter weight than the remainder of the word. Close inspection shows that this strategy yields better results at heavier overall weights.

Another desire communicated was to draw the eye to the word “dialect” within the overall word mark. One way that was discussed was to use lighter weights and/or color variation for the “ic”. The bottom example shows one such way that this could be executed.

ALTERNATE TYPEFACES

Dialectic

Akzidenz Grotesk

The elegance and ubiquity of the Helvetica typeface is attributed to the inspiration for the process thinking that drives *Dialectic Management*.

Dialectic

Nimbus Sans Novus

However, the positive aspect of Helvetica's ubiquity can also be a negative when using this typeface in a branding effort. A brand that uses Helvetica gains elegance at the cost of distinction.

Dialectic

Gotham

To counter this lack of distinction, aesthetically similar typefaces were explored.

Dialectic

Dialectic

ARS Maquette Pro

Akzidenz Grotesk is a 19th Century typeface that was actually the inspiration for the Helvetica typeface.

Nimbus Sans Novus is nearly identical to Helvetica, but features a small caps variant that can be used to solve the letter weight problem for the "D"

Gotham is a modern sans-serif that shares some of the same elegance and ubiquity that Helvetica has enjoyed for decades.

ARS Maquette Pro takes cues from Helvetica and Gotham while reinterpreting certain aspects of letterforms to create a unique typeface (note the "a").

Section 3.0

SHAPE EXPLORATION

CUSTOM LETTERFORMS

dialectic

dialectic

dialectic

dialectic

One way to assure distinction when using typefaces of any ubiquity is to modify certain letterforms to create a custom design.

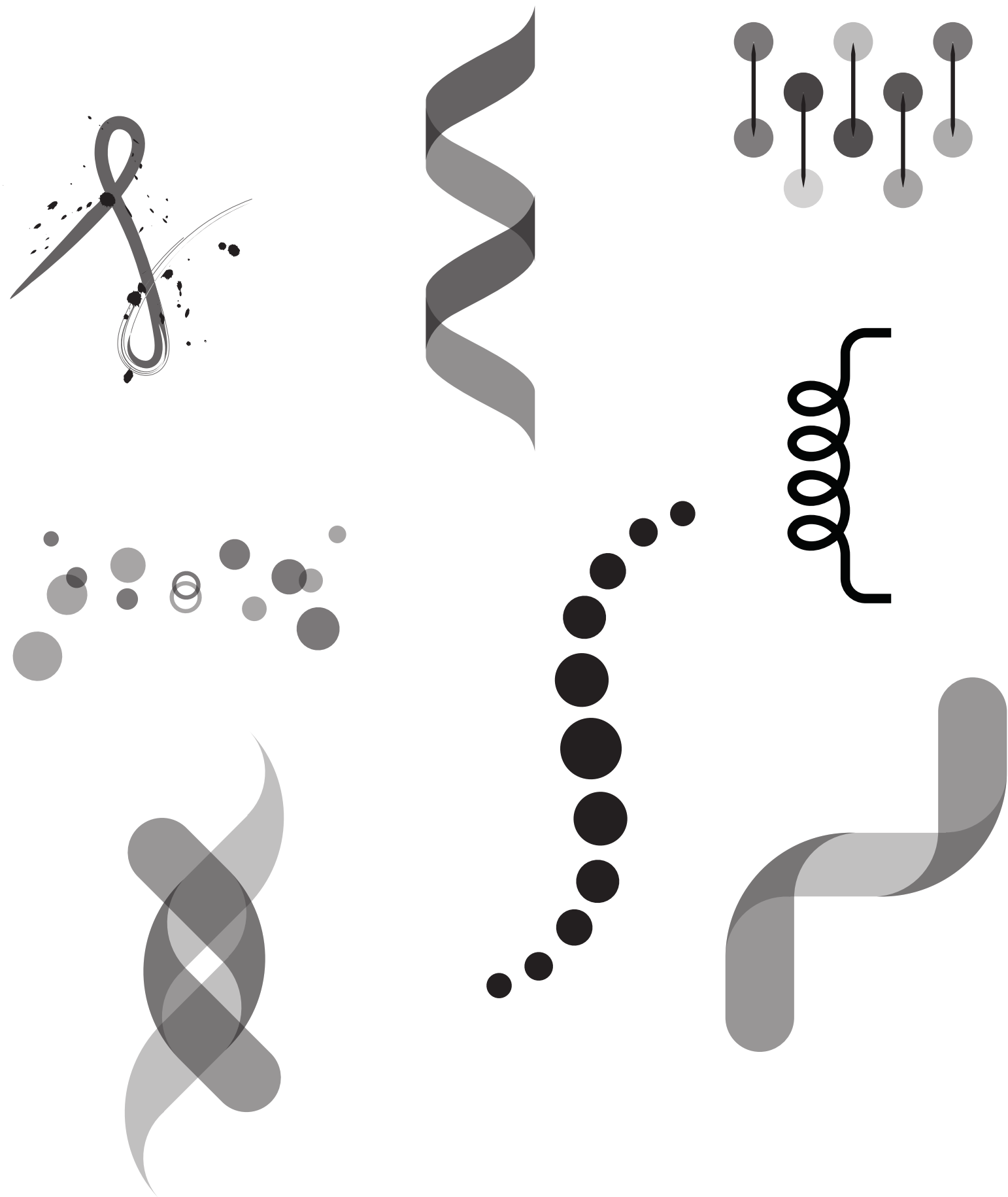
In the case of the word “dialectic”, the most readily apparent strategies for distinction would be to use a custom letterform for the “D”. This also alleviates the letter weight problem.

By modifying the existing “D” or introducing a shape that infers the letterform of a “D”, we can create a dramatic and distinctive word mark.

Other possible modifications to letterforms might be removing the tittles from the “i”s, or even lowering them to match the x-height of the typeface. The ascender height of the “l” can also be adjusted.

Letterforms could also be connected as ligatures, however these modifications may not reflect the brand story as well.

LOGOTYPES



A well-designed logotype helps tell the story of your brand while hopefully giving some curious souls the curiosity to inquire further into what your logo might mean.

The inspiration for this exploration was the spiral diagram of the dialectic method that illustrated the ongoing cycles of thesis, antithesis and synthesis.

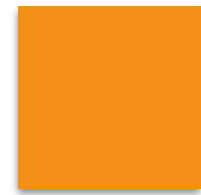
While exploring different ways of expressing a spiral, thought was given to mixing the mechanical and organic to create an array of aesthetics that might reflect the nature of this company's business philosophy.

Section 4.0

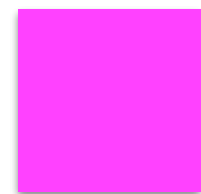
COLOR EXPLORATION



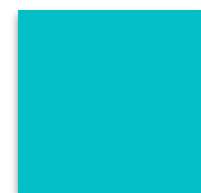
COLOR PSYCHOLOGY



Orange: Communication, optimism



Magenta: Harmony, egalitarianism



Turquoise: Communication, Clarity



Yellow: Intellect, optimism



Indigo: Intuition, idealism

A full color exploration has not been done yet.

However, as a basis for this exploration, the general colors to the left are prone to eliciting the various emotions and concepts that this branding effort is desired to reflect.



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#pokeitwithastick