

# Visual Analogy

A visual analogy is a resemblance in some way between things otherwise unlike.

or

The type takes on the life of... a hat, cat, pot, smile or man.



Logo for Wickliffe Land & Cattle Company  
DESIGNER/ILLUSTRATOR  
Les Kerr/Les Kerr Creative, Carrollton



Logo for Premier Catering  
DESIGNER/ILLUSTRATOR  
Bradford Lawton/The Bradford Lawton Design Group, San Antonio



Logo for Think Like Consumers, a program for Motorola employees  
DESIGNERS  
Joseph Michael Essex, Nancy Denney Essex/Essex Two, Chicago  
ILLUSTRATOR  
Joseph Michael Essex



Logo for men's shows sponsored by Council of Fashion Designers of America  
DESIGN FIRM  
Pentagram Design  
DESIGNER  
Michael Bierut

**Exercise:** Choose one of the following companies listed below and create a logo using the technique outlined above. DO NOT USE VALUE !!! These logos should be created using Black and White only. Save your files as outlines and as a PDF. Fit the logo within a 6"x6" area, place the file on the server for review in class.

- Theresa's Take Out
- Moose Lodge
- The Pizza Factory
- Ron's Auto Service
- Non profit organization or Pro bono project