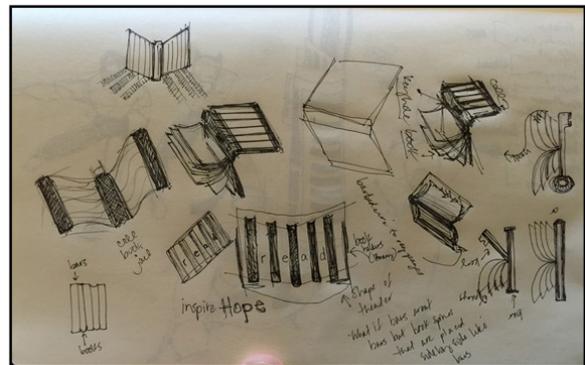
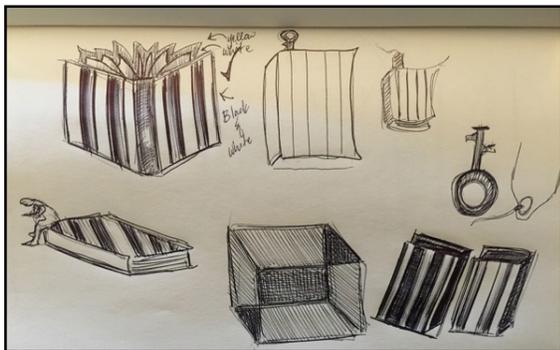
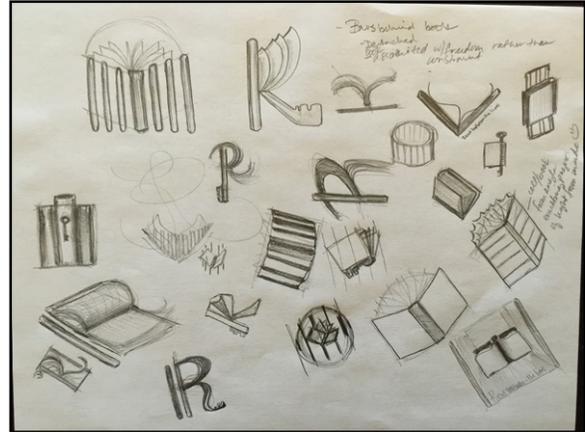
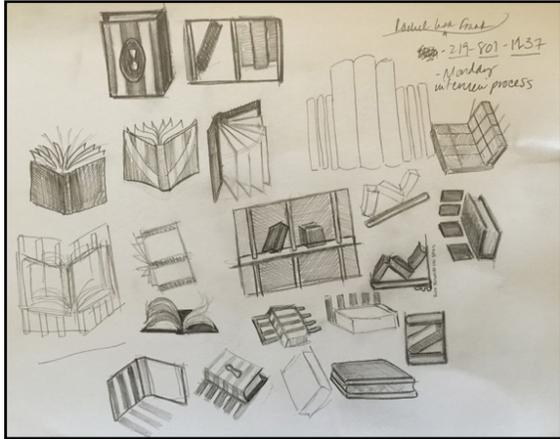


Read Between The Bars

Logo Process

The client contacted me and asked if I could take an already existing logo and give it a new and updated look. The key word here was hope, and as a non-profit organization that deals with providing books to individuals who are incarcerated, I did not want to disappoint. The existing logo was also very well designed, so the idea of recreating it in an entirely new way meant lots and lots of thumbnails.



The client wanted the new logo to possibly consist of some of the same elements from the older one. This meant finding a way to include an image of a book, cell bars, and a key. The narrative here is that a book can set you free.

1



READ BETWEEN THE BARS

2



READ BETWEEN THE BARS

3



READ BETWEEN THE BARS

4



READ BETWEEN THE BARS

5



6



READ BETWEEN THE BARS

7



READ BETWEEN THE BARS

8



READ BETWEEN THE BARS



READ BETWEEN THE BARS



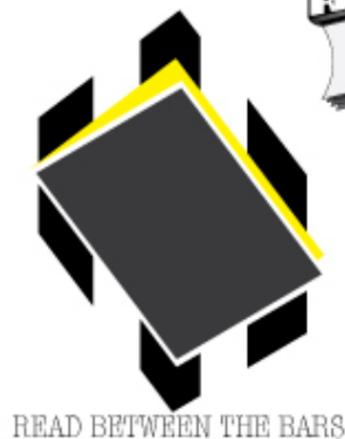
READ BETWEEN THE BARS



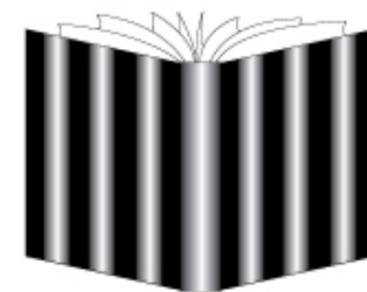
READ BETWEEN THE BARS



READ BETWEEN THE BARS



READ BETWEEN THE BARS



READ BETWEEN THE BARS



READ BETWEEN THE BARS



READ BETWEEN THE BARS

After sending multiple comps to the client, the client had stated that the favorite among them was number 3 from the previous page, which was a design of an open book that had an light coming from the pages with the bars on the outside/and part of the book.

The client liked the idea but did ask that the bars be on the inside/behind the book. This changed the perspective of the viewer from looking outside in, to looking from the inside out.

I then made the book appear to open up more with the bars behind the pages. I added the keyhole to the spine, to suggest the key/the hope the client was going for, and added the gray background above and below the typography.



The client liked the appearance of the book as the books they donate have to be soft-cover books, and the design reflects that. They also asked if the color could be more turquoise to represent the feel of the southwest better, as this organization deals with all of Arizona. I decided to get rid of the gray background and put a bar above and below the typography. The image below was the approved design.

