

Application of Negative Space Concept in Logo Design

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Abstract:

This paper discussed the concept of negative space and how the advertising designer was able to benefit from this concept in creating logos for many companies and institutions that were distinctive and different. The idea of using negative space in a positive way is since the space left in the design occupies the same importance as the space used in the design. Sometimes the empty space in the design is as powerful as the design itself by employing the space in a positive way to complete the meaning of the design.

Problem: The present study mainly tried to answer the subsequent question: Q1: How beneficial is it to use negative space positively in logo design? Q2: How can negative space be adapted to provide innovative visual formulations in logo design?

Objectives: The research aims to shed light on the concept of negative space and benefit from its applications in designing innovative visual compositions that help clarify the meanings and messages contained in advertising, especially the logo, to achieve communication goals and contribute to influencing the recipient.

Results: The research found that exploiting the negative space in a positive way creates a kind of motivation for the recipient to interact with the advertisement to explain the ambiguity of the advertising idea or the graphic treatment of it to satisfy his instinct of curiosity. Also, Applying Gestalt principles in logo design creates a relationship between the individual and the design through the process of logo perception, which gives the design a creative, aesthetic, and functional character. Finally, the designer was able to employ the law of form and space to create a new design formulation for the visual language that addresses a recipient who has the perceptual awareness and mental energy that qualifies him to comprehend the formulations of that visual language. 1- Exploiting the negative space in a positive way creates a kind of motivation for the recipient to interact with the advertisement to explain the ambiguity of the advertising idea or the graphic treatment of it to satisfy his instinct of curiosity. 2- Applying Gestalt principles in logo design creates a relationship between the individual and the design through the process of logo perception, which gives the design a creative, aesthetic, and functional character. 3- The designer was able to employ the law of form and space to create a new design formulation for the visual language that addresses a recipient who has the perceptual awareness and mental energy that qualifies him to comprehend the formulations of that visual language.

Keywords:

Negative space- Gestalt theory- Contemporary advertising

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