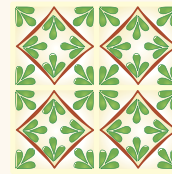




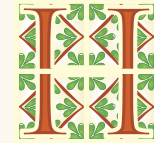
Trish Schaefer
Designer
Polaris Construction
Client



a



Mosaic Homes



c



Mosaic Homes

b

Mosaic Homes

d



e

Mosaic Homes



Mosaic Homes

f

Mosaic Homes builds custom luxury homes.

For Trish Schaefer, designer of the company's logo, the meticulous detail and old world craftsmanship suggested by mosaic tilework seemed a perfect way to express quality home construction.

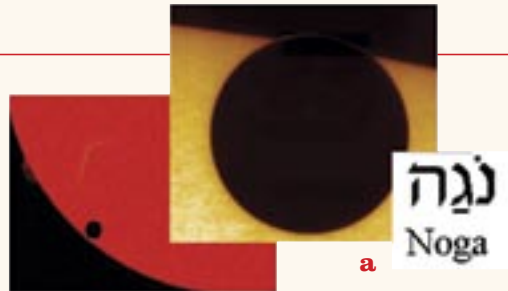
As Schaefer tells us, "I started searching online for Middle Eastern, Mediterranean and also currently trendy tile styles. I then created a sort of composite tile design in a vector program using colors found here in the southwest as well as the middle east [a].

"Although I liked the tile I drew, it just wouldn't work. Too busy [b and c]. So I started playing with tile squares in non-specific patterns [d and e]. Good, but still not 'Wow!' Finally, I combined a house outline with the random colored tiles and then I liked it [f].

"I played with the colors of the tiles until I felt I'd achieved an impressionistic look of sky, sun and earth. Next, I used gradients to make the type look like wrought iron or copper, which are two very desirable building elements.

"I showed the client two fonts, one frilly and the other a Book Antigua Italic. They felt that the script was too scripty and the other, the italic, was too plain. So I mixed them together by using only the initial letters from the script and it was the perfect solution. The tiled house, however, is really the focal point of the logo and will be used with and without the type."

The final printed logo was embossed and copper foil stamped, a lavish printing job befitting the luxury home builder. Eventually, the company plans to recreate the logo in actual tile and copper for the office. Sweet!



Noga Properties



NOGA Properties, LLC

Here's an other-worldly design where two visions—the client's and the designer's—though apparently conflicting, appear to have converged synchronistically.

Noga is a property management company whose name comes from the Hebrew word for planet Venus.

"When given the assignment to design this logo," Trish Schaefer says, "My client showed me a logo that he'd found with a 'swoosh' going through one of the letters. He adored this idea and asked me to incorporate it into his logo, but I thought I'd try some other approaches as well.

"I went online and found some pictures of Venus transiting the sun [a]. I also found the word 'noga' written in Hebrew. From these I picked my color palette and fonts.

"My early attempts played off the calligraphic style of the Hebrew [b], but my client didn't care for them, so I did

more versions and some that incorporated that swoosh.

"Originally, I wanted the swoosh to bleed off the business card [c], but I decided I preferred the arc turned around, which led to the final logo: Venus is symbolized as the o in dark red with the sun, to be printed in gold foil, stamped behind it. It became a subtle representation of the transit of venus across the sun. The font for Noga has a sort of hand done look, only not too crinkly, to offset the glossy paper it would be printed on. The client and his partners have been very happy with the logo."

Looking at Schaefer's final logo, I see Venus transiting the sun, as in her original idea, yet I also see the swoosh through the letter O as in the client's wish. Two apparently conflicting concepts that somehow merged into one. Coincidence or an intelligent designer? You be the judge.

Trish Schaefer
Designer
Tidan USA
Client