

**The European Society for Aesthetics
Visual Corporate Identity
Proposal**

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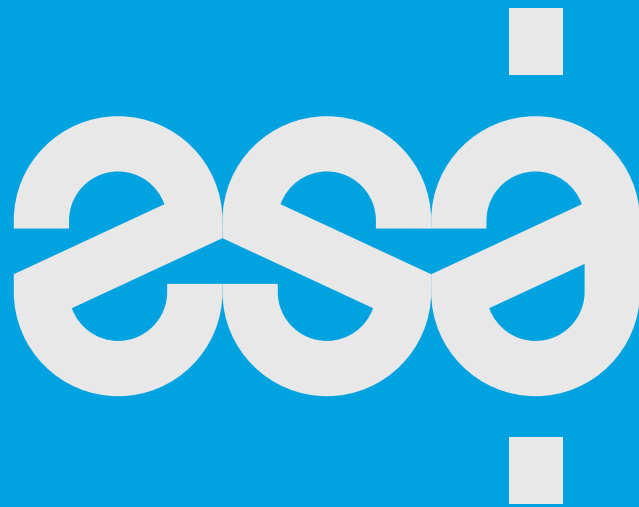


**European
Society for
Aesthetics**

Brand mark (Logotype and Name)
Color Version



**European
Society for
Aesthetics**



European
Society for
Aesthetics

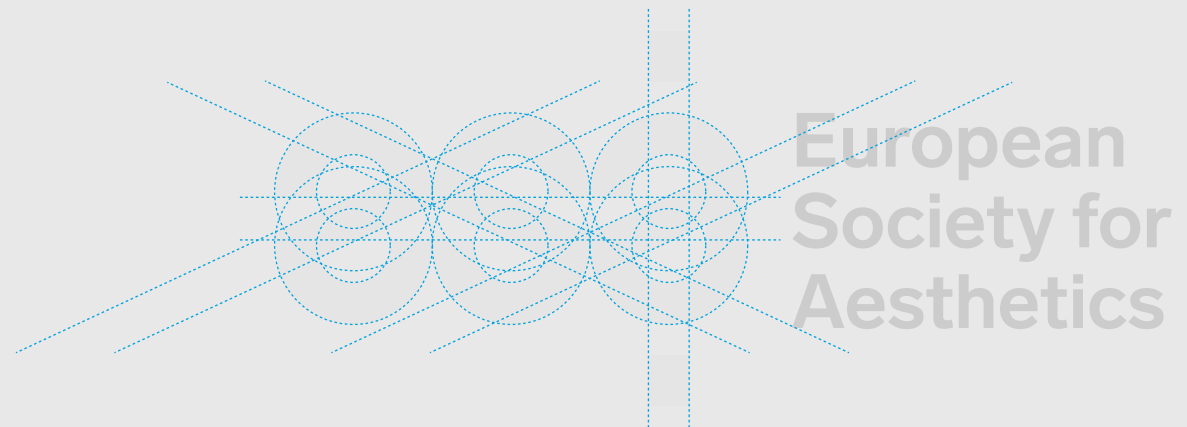
THE CONCEPT

The symmetrical and the specular

The logo is formed by the acronym with which this Society is usually referred to (ESA). It has been generated from a set of symmetries between the three characters, created expressly for the visual brand mark. These symmetries are presented as an allegory of the 'specular': the mirror (lat. speculum) as a symbol of thought, of philosophical 'speculation'.

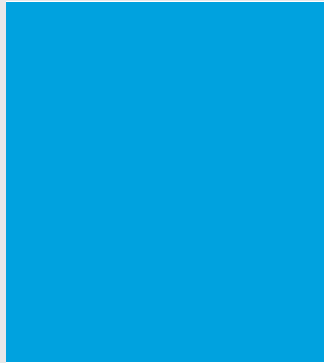
Also, the proportion generated by these analogies and homologies refers to the European "great tradition" which Tatarkiewicz referred to. However, the mirror image, although classic due to its "closed" character, as Wölfflin recalled, has the disturbing –and modern– value of the reflection in the mirror.

To highlight the "A" for "Aesthetics", two markers are used to define a vertical axis. This resource connotes globality. For its part, the union of the three letters is intended to connote connection.

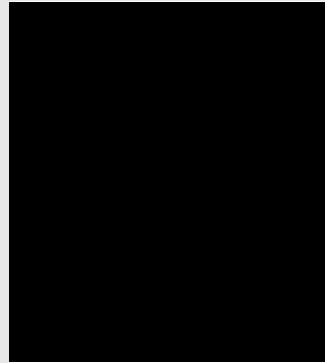


COLOURS

Base Colours

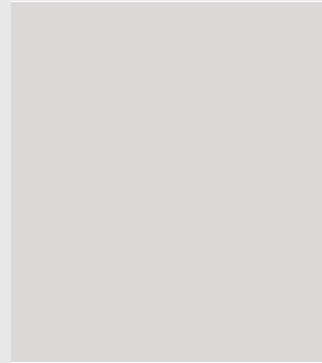


**PANTONE
299**



**PANTONE
Black**

Other corporative Colours



**PANTONE
Cool Gray 1**



**PANTONE
380**



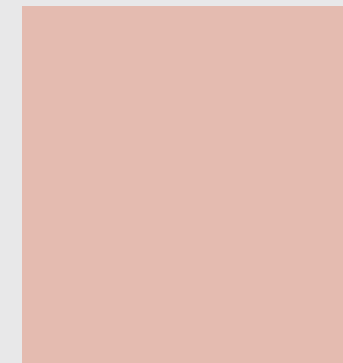
**PANTONE
2577**



**PANTONE
431**



**PANTONE
472**



**PANTONE
7611**

Corporative Colours

TYPEFACE

Lab Grotesque Regular

abcçde
fghijklm
ñopqrs
tuvwxyz
0123456789
!".\$%&/()=?¿

Lab Grotesque Medium

abcçde
fghijklm
ñopqrs
tuvwxyz
0123456789
!".\$%&/()=?¿

Lab Grotesque Bold

abcçde
fghijklm
ñopqrs
tuvwxyz
0123456789
!".\$%&/()=?¿

THE BRAND MARK IN CONTEXT



Examples

Author

Fernando Infante del Rosal

finfante@us.es

PhD. Lecturer in Aesthetics at the University of Seville (Spain). Interested in issues related to philosophy of emotions, sympathy, empathy and psychic identification. Just as relation between autonomy of art and mass culture: Film Theory, Design Theory, Film Music. Director of Thémata Revista de Filosofía. CEO and graphic designer at www.elgolpe.net since 1994, a well-known graphic studio based in Spain. Numerous prizes and recognitions in visual arts, graphic design and poetry. Musician (vocal, keyboards and guitar) at NULØ . Member of the Executive Committee of the Spanish Society for Aesthetics and Art Theory