

Spectrum Logo Research

Alannah Chan

Background

<https://www.ecu.edu.au/schools/arts-and-humanities/ecu-galleries/about>

Spectrum is a flexible, exhibition space—a site for risk and speculation where the process is as important as the outcome. As an exhibition space Spectrum has an inclusive approach to creativity where exploration and experimentation across multi/cross/inter/trans disciplinary approaches to arts practice. It provides valuable support for the learning and teaching activities and opportunities for innovation and collaboration.

<https://perthlocalista.com.au/listing/spectrum-project-space>

Spectrum Project Space is an exhibition and performance space that functions as a laboratory for exploration and experimentation with an inclusive approach to creativity and is a site for multidisciplinary approaches to artistic practice.

With an educational perspective, Spectrum Project Space attempts to reveal a range of reflective processes that underpin creative practice in all its forms. Spectrum both promotes and celebrates all forms of invention, experimentation and intuition irrespective of its outcome and therefore contributes to our understanding and appreciation of contemporary culture both locally and globally.

Key words

- Activate
- Collaborate
- Inclusive
- Experimentation
- Creativity
- Inspire
- Multidisciplinary/interdisciplinary
- Innovation
- Learning

PS Art Space, Fremantle

<https://www.psas.com.au/>

PS

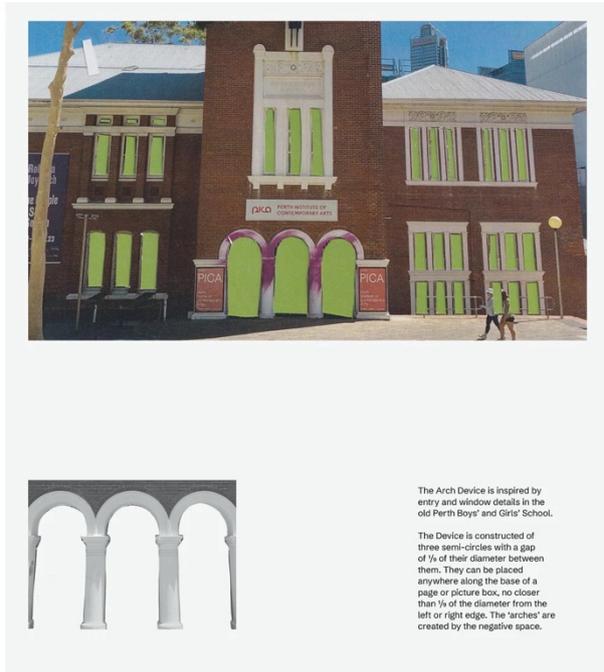
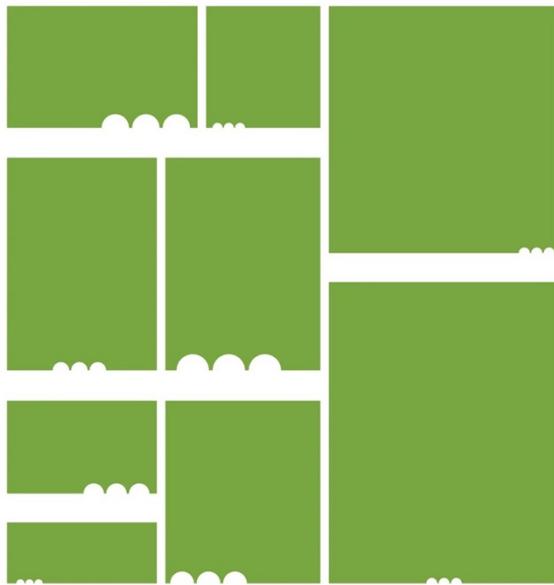
WHAT'S ON ABOUT STUDIO 7 RESIDENCY FUNCTIONS RESIDENTS ARCHIVES SUBSCRIBE



- Sans serif
- Narrow type
- Thin negative lines to create interest

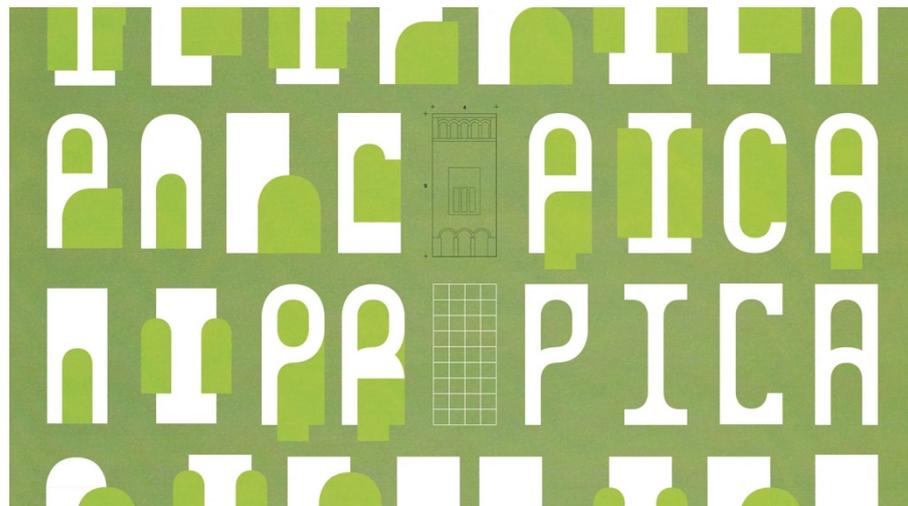
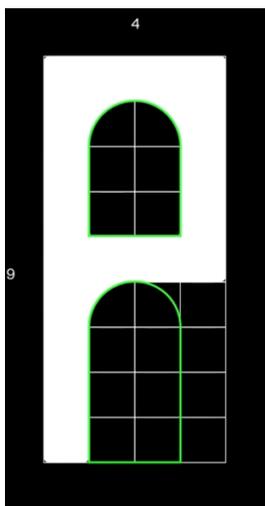
PICA (Perth Institute of Contemporary Arts), Perth

<https://the-brandidentity.com/project/block-bends-the-rules-of-branding-in-its-identity-for-the-perth-institute-of-contemporary-arts>



The Arch Device is inspired by entry and window details in the old Perth Boys' and Girls' School.

The Device is constructed of three semi-circles with a gap of $\frac{1}{6}$ of their diameter between them. They can be placed anywhere along the base of a page or picture box, no closer than $\frac{1}{6}$ of the diameter from the left or right edge. The 'arches' are created by the negative space.



- Inspired by the site's architecture
- Narrow type reflects the curved and narrow arches

AGWA

AGWA

GRAPHIC GUIDELINES
Branding Document

February 12,
2021

Logo-Mark

The AGWA logo-mark is the cornerstone of our brand identity system. The bold, AGWA logo-mark reflects our positioning as a confident, contemporary arts institution, dedicated to high levels of aesthetic, accessible design communicated simply to enable content to speak.

Elegant in its simplicity, it aims to elevate AGWA aesthetically to be recognized as a world-class institution.

AGWA

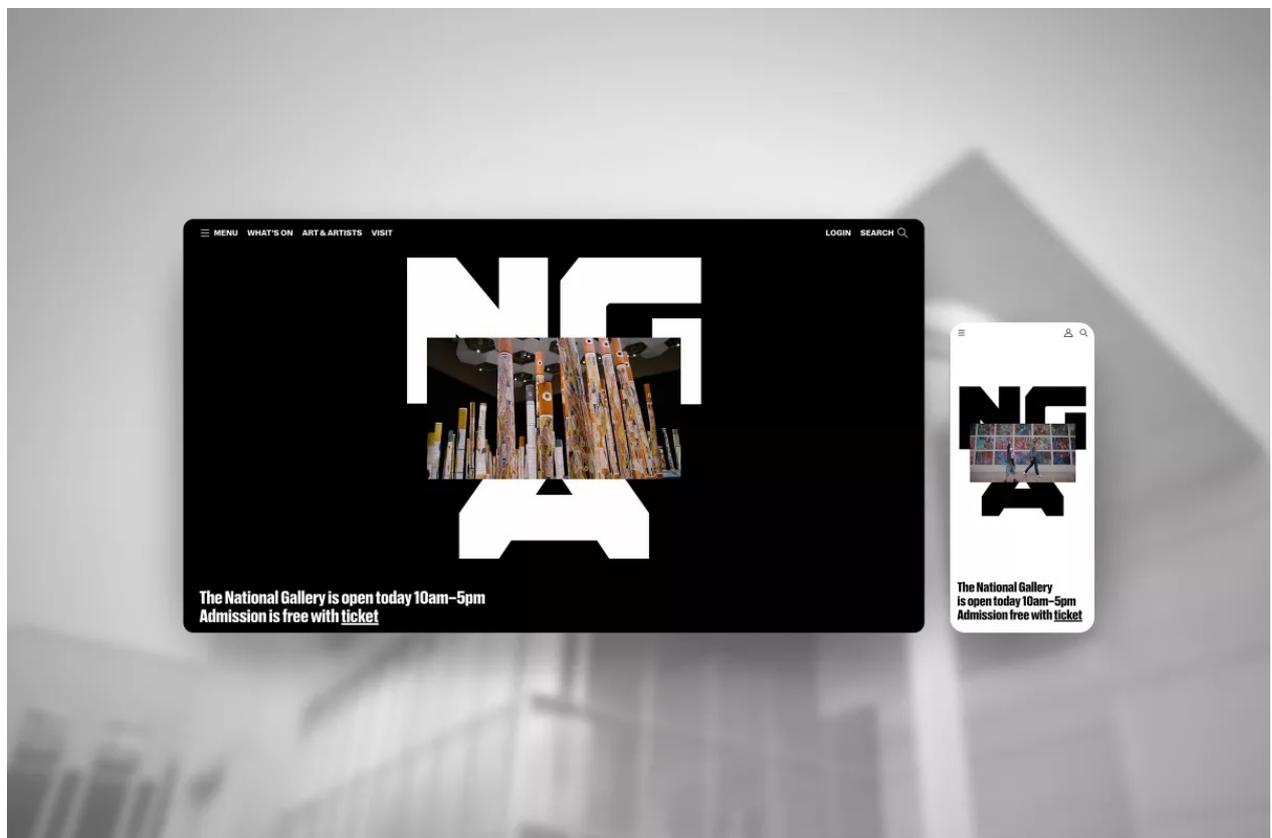
- Distinction between AG and WA emphasises its position as a contemporary art institution
- Wide vs narrow type
- Black and white

NGA (National Gallery of Australia), Canberra

<https://interaction.net.au/articles/we-have-launched-the-new-national-gallery-of-australia-website/>

NG
A

NG
A



- Block letters
- Letters organised in a triangular form
- Continuous diagonal line from the N to the A
- Corners of the G is cut diagonally
- Logo used as the background for artworks on websites and promotional material

Arts Project Australia, Melbourne

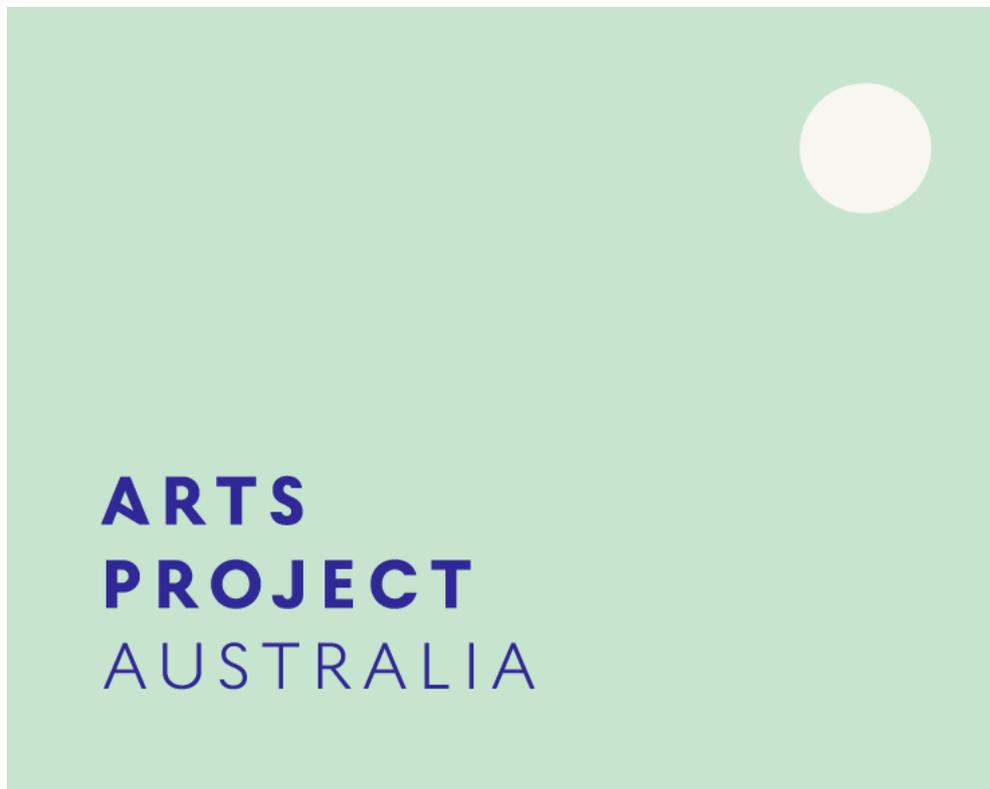
<https://studiomono.co/arts-project-australia-1>

ARTS
PROJECT
AUSTRALIA



Arts Project Australia

<https://www.artsproject.org.au> ⋮



- Gallery and studio fostering artists with intellectual disabilities
- Light colours
- Decorative A is used as a logo icon
- Sans serif

NGV (National Gallery of Victoria), Melbourne

<https://www.3deep.com.au/project/ngv-identity/>



- Sans serif
- Narrow
- Negative space

Australian Centre for the Moving Image

<https://www.creativereview.co.uk/acmi-identity/>



- Flexible logo design
- Logo become part of the marketing content

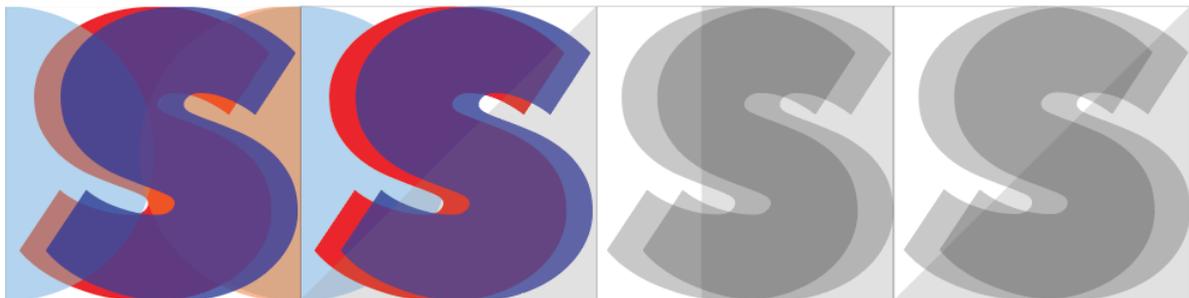
Spectrum's current logo

S p e c t r u m

New logo ideas

- Logo with the letters SPS
 - 'Spectrum' as a brand name is vague, whereas SPS clearly communicates Spectrum's function as a project space
 - Alternative name: Spectrum Art Space (SAS)
- Large block letters
 - No separate imagery or icons
 - Using the letters for the logo will help establish name recognition

Draft concept in Illustrator



Inspired by the current logo's rainbow colours, the new logo can have various colours, shapes and opacities within its block letters, alluding to Spectrum's function as a fluid space for experimentation.