

# Negative Space

Stefan Valenti

# ABOUT THE COMPANY

**Negative Space** is a comic book, art, and print shop that is a community space for comic book fans and art creators.

The shop includes a comic book area to buy comics, an art supply area to buy certain art supplies, a printing area to create art prints, and some tables for people to sit and create art. These tables are also meant to be used for other events, such as board game nights or art creating social events.

Negative Space also hosts an afterschool program for students as well, allowing them to read comics and create art.

Negative Space is located in New York City.



# DESIGN PROCESS: Target Audience

Negative space is meant to be a safe haven for nerds and creatives.

The target audience is comic book fans and creators who are passionate about the medium of comics and about art in general.

We also want to appeal to people who want to get into comics and art but don't know where to start.

Negative Space prides itself on fostering a sense of community for people to come in, hang out, and bond over their shared interest of art and comics.

# DESIGN PROCESS: Design Goals

Cool and relaxed with an indie/alternative vibe that reflects the style of the people interested in unorthodox or alternative comics.

More illustrative, to reflect the kind of art/comics being made.

Typeface should be dynamic but easily readable, accessible, and welcoming to people who don't know much about comics or art but would like to learn.

The logo must translate well on T-shirts, stickers, pins, and other merchandise.

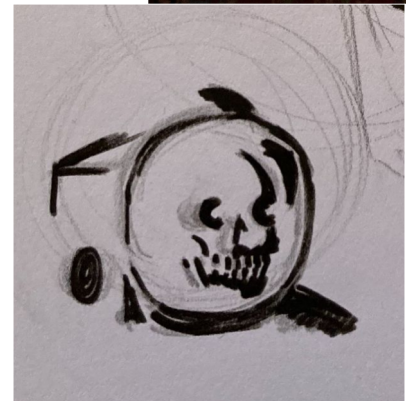
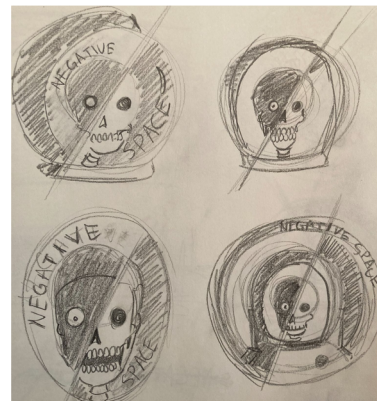
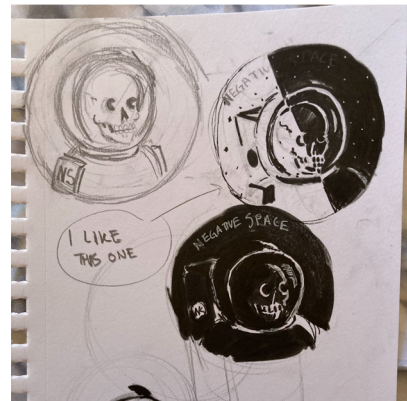
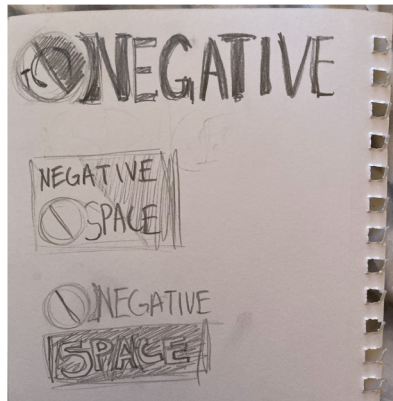
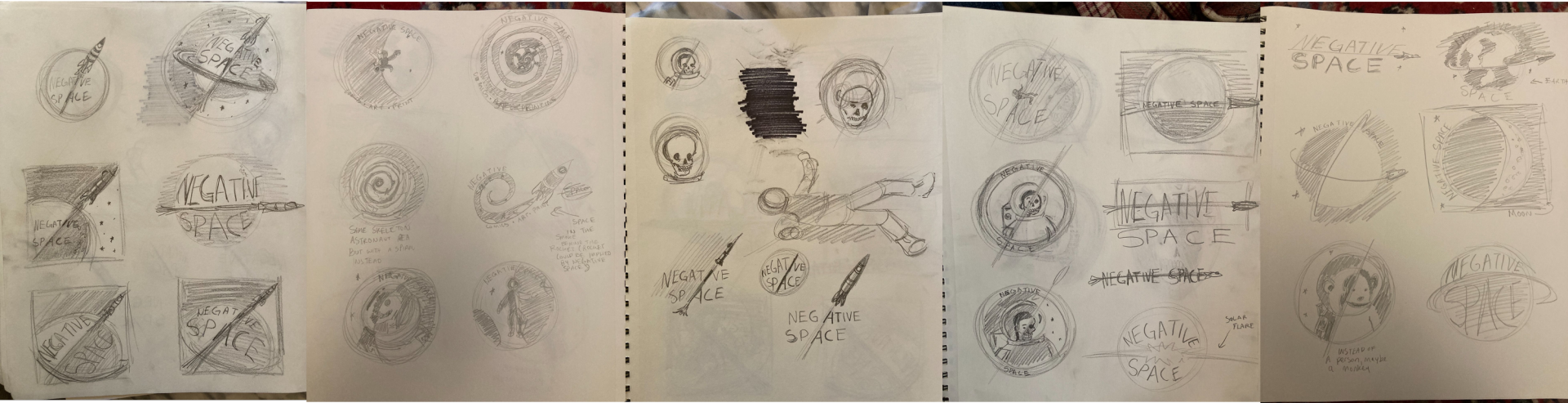
The logo should utilize the negative space in an inventive way.

If colors are included, they should be bright to get people's attention, but they shouldn't clash.





# DESIGN PROCESS: Preliminary Sketches



# DESIGN PROCESS:

## Favorite Preliminary Sketches

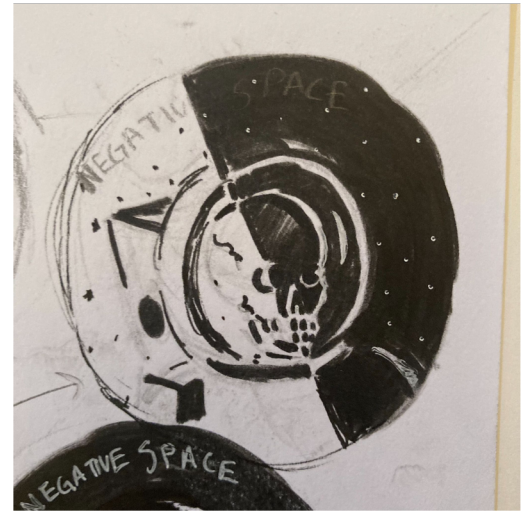
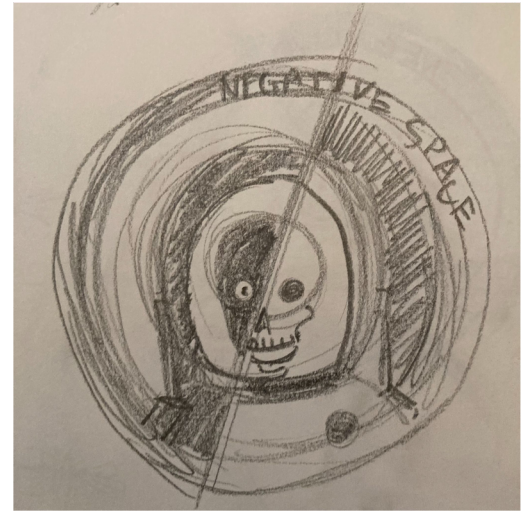
These sketches aligned most with my original design goals, which were to:

Utilize negative space in a dynamic way

Fit the alternative/indie aesthetic

Translates well to merchandise

Be more a illustrative logo



# DESIGN PROCESS: Main Typeface Exploration

NEGATIVE SPACE

PRISMA BY DIETER STEFFMANN

**NEGATIVE SPACE**

**ROUND POP BY GOMA SHIN**

NEGATIVE SPACE

FILMOGRAPH MAXWELL BY CHARLES GIBBONS

**NEGATIVE SPACE**

**BOVINE MYB REGULAR BY MARK VAN  
BRONKHORST**

**NEGATIVE SPACE**

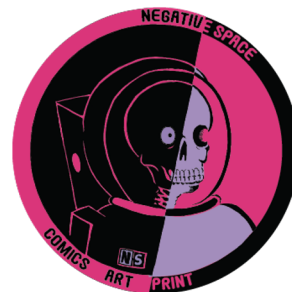
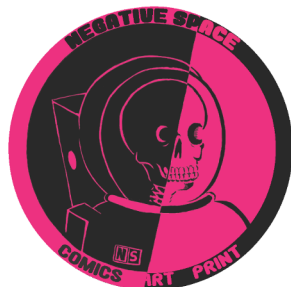
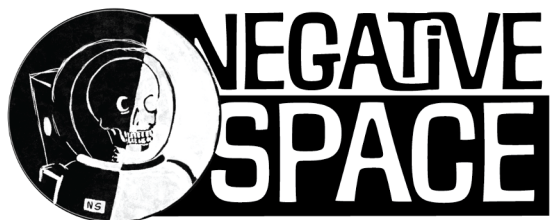
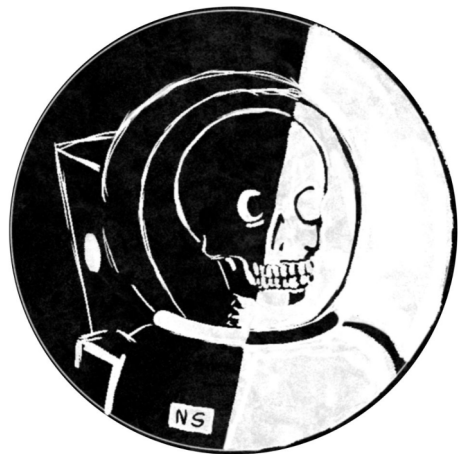
**BOVINE ROUND MYB REGULAR BY MARK VAN  
BRONKHORST**

**NEGATIVE SPACE**

**MOUSOU RECORD.G BY GOMA SHIN**

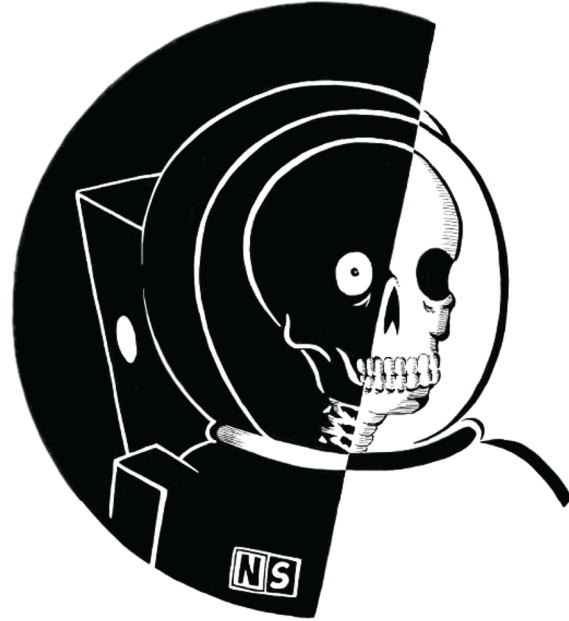
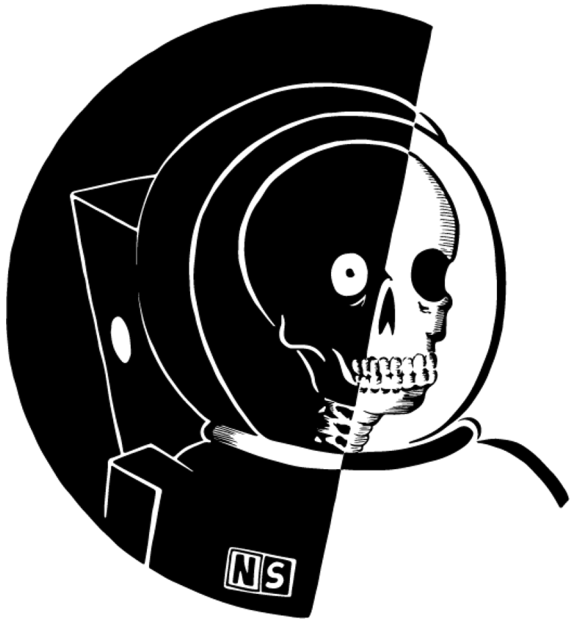
# DESIGN PROCESS:

## Digital Sketches





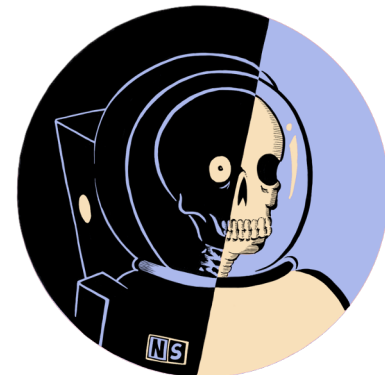
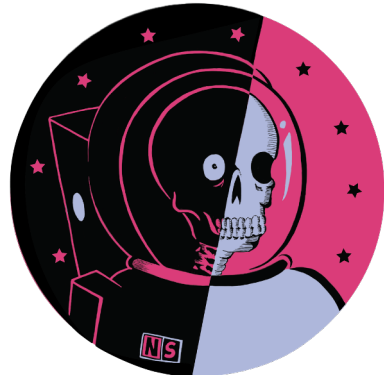
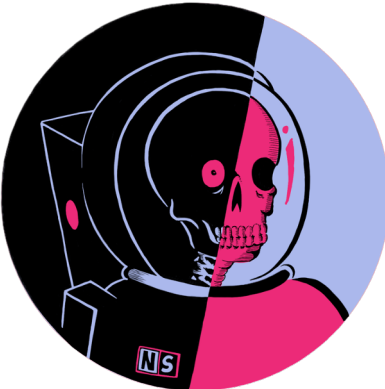
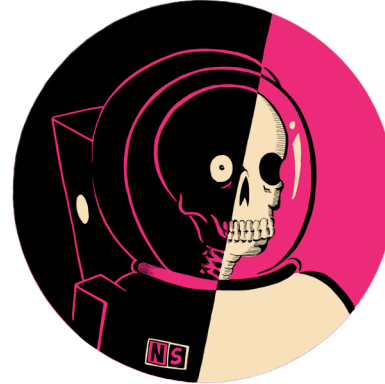
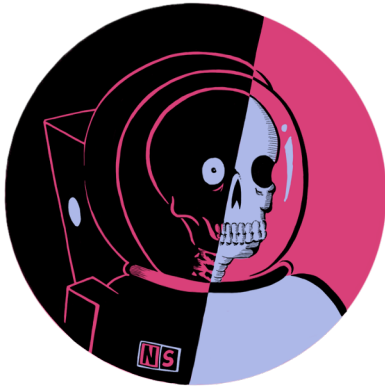
# DESIGN PROCESS: Vector vs Pixel Design



I tried experimenting with a vector design for my logo, but ultimately decided that the pixel design was a closer fit to the illustrated/indie aesthetic that I was trying to achieve.



# DESIGN PROCESS: Color & Design Specifics



# FINAL DESIGN: Typography

For Typography, I decided on using both Bovine MVB Regular and Bovine Round MVB Regular in tandem.

These two fonts fit my initial goal of utilizing a dynamic font that catches people's attention while still being easily readable.

Both fonts were created by Mark Van Bronkhorst.

Mark is a part of MVB Fonts, which is a digital font foundry was established in 1991 and is based in San Francisco.

**BOVINE MVB REGULAR**

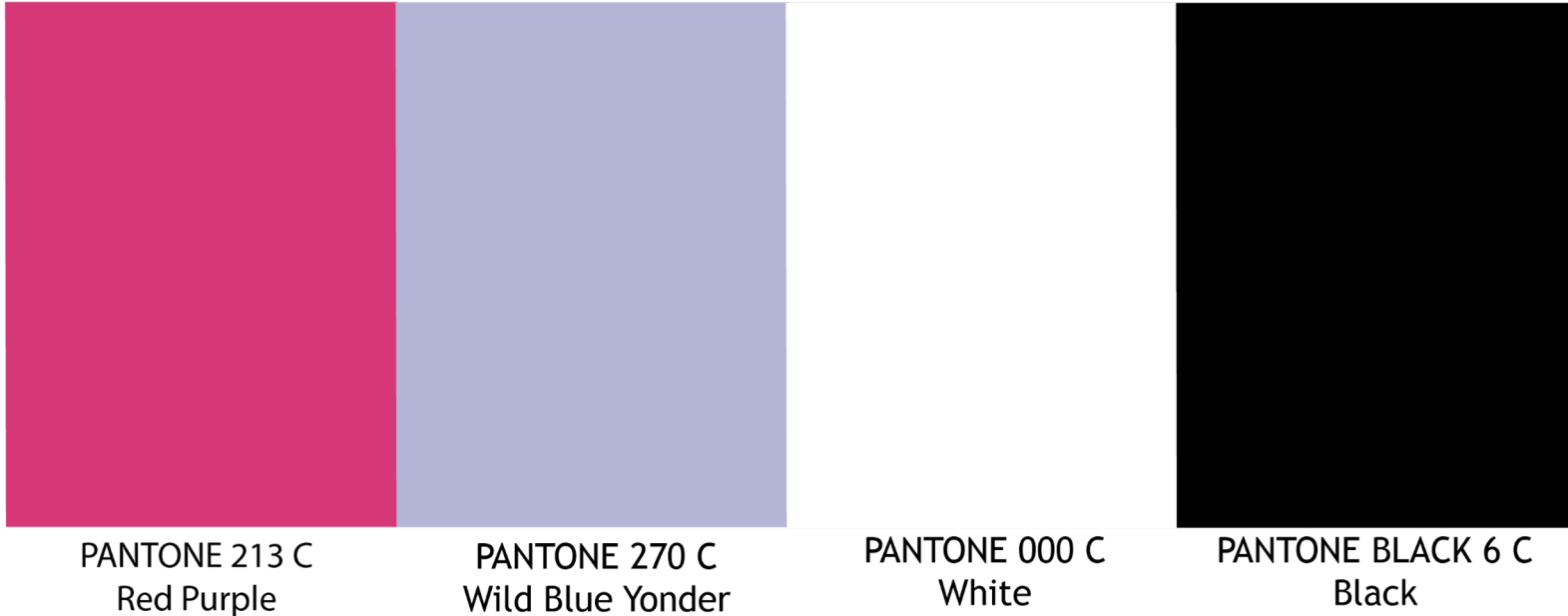
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**BOVINE ROUND MVB REGULAR**

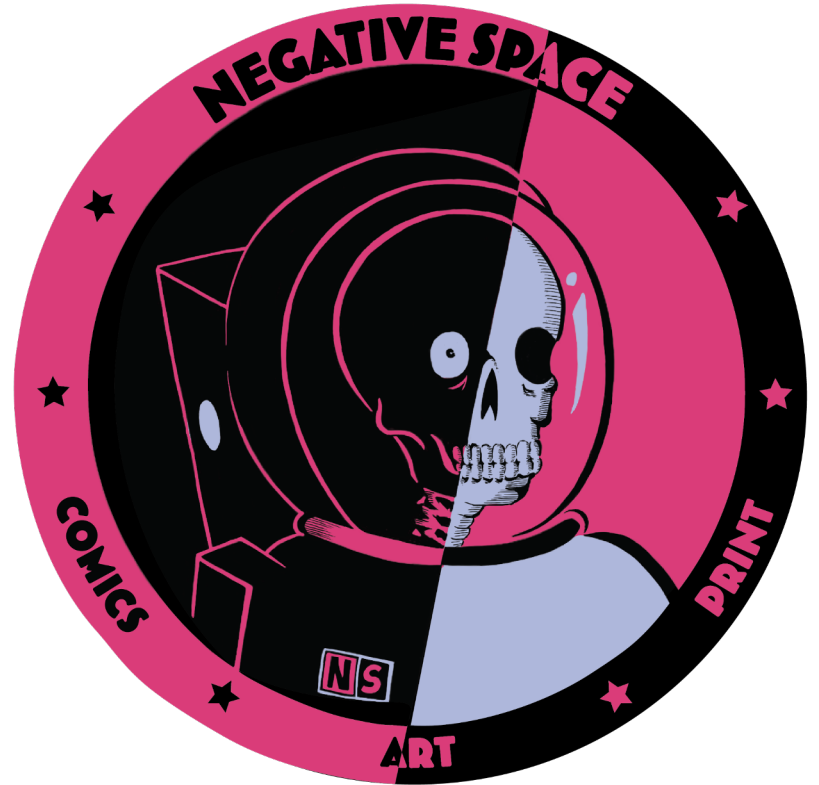
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# FINAL DESIGN: Color Palette

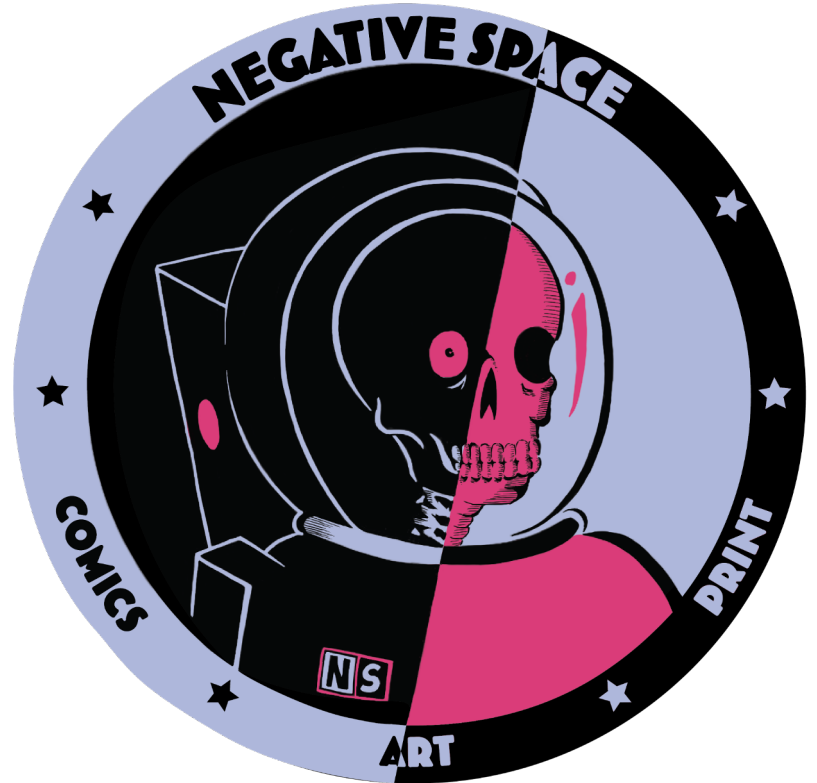
I chose these colors because for my main color I wanted something bright but not too overwhelming, and a tamer color to compliment it. I also felt these colors have a cosmic/galaxy look to them.



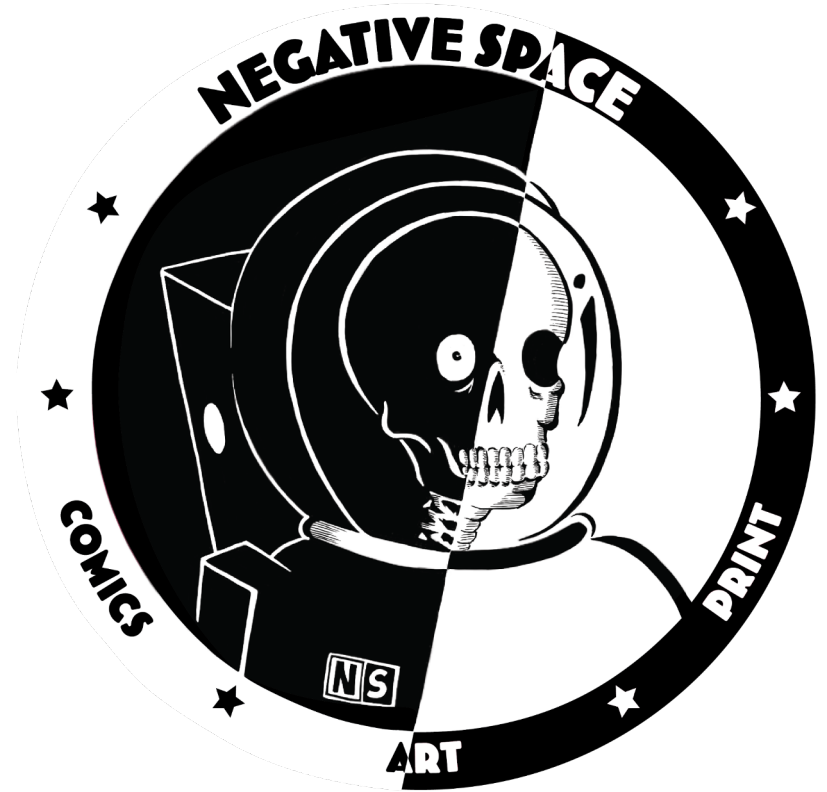
# FINAL DESIGN: Design 1A



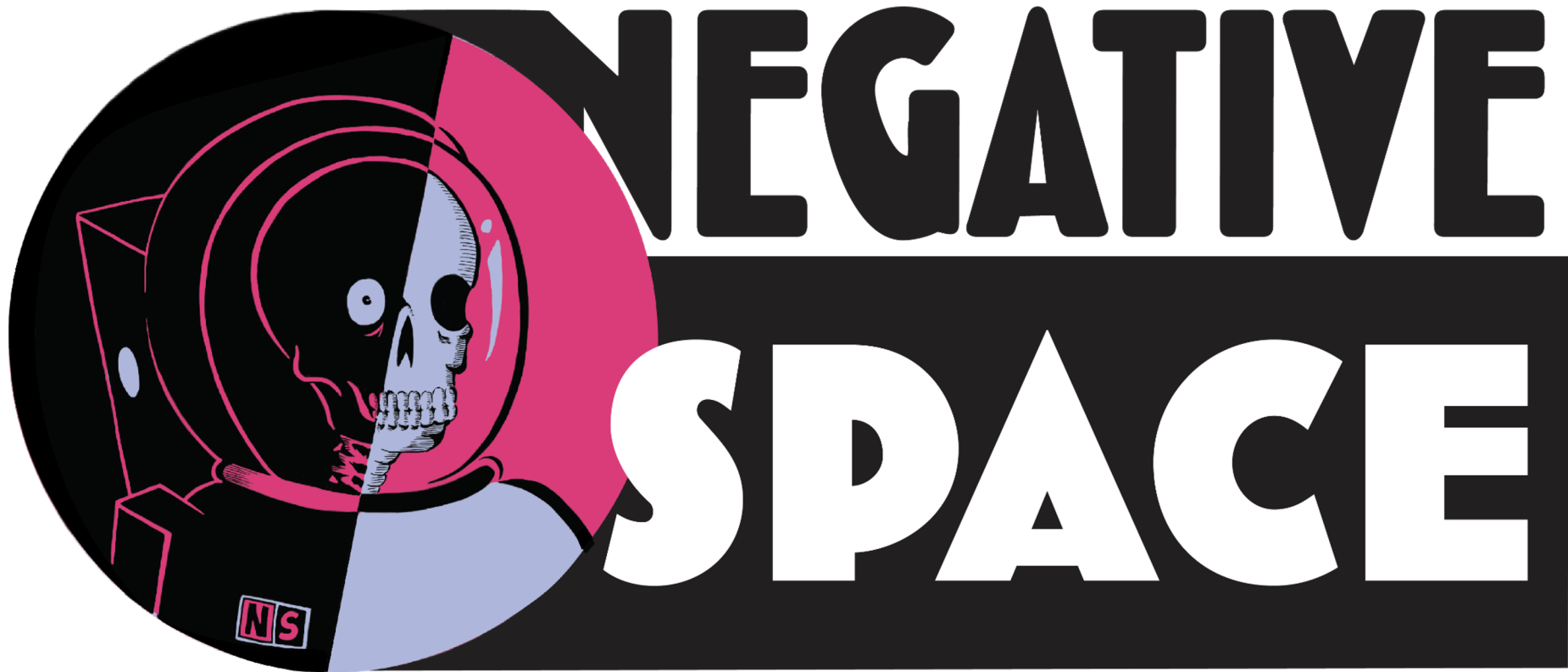
# FINAL DESIGN: Design 1B



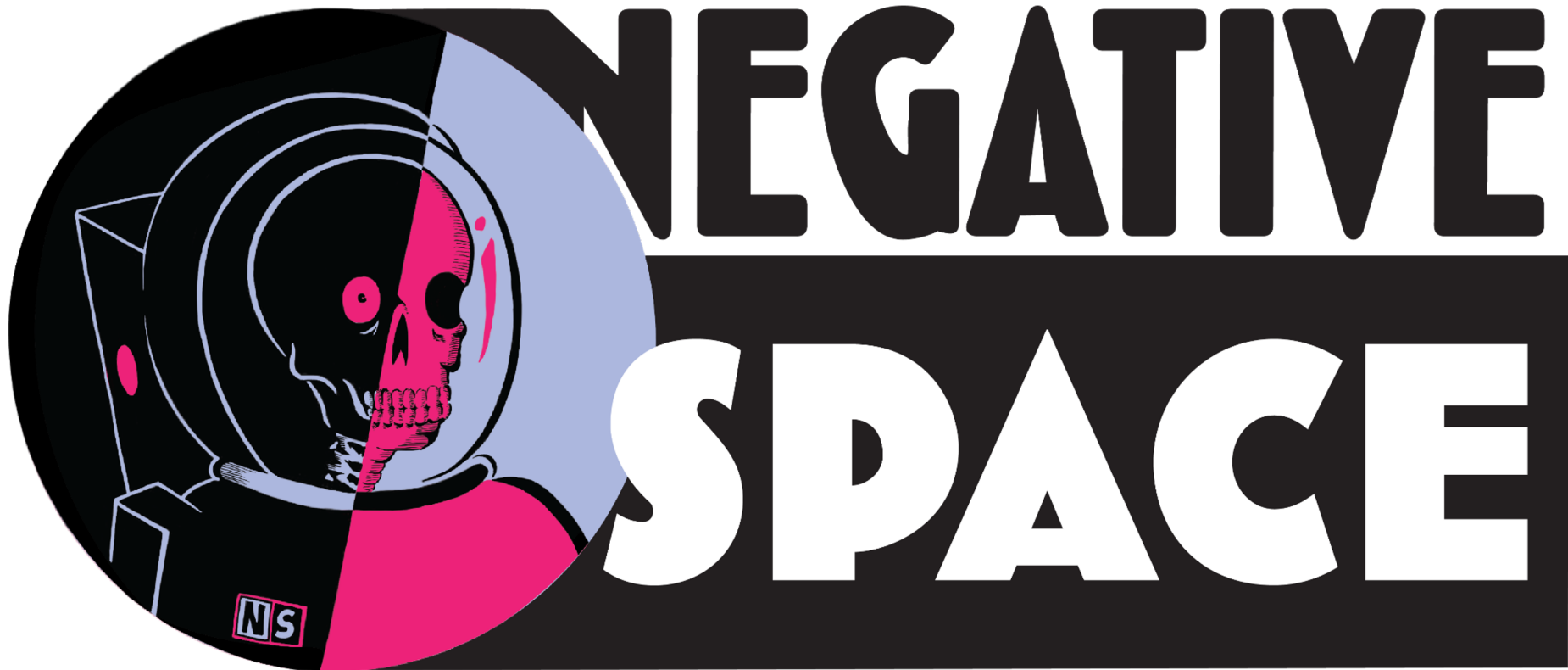
# FINAL DESIGN: Design 1C



**FINAL DESIGN: Design 2A**

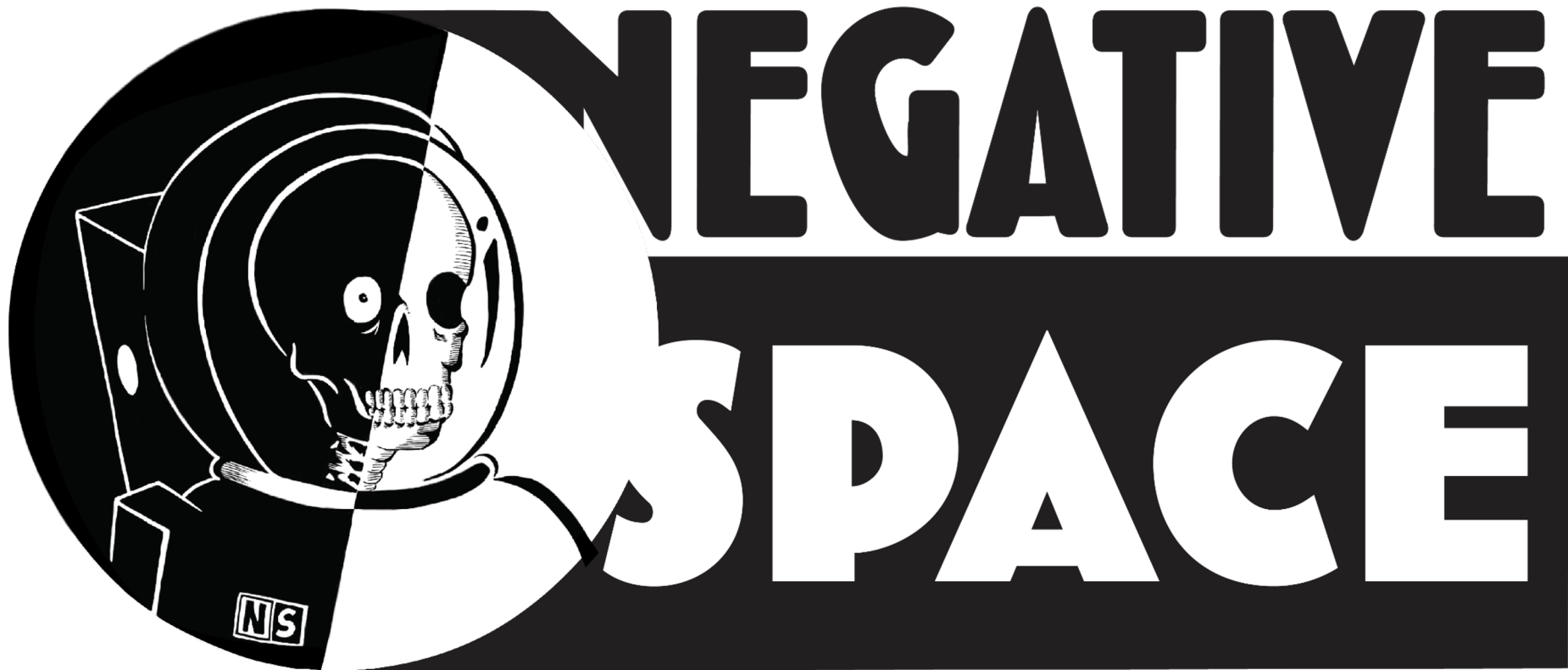


**FINAL DESIGN: Design 2B**





**FINAL DESIGN: Design 3C**



# FINAL DESIGN: Implementation

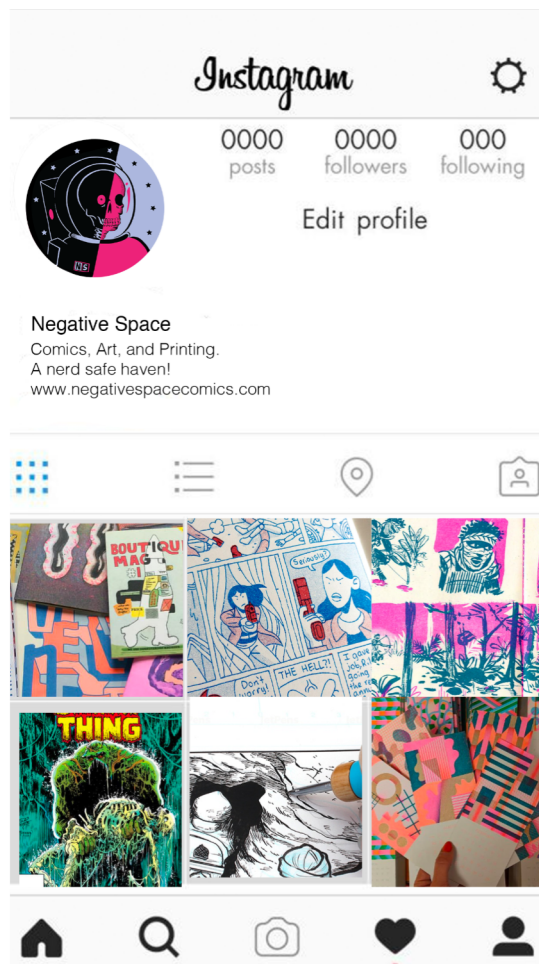
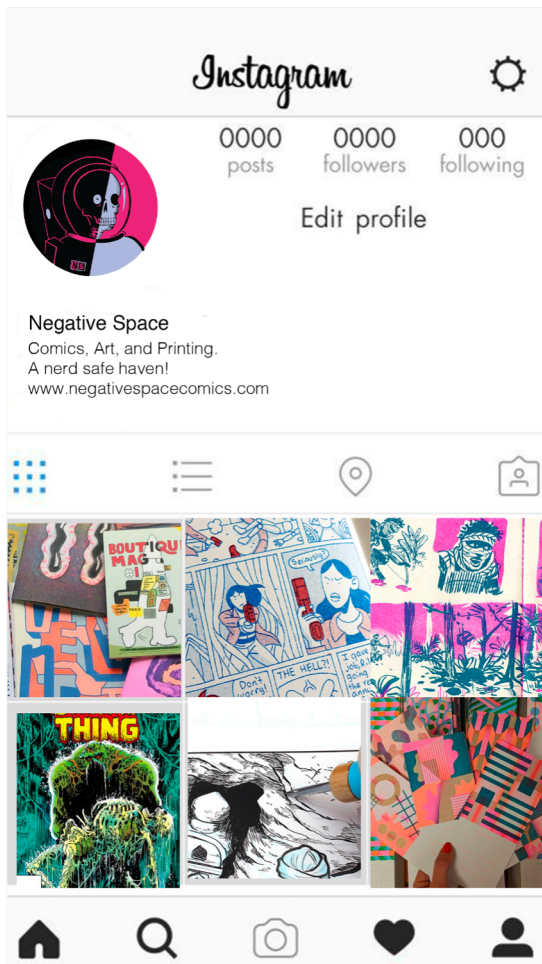


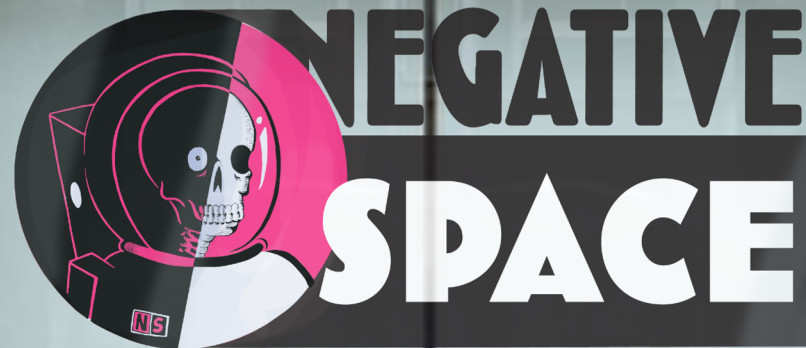








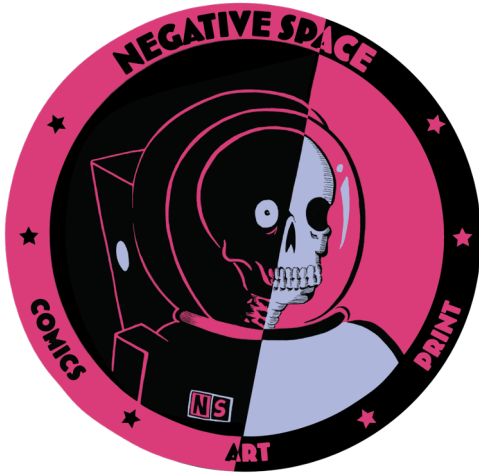








# FINAL DESIGN: Brand Guidelines



Main



Secondary

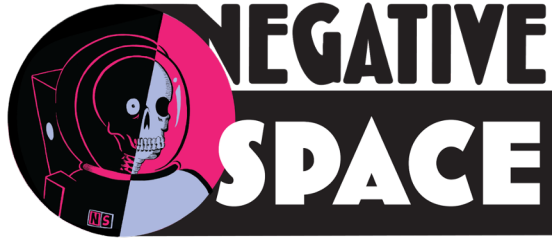


To Be Used Sparingly

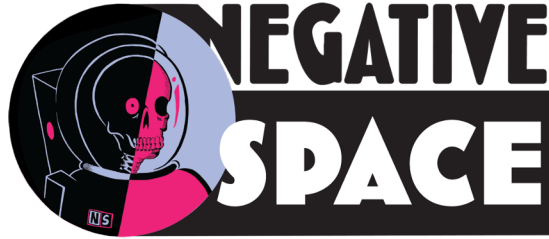
The badge icons may only appear in this color designation; no mixing and matching the Red Purple and Wild Blue Yonder colors.

In addition, the skeleton emblem may only be used without the entirety of the the badge for social media profile photos.

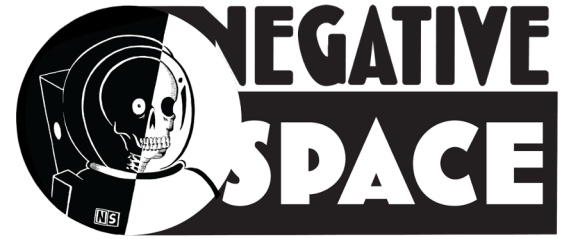
# FINAL DESIGN: Brand Guidelines



Main



Secondary



To Be Used Sparingly

Similarly to the badge icons, the banner logos may only appear in these color formats.

Thank you!