

# PF Nameplate

DEVELOPMENT STUDIES



# Development Studies

When we redesigned the nameplate a decade ago we tried to remain true to the previous one. Now we think it is time for a dramatic new look. These comps demonstrate a variety of approaches to create a new nameplate for *Progressive Farmer*. Culled from twenty finalists, these propose the most diverse solutions. We had a few parameters that we kept in mind in this process:

1. We think it is time to lose the “the” again. Historically you’ve gone back-and-forth on this, but in the name of simplicity, it just looks better.
2. We wanted to create contrast between the two words. Different fonts from different genres, changes of color and weights are represented here.
3. A couple of the designs do represent a straight progression from the current nameplate, but with more modern and distinctive type choices.

4. We wanted to experiment with possible taglines as part of the new nameplate, setting up a reorganization of the interior structure. Our direction here was finding a phrase that promotes the natural enthusiast/business overlap in farming. Instead of setting up structure, we want to be more mission-forward with the tagline.
5. Although we aren’t demonstrating a cover template here, we altered elements of it in the interests of simplicity. This includes eliminating the language around the URL, simplifying the address box (our opinion is that the publisher and the date are both more dispensable than in your current design.)



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# Update Typographic Logo

Taking a cue from the current logo, we updated the font and made it less oldstyle with more emphasis on thick and thin in the letterforms. Each word has equal emphasis, but the drop on the cap of “Farmer” creates a space for secondary typography.



## Introduce an Icon

Using the letter “o” to represent a seedling against a sun, this nameplate introduces a graphic element to the nameplate. The font here is a spur-block serif hybrid that is both modern and a little informal.



# Initials

Using the familiar initials of the magazine instead of featuring the words can create a dramatic brand for the magazine, but introduces an element of uncertainty. Using the actual name smaller and featuring the initials in a graphic combination was our solution. The initials echo the fonts in the full name.



## Mixed Fonts

This is essentially a full nameplate that reverses the typographic treatment of the small title used in the comp featuring initials.

Creating a tension between serif and sans, italic and roman and geometric and calligraphic, this nameplate could be the basis for a typographic theme that could help brand the inside of the book.



## Mixed Fonts 2

Extending the ideas from the previous comp, a two-line version of the nameplate adds more impact.



## Mixed Fonts 2

Reversing the fonts changes the focus away from the “FARMER.”





# Simple Modern

Using a compressed Grotisque font, the nameplate uses a combination of upper and lower case letterforms to add distinctiveness to the design. With only a color change instead of a space, the nameplate has a simple geometric rhythm.



## Thick & Thin

Using two weights of the same Grotesque font, “Progressive” becomes more prominent.

This font's more aggressively ornamental glyphs can create distinctive branding.



# Integrated Lines

Turning a nameplate into a logotype by intertwining the two lines adds a calligraphic element to a modern font.



# PF Nameplate

2ND ROUND PROOFS



The editors did not want to change the interior structure and wanted to keep the old tagline. But after culling to a few choices, they settled on 5. The next step was proofing the nameplate with some cover template examples to show the kind of variations that would work with the new design based on the issue calendar.





