

DONALD J. TRUMP

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While I had a pretty good idea of what I wanted my logo for Donald Trump to look like to begin with, I did some research to see what else I could incorporate throughout the process. Other than something that represents wealth, I couldn't think of one specific image that would encapsulate all that he's famous for, and doing research made this more difficult, because I realized how much more there was to him. However, I learned a lot about him in doing so, like that he was \$1 billion in debt in 1990 after spending seven years building and purchasing properties in New York City and buying the New Jersey Generals football team.

I was curious to see what else represents Trump besides his hair, and this was difficult because I didn't want my logo to be political or a representation of the group of people who criticize Trump every step of the way. I wanted this to be something he would design for himself, because logos aren't supposed to be controversial; they're supposed to be a simple reflection of the subject. So I decided to revert back to the hair idea. And then I debated about whether to include his sideburns. At first, I thought they were too much, but once I saw my logo without them, I realized they were necessary. Now, I think they are the most important part of the design, because they create a face from the white space and allow the viewer to fill in the blanks.

Throughout this process, I considered a variety of typefaces. I struggled from time-to-time, because I knew it needed to be readable across the entire brand system. Eventually, I landed on the bold version of Charter, which I think looks appealing across the whole system and represents the seriousness of Trump's attitude. And even though the Times typeface is professional and straightforward in that way, I don't think it's too professional. Without getting into politics, I think we can agree that while Trump isn't an ultra-serious and ultra-professional person, he is the president of the United States and he is a businessman, so that seriousness needs to be represented.

If I were to extend this brand system across a system like a website, I think I would put my logo on the top right corner of the page, because the angle of the image looks like Trump is looking down to the left. I think doing so would direct the viewer's attention to the main content. I think I would design the header of the website similar to how I designed the letterhead, taking advantage of Trump's hairstyle. In my letterhead, I intentionally placed the logo on the right of the wordmark, because I think the comb-over draws your eyes to the left of the image, as that's where it points. I think this design creates a unique effect, because it makes it seem like Trump is looking over you as you read -- and therefore think -- about him. It looks like he has all the power, which is one of the things he likes to emphasize.

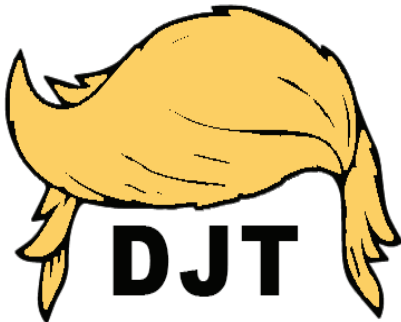
I think I deserve a B+ on this. After really struggling to get going, I put a lot of time and thought into this, whether it was trying to incorporate type into this or asking myself how to make an original figure for somebody who you hear about everyday. I think this is a pretty identifiable logo, especially with the colored hair (I have debated about whether this should be black and white, and I concluded that the black and white version would possibly communicate the negative message I was trying to avoid).

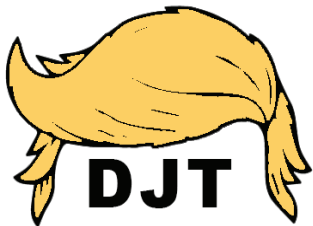
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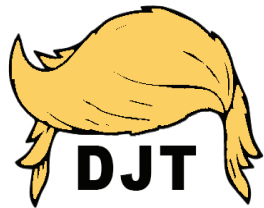


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