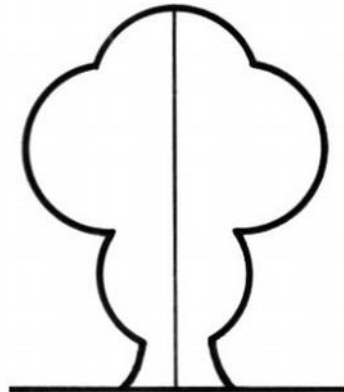
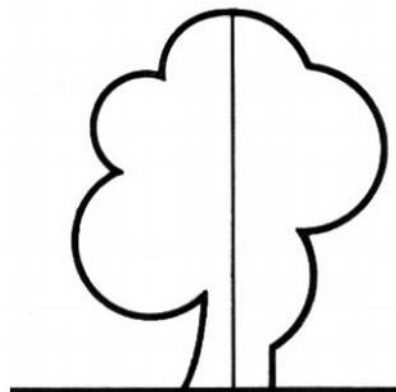


SYMMETRY & ASYMMETRY



SYMMETRIC



ASYMMETRIC



Consider two different versions of the Pepsi-Cola logo (above). Prior to 2008, the logo was symmetrical, with the red, white and blue swirls being horizontally and vertically balanced. The redesign, however, is the perfect example of asymmetry, with the red space considerably more dominant than the blue. The Pepsi logo was revamped for \$1 million, much to the criticism of both the press and the consumers. The new design featured a "smile".

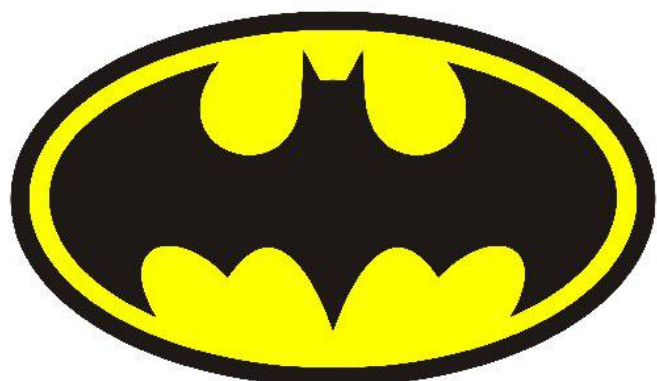
NOTE: The Geelong logo is **mirror symmetry**, the pre-2008 Pepsi logo is **rotational symmetry**

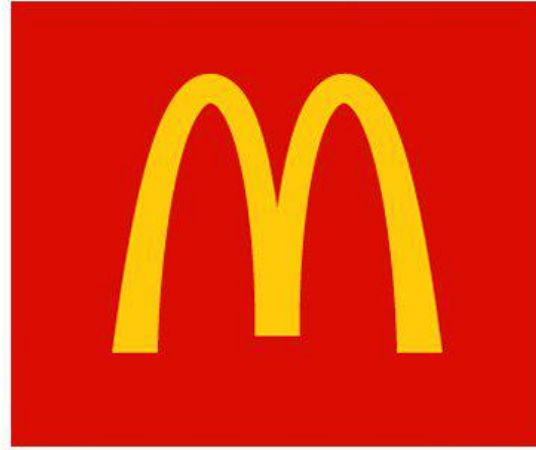
Extracts used in this document plus more information about Symmetry and Asymmetry can be found at: www.webdesignerdepot.com/2013/10/symmetry-vs-asymmetry/

Symmetry

Gestaltism — a human behavior theory that describes how the mind structures and arranges visual data — suggests that human beings naturally create order out of the things we see.

To put it another way, our eyes tend to crave completeness and organization. This is what symmetry does. By definition, there is a balanced, harmonious quality inherent in symmetry, and when it is present in design the result is the kind of consistency, order, and stability that we find in some of the world's most notable brands. It is little wonder, then, that successful companies employ symmetry in their logos.





The Body Wisdom logo (above) was designed for a health spa that provides whole body pampering as well as health treatments. The hands perform a double duty as both the means of treatment and as a visual metaphor for a wise owl. The equal balancing (symmetry) of this logo aligns with the purpose of the business, to bring balance to the body through wisely caring for it.



Symmetry in Nature

Asymmetry

But while symmetry is aesthetically pleasing and even comforting, it also runs the risk of becoming too predictable. Asymmetry, by definition, lacks symmetry. It is characterized by imbalance and disorder, and this type of tension can be unsettling, but also profoundly interesting. Asymmetry tends to carry a kind of complexity that conveys emotion, from lighthearted and jovial to intense and moody, depending upon the execution.



Left: Brazil's logo for 2016 Olympic Games

Right: Logo for Shiela Benson, Film Critic



Left: With thousands of stores worldwide, the Domino's brand is almost universally recognised in the western world. The owner's original intention was to add an additional dot to the now famous logo for every new store he opened. However, after only a year of franchising he was forced to abandon this idea because it became unfeasible to implement. Today, the logo has three dots to represent the original three stores.

Middle: One of the most recognizable logos in sports, the Milwaukee Brewers yellow and blue baseball mitt logo was introduced in Winter 1977 and adorned Brewers caps for the 16 greatest seasons in club history (until 1993). The logo combines the lower case letters "m" and "b", the club's initials, to form a baseball glove.

Right: The Rolling Stones "Tongue and Lip" logo was designed by John Pasche, a Royal College of Art student, in 1970. It perfectly encapsulated Mick Jagger's lips and the band's rebelliousness.



Asymmetry in Nature - Fiddler Crab

Ultimately, when it comes to designing a logo, a choice between symmetrical or asymmetrical inevitably must be made. A skilled, intuitive designer should give adequate attention to the subliminal connotations that a symmetrical versus asymmetrical design potentially carries for a client. The use of symmetry will naturally evoke a sense of calmness and orderliness; asymmetry, on the other hand, will tend to communicate excitement and risk. In years past, steady predictability and trustworthiness were paramount brand qualities. As culture evolves, excitement and edge might be moving up on a brand's priority list.