

G **R** **A** **P** **h** **i** **C**
S **d** **E** **S** **i** **g** **N**
S **S** **t** **U** **D** **i** **O**
AZTEC NIGHTS
IDENTITY DEVELOPMENT
JULY 2, 2008

This new deck contains round two of the Aztec Nights logo re-vamp. The first round of logos were presented in May. Soon after that presentation we received a response with some feedback from your crew in regards to which logos you all preferred, along with some revisions that you would like done to each.

With your suggestions in mind, we have put together another set of logos for you. The following pages contain the original logo you saw in May followed by multiple variations of the logo. Please use the upper left red copy to select which logos now work best.

Your Comments:

We'd like to see what the 'circular' part of the symbol over the word NIGHTS would look like if was roughened up a bit. Other words used to help you with the notions expressed were: "not so smooth"; 'speak a bit more'; 'needs an aura around it'; and 'thicker or something'. You can see, I'm not being very help in terms of guiding you. Folks just want to see how that 'could be' modified. Also for Option One, folks expressed some concern about the lightweight feel of the word NIGHTS. Some felt is might not be seen so well once printed. They'd like to see a little bit of a change.



Option 1A:

This logo resolves the issue of the weight of the word 'nights' being too thin to read.



Option 1B:

Option 1B uses a swirl mark that was made by brush and ink, giving the swirl a textured look. The thin typeface that was used for 'NIGHTS' has been switched to a slightly bolder weight for better legibility.



AZTECNIGHTS



AZTECNIGHTS

Option 1C:

This option is showing another option of the new swirl mark, coupled with a different typeface that is meant to reflect the style of the swirl.



AZTEC NIGHTS



AZTEC NIGHTS

Option 1D:

This variation treats the layout of the logo differently so that there is a direct interaction between the type/mark combination.

AZTEC  NIGHTS

AZTEC  NIGHTS

Your Comments:

Another finalist design...but, folks would like to see the "nights" have a greater presence in the design. Some also expressed concern with the use of a lower-case 'a' in the word 'aztec'. What can be done with that?

aztec *nights*

Option 2A:

'Nights' becomes an easier read in this logo because of its increased size and relationship to the word 'aztec'.

aztec*nights*

aztec*nights*

Option 2B:

The similarity in the two typefaces in this logo are close enough that they work together but they still carry their own characteristics, making 'nights' an easy read.

aztec**nights**

aztec**nights**

Option 2C:

The relationship between 'nights' and the crescent shape 'c' has been altered from the original to make nights more prominent in this design.

aztec*nights*

aztec*nights*

Option 2D:

To further help the word 'nights' have a greater presence, a different typeface was selected. This typeface has qualities that represent energy and movement, two things that college students want in their extra curricular activities.

aztec*nights*

aztec*nights*

Option 2E:

This option explores the idea of 'aztec' including and upper-case 'A'.

AZTEC *nights*

AZTEC *nights*

Your Comments:

We like this design, but feel we don't want it to reflect a human image. We'd like to see the eye removed and place the head-dress up and over...above the A.



Option 3A:

I eliminated a human image. Then, I placed the aztec headdress over the letter 'A'. Another subtle touch is that the end feather takes the shape of a crescent moon.



Option 3B:

I eliminated a human image. Then, I placed the aztec headdress over the letter 'A'. Another subtle touch is that the end feather takes the shape of a crescent moon.



Option 3C:

I eliminated a human image. Then, I placed the aztec headdress over the letter 'A'. Another subtle touch is that the end feather takes the shape of a crescent moon.



Your Comments:

On this one, we'd like to see three modifications.
1.) Try a different font for the word, 'nights'.
2.) Try a different position, that is not angled, for the word, 'nights'. 3.) Increase the size of the pyramid 'A' so it extends down ... and is roughly 1.5-2 times the current size.



Option 4A:

Playing with the iconic symbol of the pyramid, I transformed the A of Aztec to mimic the bold jagged shapes. Each of these logo variations includes the pyramid look while approaching the correlation with the "ZTEC" a bit differently. When looking at the different "ZTEC" in each logo, typefaces range from unified and straight san-serifs to a more stylized serif. I wanted nights to relate both to the pyramid as well as the "ZTEC" while standing strong and unique on its own. The range of options provide typefaces that mimic the "ZTEC" as well as options that provide a contrasting look.



AZTEC
NIGHTS



SAN DIEGO STATE UNIVERSITY
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OPTION FOUR B
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Option 4B:

AZTEC
NIGHTS

AZTEC
NIGHTS

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OPTION FOUR C
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Option 4C:

AZTEC
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OPTION FOUR D
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Option 4D:

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OPTION FOUR E
JULY 2, 2008

Option 4E:



AZTEC
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The logo features a stylized red 'A' composed of a grid of squares, followed by the word 'AZTEC' in a black, bold, serif font. Below 'AZTEC' is the word 'NIGHTS' in a red, bold, serif font.