

Definition

ghost :

- a faint trace of something
- a spiritual being

• DISAPPEARING AND REAPPEARING

- the surviving emotional memories of people who have not been able to make the transition from their physical state into the world of spirit.

Formula

ghost + (RE/DIS APPEARING) = **logo**

(LOGOTYPE)



(ICON)



Logotype

T H E
G I H U S T S ?

Icon



Contract

LOGOTYPE



OBJECTIVE: GIVE THE ILLUSTRATION THAT THE WORD "GHOSTS" IS RE/DE APPEARING

Contract

ICON

T H E

GHOSTS?

ADDED ELEMENTS

OBJECTIVE: CREATE AN ICONIC REPRESENTATION OF A "GHOST" USING THE LETTER "G"



Typeface

Alte Haas Grotesk

AaBbCc01234

Alte Haas Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+

Alte Haas Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+