FareStart

nonprofit
restaurant/coffee
food supplier for community
food services program

possible visuals - plate, utensils, serving dish, sun, arrow, heart,
hand reaching out, sprout, human profile, tree

possible colors - orange, red, green

emotional message - hope, coming, opportunity

FOOD START

FARE START

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Iconography

4 logo subtypes:
1. Wordmark - type
2. pictorial - visual representation of what it means
3. abstract iconography - meaning by association with brand
4. logo system - group of logos all similar but different

Icons = signs, logos = symbols

Subjective, requires context
Universal
Icons used to communicate messages in a fun way and enjoy

Icon design process:
1. Who is the audience, what are they on the website to do?
2. Generate actions and pick two
3. Sketch icons that clearly convey/symbolize these actions
4. Vectorize sketches and revise using pen tool
5. Avoid plagiarism! If borrowing from a noun, change it and give credit