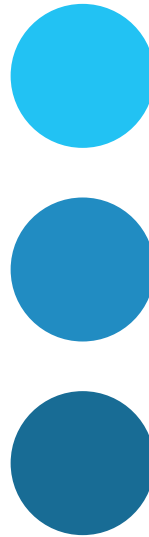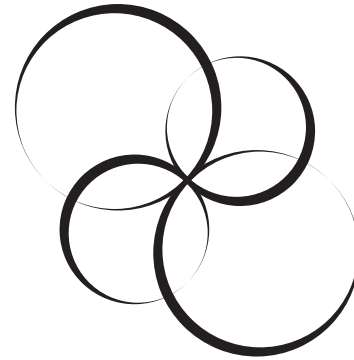# deep

HUMANITIES & ARTS

- Serif curve for a beautfiul connection between "D" and "P".

- Round corners of the shape follow the curves of the word "deep".

- Sharp bottom-left corner imitates a speech bubble, encouraging deeper conversations.
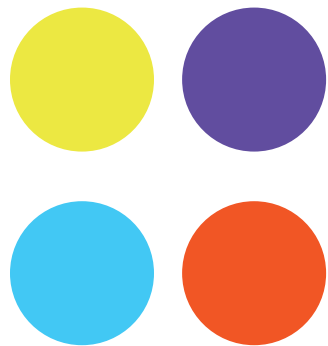
- Circles cascading into each other in a cyclic fasion.

- Culture impacts technology, which impacts nature, which impacts humans, which impacts culture, etc.
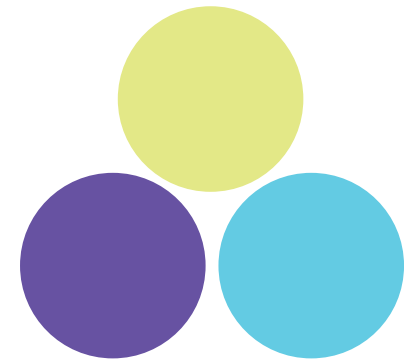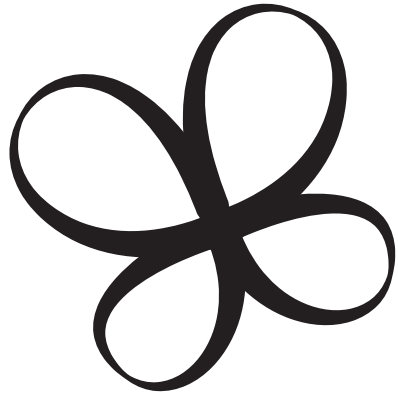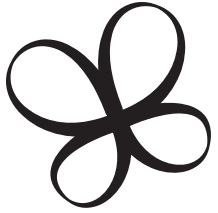
Deep Humanities & Arts

Deep Humanities & Arts

Deep Humanities & Arts

- A simple shape that is a blend of a leaf (nature), a brush (human), and an arrow (machine).

- All three together as one entity.
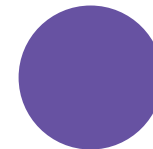
Deep Humanities & Arts
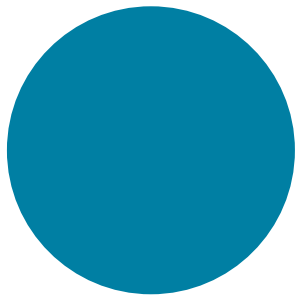
Deep Humanities & Arts

Deep Humanities & Arts

• The Butterfly Effect: A single event/individual can have profound effects.

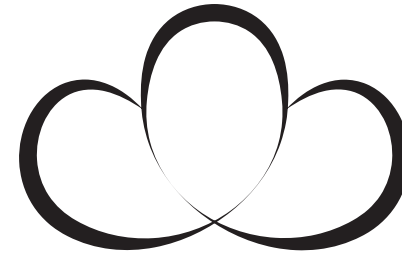• A single work of art can impact the world.

- Interconnectivity and symbiotic relationship between human, nature, and machine.

- Each of the three impact themselves and others, symbolized by the recursive "looping" of lines.
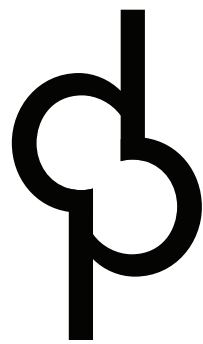
Deep Humanities & Arts
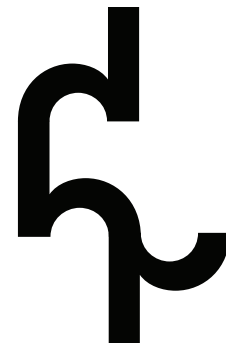
Deep Humanities & Arts

Deep Humanities & Arts

• An exploration of text and the intersection of text to create fluid, seamless shapes.
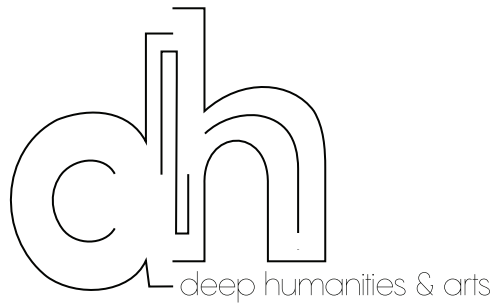
Deep Humanities & Arts

• Modern, almost futuristic typeface.

deep humanities & arts

- Exploration of Deep Humanities initials with bright, eye-catching colors.

- Intricate linework with complexity and variation added through depth.
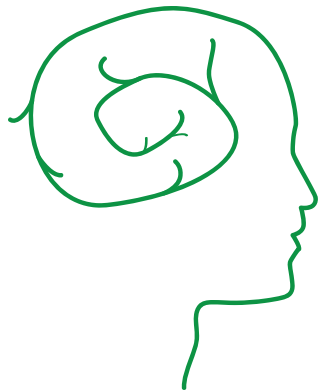
h&a marketing

deep humanities

logo concepts

• Line drawing of a "flowering mind" (flower yet to come!) with additional typeface options.

**Deep
Humanities
& Arts**
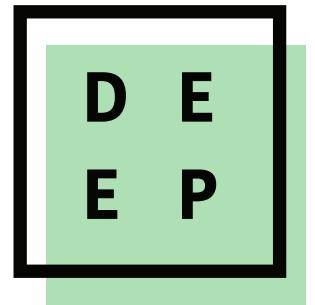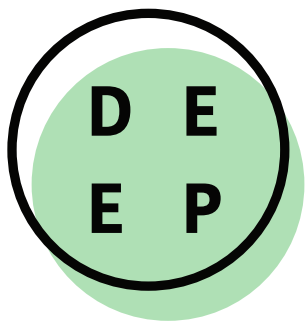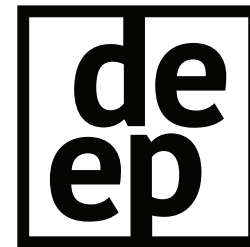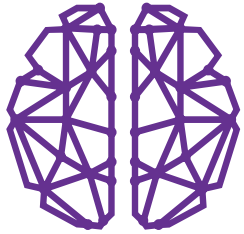

DEEP HUMANITIES & ARTS

DEEP
HUMANITIES
& ARTS

• Complex
Concepts
Start
Simply

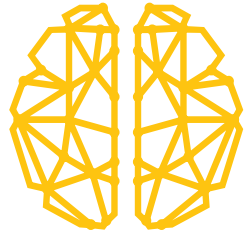**DEEP**

HUMANITIES & ARTS

DEEP

DEEP HUMANITIES

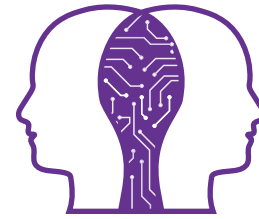• Simple geometric shapes that transition easily into full text logos, icons, and other formats.
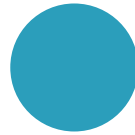
deep

DEEP

DEEP

HUMANITIES & ARTS

DEEP HUMANITIES
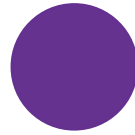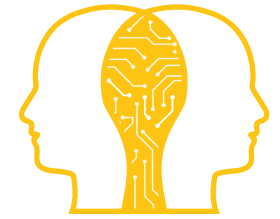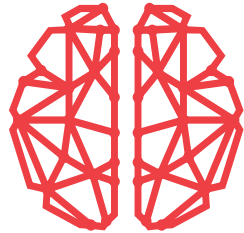
DEEP HUMANITIES

DEEP HUMANITIES

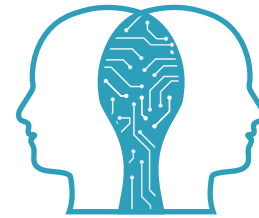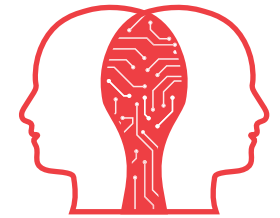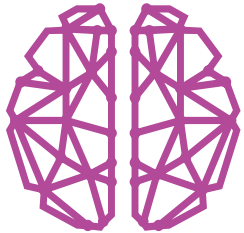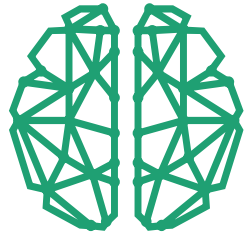DEEP HUMANITIES

DEEP HUMANITIES
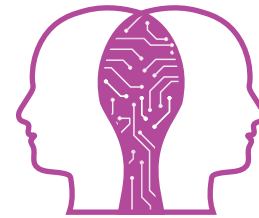
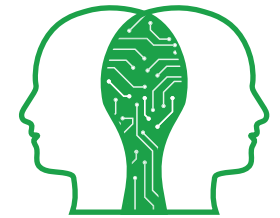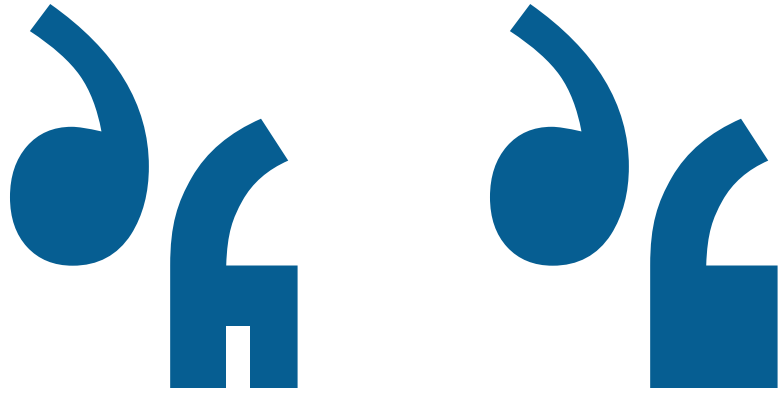DEEP HUMANITIES

Deep Humanities

Deep Humanities

Deep Humanities

Deep Humanities

Deep Humanities

Deep Humanities

• Wireframe in the shape of a brain.

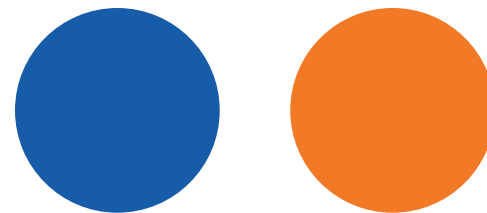• Circuit board pattern in between two "connected" brains.

- Embodies the slight pause for reflection in the flow of conversation.

- Comma: A punctuation mark indicating a pause between parts of a sentence. It is also used to separate items in a list and to mark the place of thousands in a large numeral.

- "Old" style of comma (square-ish) and the "new" style (rounder, sleeker) combined.

deep humanities

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- Simple type-based logo.