

Trevor Dunn - logotypes

1) Expressive logotype

- letter typography flows perfectly
- resembles a signature (identity)
- Helvetica typeface to the right mimicks printed name
- circular container brings focus to logo

 God's
Frequency

 God's
Frequency

 God's
Frequency

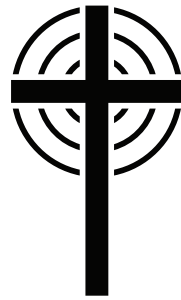
 God's
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2) Informal logotype

- cross and ringed waves are closely related to “God’s Frequency”
- brown for cross, light blue for waves (kinda like sound waves in the air)



**God's
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3) Formal logotype

- simple
- an “f” forms from the “G”
- waves coming off “f”
- “God’s Frequency” is above logo as if it came from the waves

God's Frequency



God's Frequency



God's Frequency



God's Frequency



God's Frequency



God's Frequency



Selected logotype

- informal logotype



design concept

at the heart of the ministry "God's Frequency" lies the message of Christ and the cross. the sound waves represent this message being projected outwards, in this case by those who recognize it as truth.

since the ministry considers this message one of truth and historical fact, they strive to portray it as one that is not their own (or made up). the logo exemplifies this by removing the messengers ('frequency') all together to suggest that the message is coming directly from its source.

colour rationale: brown is representational of a wooden cross; blue is representational of waves of sound in the air