

LUNATIC

— LOGO PROJECT —

smc.

2020 SETH MCCAY CREATIVE



LUNATIC

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Presenting the LUNATIC logo project, completed for Danny Rivera in May of 2020. After speaking with Danny and getting an understanding of what he wanted in a logo, I got to work sketching. Danny enjoys graffiti, so I knew from the start that this logo would need to be entirely hand drawn, with no computer assistance or rulers. Later in this document, you'll see examples of hand drawn sketches, and many of the sketches that didn't make the cut.

Danny's fans and followers are nicknamed "Nightowls", and since Danny said that the owl has never been incorporated into his branding, I challenged myself to make that happen. In both logos, the owl's brow creates a large capital L. In the large logo, LUNATIC is actually spelled out in hand drawn letters, incorporating Danny's lower-case "i". The logo is also "ink heavy" with little negative space. By design, this creates a logo with a darker, more minimal feel, one that is more appropriate for electronic music. Danny, I hope you enjoy this new look as much as I did creating it!



LUNATIC

— LARGE LOGO —

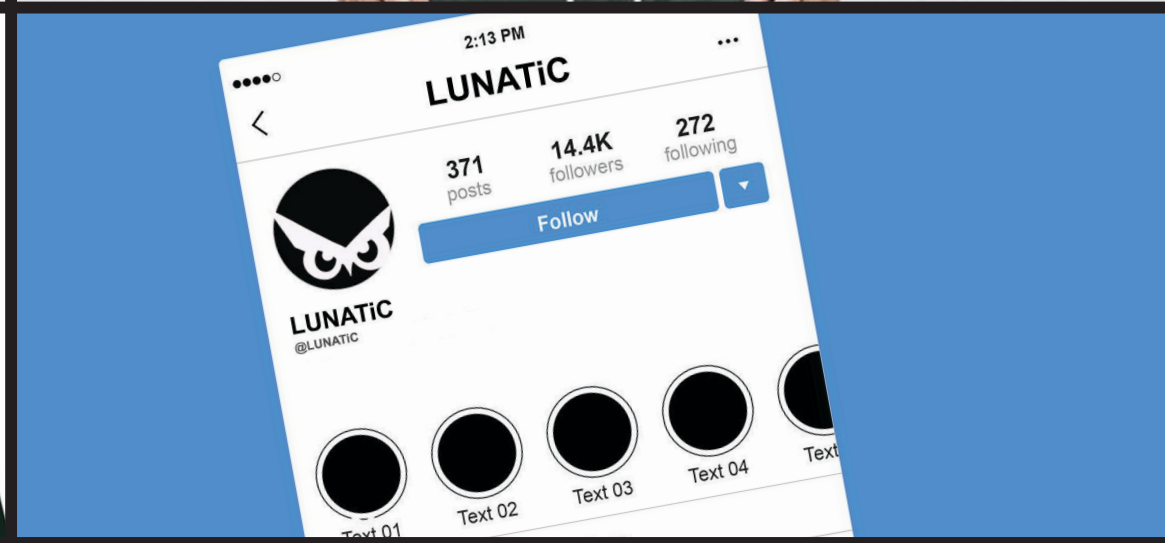
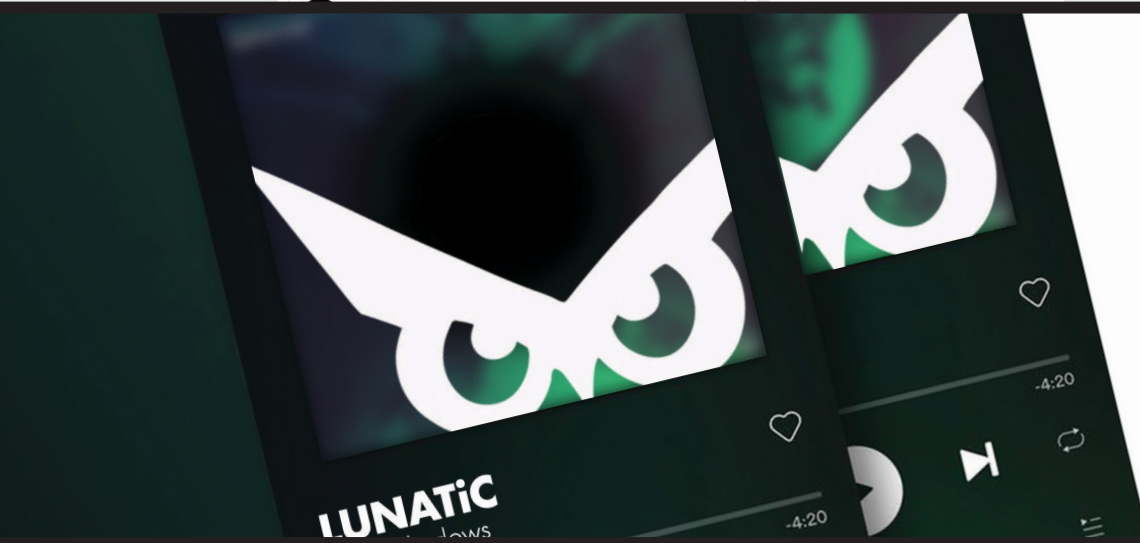
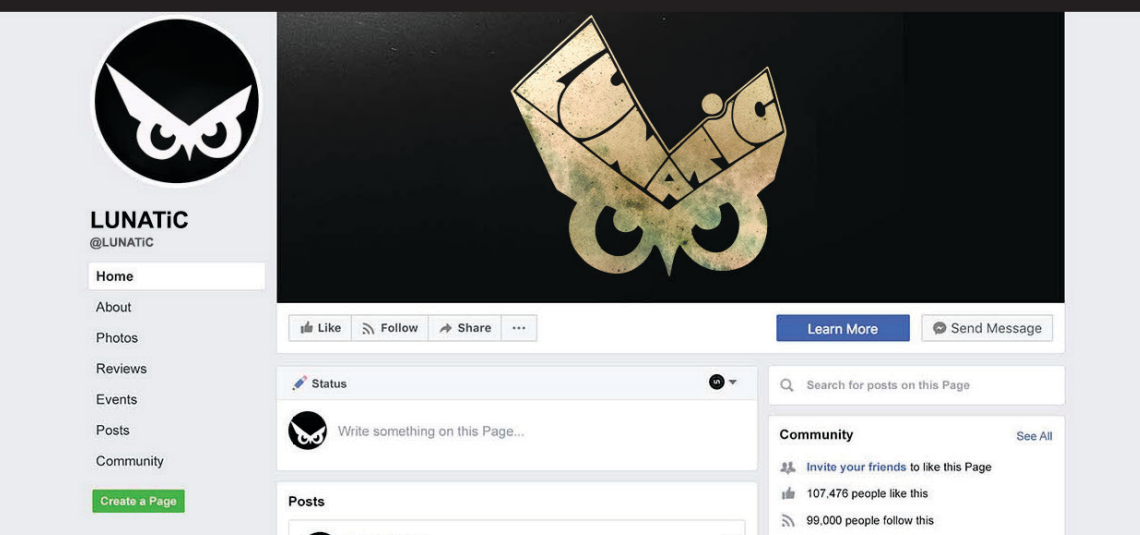
The large logo is best suited for larger scale applications, or any application that displays the logo 2 inches or larger to the eye. Examples of this are t-shirts, stickers, print/promo material. In this large logo, you'll notice that the letters are drawn such that they form a large L tiled on its side. Also incorporated is the lower case "i" that has traditionally been a part of Lunatic's branding. The large logo is roughly a square. If the application is landscape oriented, it may be better to choose the small logo for that use.



LUNATIC

— SMALL LOGO —

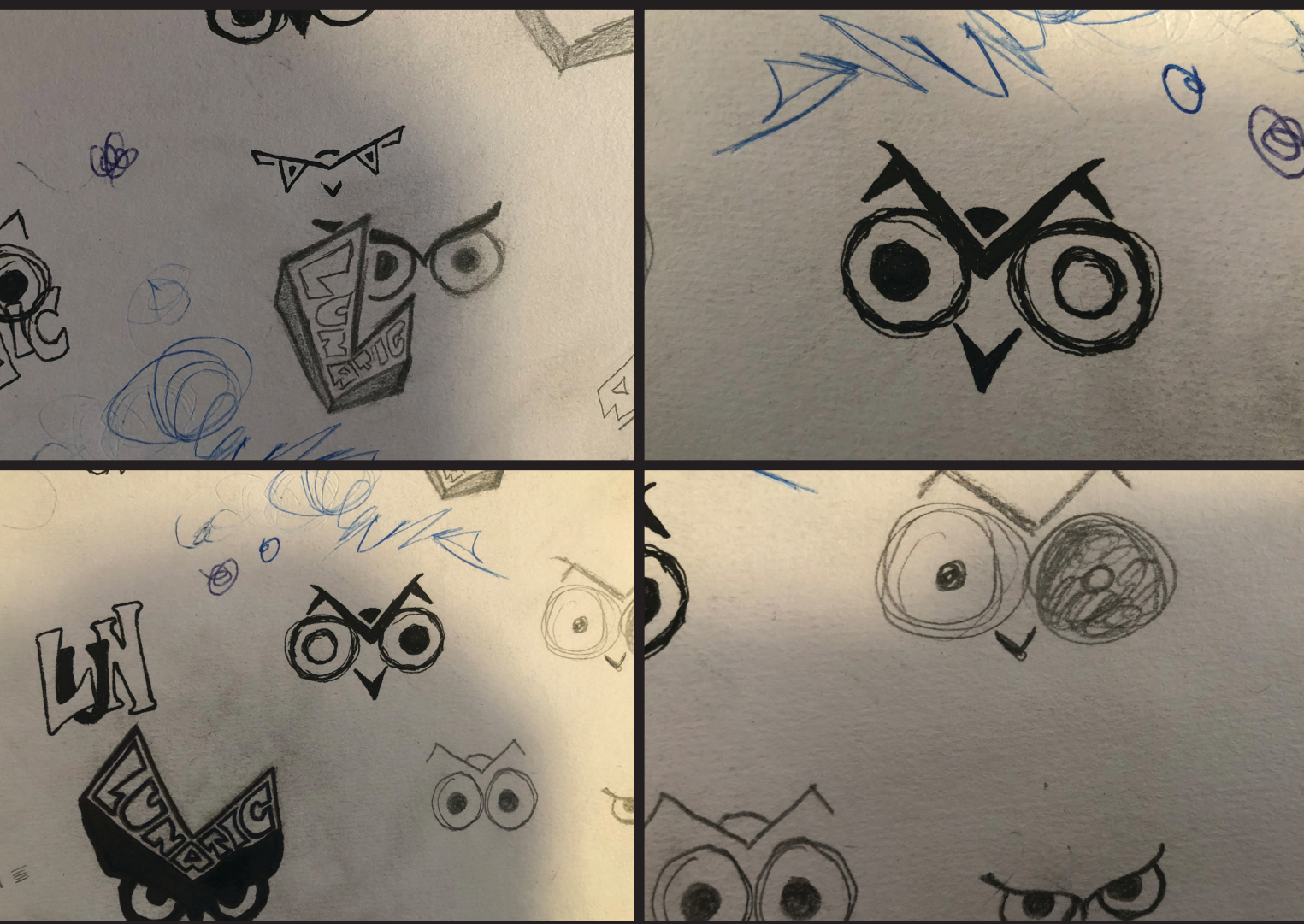
The small logo is best suited for smaller scale applications, or any application that displays the logo 2 inches or smaller to the eye. Examples of this are thumbnails, icons, watermarks, or stamps. In this small logo, you'll notice that the brow of the owl forms a large L tiled on its side. This logo also works well in landscape spaces.



LUNATIC

— MOCKUPS —

Here you can see a few different applications mocked up, using the large and small logo.



LUNATIC

— DEVELOPMENT —

Here you'll see some of the sketches that didn't make the cut, and the one that did.



LUNATIC

— DOWNLOADS —

[Please click here to view and download your logos in black and white transparent .png files and as .eps vector files.](#)

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