



Logo Design: Symbolism in Nature

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Logo Design: Symbolism in Nature: There is no other issue that has shaped branding more rapidly than sustainability. In the realm of logo design, regardless of whether companies are directly tied in a way to nature or not, references to nature are everywhere. The top searched words from year to year on Bill Gardner's famous LogoLounge website are phrases such as "tree," "water," "earth," and "nature." In this class, Bill tackles the hidden symbols that we use to represent our planet, from what's on the horizon to the things that grow on the earth, and shows you how to utilize this symbolism to help give your logos a more significant impact. These insightful lessons will leave you exploring nature in ways you've never thought of before and assist you in explaining the natural elements of your logos to your customers.

Contents of the course:

- Introduction
- Nature and Symbolism
- Earth
- Water
- Sky
- Trees
- Leaves
- Flowers
- Conclusion



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