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Thread: [Viking Logo || Negative Space](#)

Saul Bass - January 10, 2017, 3:37 pm

Working on this logo..

A Viking concept, using negative space to create the face and bottom lip.
Might leave it as it is or make for adjustments and make it into a mascot logo, not sure yet.

I personally like it as it is.

Views, thoughts, opinions and critique are very welcome.

Tony - January 10, 2017, 4:56 pm

I love it. The negative space really make the logo. I would change the center of the helmet a bit, but other than that, it's great.

Saul Bass - January 10, 2017, 5:03 pm

(Jan 10, 2017 05:56 PM)Tony Wrote: [\[CITE\]](#) I love it. The negative space really make the logo. I would change the center of the helmet a bit, but other than that, it's great.

The center of the helmet is inline with the angle of the beard. Changing it will mess with the geometry of the design.

I appreciate your feedback though mate.

Tony - January 10, 2017, 5:04 pm

(Jan 10, 2017 06:03 PM)Pacioli Wrote: [\[CITE\]](#) The center of the helmet is inline with the angle of the beard. Changing it will mess with the geometry of the design.

I appreciate your feedback though mate.You're completely right! I noticed after looking at it again a few times.

Great job!

ShadyEntry - January 10, 2017, 10:28 pm

Deceptively simple. Spot on, well done.

It was refreshing to see this for some reason.

Saul Bass - January 11, 2017, 2:53 pm

(Jan 10, 2017 11:28 PM)ShadyEntry Wrote: [\[CITE\]](#) Deceptively simple. Spot on, well done.

It was refreshing to see this for some reason.

Thanks for the positive feedback on this particular design.

Really appreciate it.

CheGuevara? - January 11, 2017, 3:01 pm

Very slick! Nice one! I like it.

I'm terrible at explaining things so I used Paint instead.

Perhaps you could add a bit more "negative spaces", like I did, but with your skills.
And in my opinion, - where I have sprayed some red paint - it should be less thicker.

Saul Bass - January 11, 2017, 3:54 pm

(Jan 11, 2017 04:01 PM)CheGuevara? Wrote: [\[CITE\]](#) Very slick! Nice one! I like it.
I'm terrible at explaining things so I used Paint instead.

Perhaps you could add a bit more "negative spaces", like I did, but with your skills.
And in my opinion, - where I have sprayed some red paint - it should be less thicker.

Grand paint skills there mate lol..

Hmm yeah, I will look into your suggestions and see how it looks.

Thanks

Nyxuo - January 11, 2017, 3:59 pm

Have you tried to see what it would look like with a circle removed from the triangles you have for the eyes (pupil)? I don't think there's too much room for adding anything and as you said everything is pretty well lined up so it'd be hard to add or remove without fucking with that. Personally to me this looks more like a pirate to me. The 'horns' on the side of the head don't give me the impression of horns? Maybe they're too sharp, or maybe it's the placement of the white line through it? I feel it should be separated differently. It looks too much like one piece, making it look like some extended hat brim.

kushkaripordhi - January 11, 2017, 5:26 pm

Simple and good, good job bro.