

# Project 1: Logo

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# Broadsheet



## Mission Statement

Simple, Classic, Connected. Little Ties Publishing Co. works to create simple and cohesive work for their audience who appreciates the little things; genuine smiles, meaningful conversation, and thoughtful gestures.

Little Ties connects unexpected ideas to establish a subtle and impactful message embedded into everything they publish.

## Design Rationale

As mentioned before, Little Ties is about creating simple, cohesive and impactful work. There for the small red bow tying the two t's together represents how it brings people together through it's work, in a minimal and recognizable way.

The typographic choice mimics classic french novels, giving the logo a timeless quality. This allows it to be applied to any work without taking too much away from the work itself.