John Rudolph
ICM 528: Content Creation
Bibliography

Film

Swiss Dots. (2007). *Helvetica* [Film].

True, this documentary is all about, as the title suggests, Helvetica — that straightforward, functional, and ubiquitous mid-century font. Featured as a system font on both Macs and PCs alike, there's no doubt that anybody that has ever typed a paper on a computer is familiar with it. This movie dives into the history of the font, its many applications, and features interviews from designers that love it, hate it, and love to hate it. Not mentioning this film in a Thought Leadership article about custom typography would be a crime. As the designer Michael Beirut mentions, setting a headline in Helvetica was once considered novel. After 50 years of overuse, though, using it unaltered in a logo would be a very unoriginal solution indeed.

I intend to leverage *Helvetica* for anecdotal quotes that help provide context for the importance of designing logos that are bespoke. Massimo Vignelli, one of the most famous and recognizable graphic designers of the 20th Century is featured throughout the film. Over the course of his career, he spoke religiously about his dogmatic approach to design that included, at most, five specific fonts. Though he sought solutions that were "timeless," it will be interesting to compare some of his early solutions with more modern approaches to brand logo design.

Magazine Articles

Gardner, B. (2025, June). 2025 Annual LogoLounge Trend Report. *Graphic Design USA*, 62(3), 10–19.

Jackpot! I opened the mailbox on Wednesday, July 16, and read a timely headline on the cover of this month's issue of GD USA: *LogoLounge Trend Report*. Bill Gardner, the founder of LogoLounge and author of this article, has produced a new report for the past 23 consecutive years. In this article, he makes a point to note the difference between "trend" and "trendy," which is a topic I'd like to touch on in my article.

Trends can be difficult to avoid in logo design. On the one hand, clients often reference something they've seen recently. On the other, even the best designers want to try latest graphic tricks. Just like symbolism and iconography, typography isn't immune to tacky trends in design. The *2025 LogoLounge Trend Report* provides a few helpful clues as to what designers can try for future solutions, as well as what to avoid.

Books

Airey, D. (2015). *Logo Design Love: A guide to creating iconic Brand Identities*. New Riders.

David Airey is a saint, and one hell of a designer, too. His blog articles and books are always easy to digest, applicable to the practice of modern design, and fantastic graphic resources. *Logo Design Love* is no exception. It's a book I consistently pull off the shelf when I'm lacking inspiration, and obviously relevant for the topic of my thought leadership series.

Specifically, I plan to use this book as a resource for understanding the strategic thinking behind successful designs and the importance of consistency in logo variations. *Logo Design Love* offers a practical guide to designing logos, which will be helpful when discussing process. Airey also provides insights into working with clients, which I may consider for my secondary audience: designers.

Airey, D. (2019). *Identity Designed: The Definitive Guide to Visual Branding*. Rockport Publishers.

Barber, K. (2020). *Lettering manual*. Watson-Guptill, 2020.

Beirut, M. (2019). This is My Process. In *Now You See It and Other Essays on Design* (pp. 20–23). Princeton Architectural Press.

This is a wonderful collection of stories from one of the design partners at global branding firm Pentagram. In, “This is my Process,” Beirut pokes fun at the lack of strategy that goes into his design solutions. A quote from this essay reads, "Somewhere along the way an idea for the design pops into my head out of the blue." He also admits, "Now, if it's a good idea, I try to figure out some strategic justification for the solution..." Beirut was being facetious, which is similar to the tone of voice I wanted in my blog post titled, *A Whole New Process*. Facetious, to a certain degree — I also wanted to share the idea of a detailed process being specifically set up to allow for flexibility.

Neumeier, M. (2007). *Zag: The number-one strategy of high-performance brands: A whiteboard overview*. AIGA : New Riders.

Peters, A. (2024). *Logos that last: How to create iconic visual branding*. Rockport.

Pink, D. H. (2006). Symphony. In *A Whole New Mind: Why Right-brainers Will Rule the Future* (pp. 129–145). essay, Penguin Group.

In *A Whole New Mind*, Pink describes six unique senses that business leaders will need to thrive in what he refers to as, "The Conceptual Age." The entire book is worth reading twice, but Chapter Six introduces a concept that I referred to in my module 2 blog post: Symphony. Put simply, Symphony is the ability to make abstract connections. This aligns with my point that most project management plans need to have flexibility.

Also, logo designers work for clients across various industries, and this allows them to gain insights into many different business categories. Symphony is all about relationships. As such, in my thought leadership article, I intend to show how brand designers can influence brand perception by helping to create timeless solutions that are appropriate for the intended audience.

Quesenberry, K. A. (2025). *Social Media Strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield.

Slade-Brooking, C. (2024). *Creating a brand identity: A Guide for Designers*. Laurence King Publishing.

Spiekermann, E., & Ulrich, F. P. (2022). *Stop stealing sheep & find out how type works*. TOC, The Other Collection.

Wheeler, A., & Meyerson, R. (2024). *Designing brand identity: A comprehensive guide to the world of brands and Branding*. Wiley.

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GÜNAY, M. (n.d.). *The impact of typography in graphic design*. International Journal of Eurasia Social Sciences. http://dx.doi.org/10.35826/ijoess.4519

Lelis, C., Leitão, S., Mealha, Ó., & Dunning, B. (2020). Typography: The constant vector of dynamic logos. *Visual Communication*, *21*(1), 146–170. https://doi.org/10.1177/1470357220966775

Sauer, C. M., Skaik, S., & Tumpa, R. J. (2024, July 30). *Architects and designers on linkedin: Perceptions and strategies for professional success*. Engineering, Construction and Architectural Management. https://doi.org/10.1108/ECAM-07-2023-0716

Tranquille, R. A. (1970, January 1). *Designing a typeface for a Brand*. Theseus. https://www.theseus.fi/handle/10024/264690

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Abdallah, M. (2023, December 12). *[guide] a strategic guide to becoming a linkedin thought leader in your industry*. A Step-by-Step Guide to Becoming a LinkedIn Thought Leader. https://www.linkedin.com/pulse/strategic-guide-becoming-linkedin-thought-leader-your-abdallah/

Admin. (2024, December 13). *LinkedIn for thought leadership: A beginner's guide*. Homepage. https://repcap.com/b2b-content-marketing-insights/linkedin-for-thought-leadership

Craigson, H. (n.d.). *Mastering Thought Leadership Content on LinkedIn: A 2025 Guide*. Tech Announcer. https://techannouncer.com/mastering-thought-leadership-content-on-linkedin-a-2025-guide/

Latin, M. (2021, June 7). *All you need is 5 fonts*. Better Web Type. https://betterwebtype.com/all-you-need-is-5-fonts/

Niranjan. (2025, February 7). *LinkedIn Marketing Guide 2025: Tips, Strategies & Best Practices*. Smarketers. https://thesmarketers.com/blogs/the-complete-linkedin-marketing-guide-for-2025/

Rep Cap. (2024, December 13). *LinkedIn for thought leadership: A beginner's guide*. Homepage. https://repcap.com/b2b-content-marketing-insights/linkedin-for-thought-leadership

LinkedIn for Thought Leadership: A Beginner's Guide, examines how professionals can use LinkedIn to build credibility and influence through strategic content creation on the social platform. It emphasizes the importance of clarity, consistency, and connection in developing a strong thought leadership presence.

The article offers several insights that I leveraged in my first blog post, "Project Proposal: How Limitations Can be Liberating." I plan to revisit *LinkedIn for Thought Leadership: A Beginner's Guide* frequently to ensure my LinkedIn thought leadership article is providing the type of content my audiences will find useful. It will also be a helpful resource in selecting the final LinkedIn formats to support my final LinkedIn article.

Stephens, S. (2024a, November 19). *LinkedIn thought leadership: Top strategies for 2025 Success*. LinkedIn Thought Leadership: Top Strategies for 2025 Success. https://www.growthmatch.com/blog/mastering-linkedin-thought-leadership

Stephens, S. (2024b, November 19). *LinkedIn thought leadership: Top strategies for 2025 Success*. LinkedIn Thought Leadership: Top Strategies for 2025 Success. https://www.growthmatch.com/blog/mastering-linkedin-thought-leadership

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