

Within this document, you'll find several initial concepts for the icons in the Donut Project. These icons are depicted in black and white so we can focus on the actual mark before dealing with the issues of colors and so forth.

For a handful of these icons, the sketching process elicited two or three different possible logos. These different options are usually based on two interpretations of the setting material:

Serious - The serious logos are generally abstract symbols that clearly communicate the concepts they're intended to represent. These would be appropriate if the setting is meant to be a more cerebral thought-experiment, with lots of Transhumanist pondering.

Silly - Same as above, but with a bit of snarky personality thrown in. Still communicative, but with a distinct tone of voice. These would be appropriate if you're going for a more free-wheeling attitude. Who cares if I'm post/trans/human anymore? I have tentacles!

Despite the cleanliness of the icons presented herein, please consider them initial sketches. Starting points for continued discussion and revision as we reach a unified visual system.

Challenge

Produce a set of icons for a variety of game and setting concepts within Project Donut.

FREEMARKET

AGGREGATE GIFT

ATTABOY! HAZARD

CHALLENGE INTERFACE

DATA KEY

EXPERIENCE MRCZ

FLOW MEMORY (LONG-TERM)

FRIEND MEMORY (SHORT-TERM)

FROWNIE REVERSIBLE DEATH

GENELINE TECHNOLOGY

Specs

- 2" Circle
- Vector
- Avoid Gears
- Avoid Identifiable Humans
- Avoid Identifiable Body Parts
- Avoid Letters/Numbers



Freemarket (A)

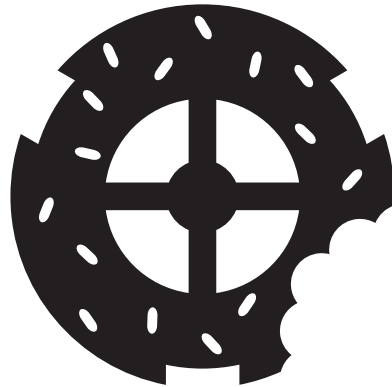
The rest of the icons in this document are organized in alphabetical order, but because the Freemarket icon seems like it would take the central position of the icon family, I thought it appropriate to discuss it first.

This first concept is a derivation of the existing space station icon used in preview materials and promotion. Though this was intended as a placeholder icon, I feel that it is iconic enough and so suffused in current promotional materials that it would be a shame to not capitalize on the existing brand awareness by incorporating it in some way to the actual Freemarket icon.

This icon elevates the space station silhouette to the status of nationalistic symbol. It depicts the station as a glowing symbol of supreme human achievement. That touch of humanity is also evident in the hidden human figure. The figure's head is suggested by the circular negative space within the station's silhouette. The crescent suggests two arms raised in victory.

Pro: I'd totally wear this on a t-shirt.

Con: Looks a bit Rebel Alliance. See alternatives for solutions.



Alternative Donuts



Freemarket (B)

Now we see a more silly option.

When I gave my rationale for the previous concept to a friend of mine, she said “You’re missing the meaning and subtext of the game, which is NOM.”

This icon is a direct reference to the “Project Donut” codename used during the promotional phase. It’s a space station. It’s a donut. It’s a space donut.

Not much more to it than that.

Want some hi-falutin’ rationale? Well, alright. The sprinkles are an allusion to twinkling stars and the bite is a reference to the increasingly crowded living accommodations on the station as population increased. There ya go.

Pro: A different take on your usual takes-itself-seriously scifi game.

Con: A bit Simpsons, no?



*THE AGGREGATE
IT'S OMNIPLEASANT!*

Previous Concept



Aggregate

Jared: *We like the symbol but it doesn't quite fit. The Aggregate is an AI and needs some kind of personality (even though it's not sentient, nor does it possess a personality). Kinda like the MacOS smiley face or the Apple logo. What we need is the warm and friendly/inviting version of the Paranoia "eyeball in the monitor" image.*

The symbol here is simply two eyes, inspired by the expressiveness Pixar achieved in the character Eve. I imagine the Aggregate changing its expression as it interacts with the humans, even though it doesn't have a proper personality per se.



Virus
Detected



Security
Threat



Sleep
Mode

I've also incorporated these eyes into some of the other icons. Check out the tagline. Good, no?



Challenge

Jared: *On the lead bomb (the one in the middle) have a happy “shark teeth” face on it? Not a mean face, a smiling happy face! Like, “it’s not all bad my friend, even though I just shot you in the face... no hard feelings!”*

Previous Concept





Experience

Jared: *Can we see the alt. in black?*
And without the five slash marks?

Previous Concept





Flow

Jared: *We love this but it's not quite right for flow (it's sinister!). Can we see the alt in black with waveforms in the front two squares?*

Previous Concept



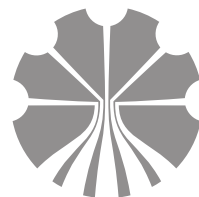


Friend

Jared: *We're probably going to use a smiley face design for friend. We love these symbols but we need something super intuitive. Can you try a handshake? I know we said not to. We're mecurial.*

This one's a longshot, but what the heck.

Previous Concept





Geneline

This was another icon for which I wasn't sure whether a more serious or silly approach would be more appropriate. My proposed design is a combination of a double-helix with the distinctive line intervals of a bar code. This is a reference to the commercialized nature of posthuman genetics.

You can see another, more literal interpretation of this concept in the alternatives below.

There you can also see a more silly concept for Geneline. Here, some octopus-like creature becomes a corporate mascot. Notice how the tentacles still resemble the contours of a double-helix.

Pro: Readily identifiable as "genetic."

Con: I'm not sure if the thinnest lines will reproduce well at small sizes.

Alternatives





Gift

Jared: *Attaboy we'll probably keep as our ! symbol but we like your idea of food for a gift icon or something. Except not cake, pie! And probably be cooler as an overhead of a pie, with or without a piece missing?*

Movin' on up, to the east side. Finally got a piece of the pie... something something... deeee-luxe apartment in the sky-high-high. Movin' on!

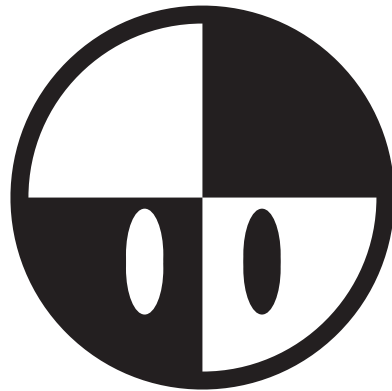
Decided to go with a single slice instead of a whole pie as there is already a prominently circular icon in this family (Freemarket, namely.)

Pro: NOM.

Con: I'm partial to cake myself.

Alternative





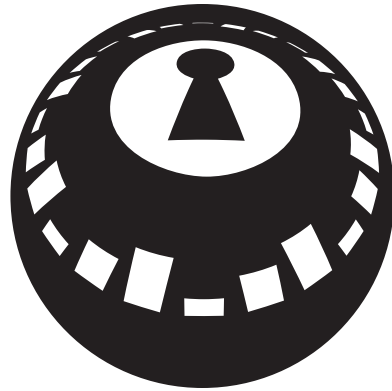
Hazard

Jared: *Minus the cone, it's perfect. :)*
Which is to say, we rock.

How about with the Aggregate's eyes?
Nah? S'okay.

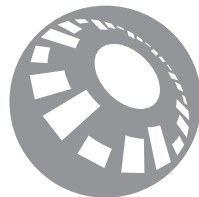
Alternatives





Interface

Alternatives





Key

Jared: Use design alt-A, remove the key and replace it with the keyhole design from "interface" in the center of that circle.

I dunno, man. I reversed out the keyhole so it's white instead of black, but are you sure this and the Interface icon won't get confused for each other too much?

Previous Concept





MRCZ

Jared: *We like the flag motif. We think you nailed the concept but we're being fussy and difficult. :)*

Can you give us more flag symbol sketches?

One idea is to have a single pole with a flag and three smaller ones underneath...

Alternatives





**Short-Term Memory
and Long-term Memory**

Jared: We like these as symbols for long and short term but we need an over-arching symbol for memory. We've racked our brains for ideas but didn't come up with anything that useful. Some ideas: ouroborous, dendrites, infinity symbol, amphora

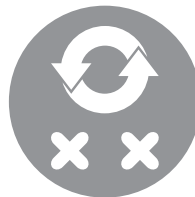
Happy memories!

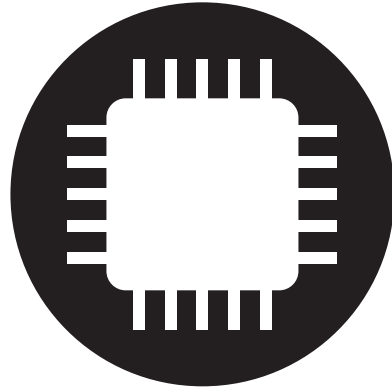




Reversible Death

Alternatives





Technology

Alternatives

