

PROPOSITIONAL DENSITY



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Leaf Street Logo

- Green of leaf
- Looks like a street
- Looks like picket fence
- Green evokes environmentalism

PROPOSITIONAL DENSITY

Is the measure of how much meaning can be conveyed by an image (usually a logo)

- Propositional density is the idea that an image or a logo should mean more than what it literally shows.
- This is expressed mathematically as $Pd/Ps > 1$, where Pd is the sum of the deeper propositions (meanings) and Ps is the sum of the surface propositions
- As a rule, people find images with high Propositional Density more interesting
- Simple shapes, lines and colors have meanings, so your image, mark or logo may already have more meaning that you intended.

Propositional Density

- Circle represents unity
- Blue represents the sky
- White evokes a rising sun
- Colors represent the flag/
patriotism
- Red looks like landscape
- Red evokes 'amber waves of
grain'





Nike's checkmark evokes movement



Amazon's A to Z arrow

Propositional Density to change your image



BP changes their shield to a flower...

How we can use it

- Think about the deeper meanings of your design elements, circles represent unity, the world
- Consistent fonts, colors, etc help convey your deeper meaning and makes an intentional deviation from that consistency more interesting and noticeable
- If you can show something with a design element, it will be more memorable and easier to scale



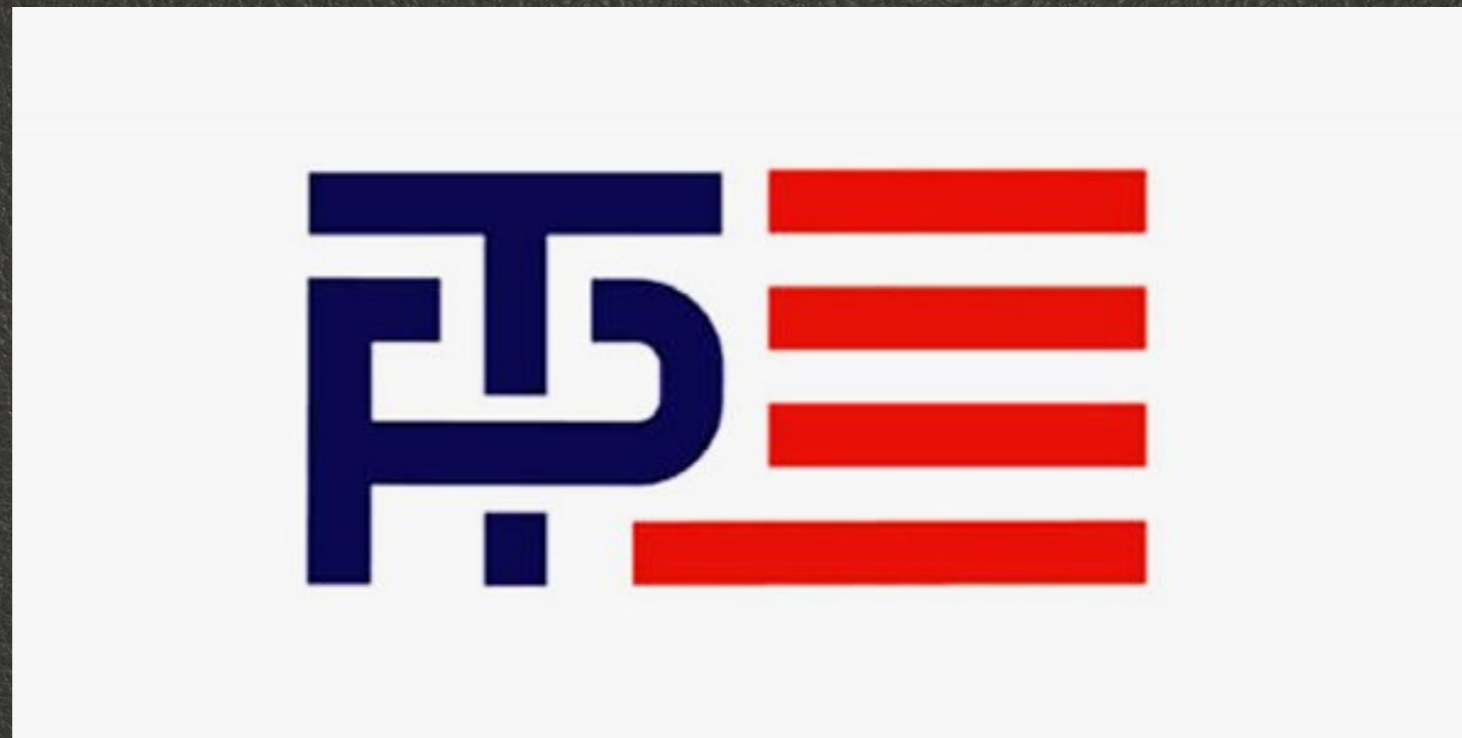


Challenges...



- Busy logos are hard to remember
- Busy logos are a turn off

Challenges...



Imagery may have unintended nuance or meaning



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

WHAT DO YOU THINK?

Questions?

Walmart

ExxonMobil

Bank of America

ConocoPhillips

Ford

JPMORGAN CHASE & CO.

BERKSHIRE HATHAWAY INC.

MCKESSON
Empowering Healthcare

CardinalHealth

UnitedHealth Group

AmerisourceBergen

COSTCO
WHOLESALE

BOEING

WELLPOINT

Walgreens

Johnson & Johnson

medco

Chevron

at&t

citi

GM

WELLS
FARGO

Kroger

ADM

TARGET

DELL

GE

hp
invent

verizon

AIG

CVS
CAREMARK

IBM

P&G

VALERO

THE
HOME
DEPOT

STATE FARM
INSURANCE

Goldman
Sachs

kraft foods

The WALT DISNEY Company

comcast

FedEx

NORTHROP GRUMMAN

Aetna

Prudential

Sprint

Allstate
You're in good hands.

GENERAL DYNAMICS

HUMANA
Guidance when you need it most

Honeywell

Abbott

News Corporation

FannieMae

MERCK

Apple

intel

CAT

AMERICAN
EXPRESS

Liberty
Mutual

HESS

INGRAM
MICRO

Johnson
Controls

THE
HARTFORD

Freddie
Mac

CISCO

NEW
YORK
LIFE

Tyson

DU PONT

SUNOCO

Coca-Cola

RITE
AID

HCA
Hospital Corporation of America

Publix

TIAA
CREF

Microsoft

United
Technologies

LOWE'S

LOCKHEED MARTIN

SUPERVALU

PEPSICO

ENTERPRISE
GP HOLDINGS L.P.

TimeWarner

CHS
Community
Health Systems

EXPRESS SCRIPTS

HCA
Hospital Corporation of America

Publix

Pfizer

ups

Sears

MetLife

TRAVELERS

Morgan Stanley

MassMutual
FINANCIAL GROUP

Raytheon

DELTA

amazon.com

MARATHON

BEST
BUY

DOW

INTL FCStone

SAFEWAY

Good things
come from
Sysco

- <http://antimatterdesign.com/propositional-density/>
- <https://vanseodesign.com/web-design/propositional-density/>
- Logos: amazon.com, Obama/Biden '08, Trump/Pence '16, BP, Nike, Coexistence of Animals Rights o Earth, Leaf Street: <http://www.oliviercourbet.com>, UNC Chapel Hill