• Serif curve for a beautiful connection between “D” and “P”.

• Round corners of the shape follow the curves of the word “deep”.

• Sharp bottom-left corner imitates a speech bubble, encouraging deeper conversations.
• Circles cascading into each other in a cyclic fashion.

• Culture impacts technology, which impacts nature, which impacts humans, which impacts culture, etc.
Deep Humanities & Arts

- A simple shape that is a blend of a leaf (nature), a brush (human), and an arrow (machine).
- All three together as one entity.
Deep Humanities & Arts

- The Butterfly Effect: A single event/individual can have profound effects.
- A single work of art can impact the world.
• Interconnectivity and symbiotic relationship between human, nature, and machine.

• Each of the three impact themselves and others, symbolized by the recursive “looping” of lines.
• An exploration of text and the intersection of text to create fluid, seamless shapes.

• Modern, almost futuristic typeface.
- Exploration of Deep Humanities initials with bright, eye-catching colors.
- Intricate linework with complexity and variation added through depth.
• Line drawing of a “flowering mind” (flower yet to come!) with additional typeface options.

• Complex Concepts
  Start
  Simply
• Simple geometric shapes that transition easily into full text logos, icons, and other formats.
• Wireframe in the shape of a brain.

• Circuit board pattern in between two “connected” brains.
• Comma: A punctuation mark indicating a pause between parts of a sentence. It is also used to separate items in a list and to mark the place of thousands in a large numeral.

• "Old" style of comma (square-ish) and the "new" style (rounder, sleeker) combined.

• Embodies the slight pause for reflection in the flow of conversation.
- Simple type-based logo.