

SEPTEMBER 28, 2020

History

Fairchild Media is a one hundred year old (1892) media brand that covers the fashion industry. Originally started as a daily newspaper, Fairchild Media now operates as a digital brand. We would like an updated logo that reflects the future but does not forget it's past heritage. The logo should evoke a classic, timeless aesthetic while also being modern, refined and sophisticated. Possibly integrate: **FOUNDED 1892**

Objectives

1. Create a Fairchild Media wordmark
2. Create an accompanying lettermark
3. Ensure these two elements can exist independently and side-by-side
4. Fairchild Media wordmark should be adaptable to allow other Fairchild properties to swap in. For example, we will want to replace "Media" with "Events" and "Studio"

Inspirations

Possible organization of elements:



- {from top}
- 1. logomark
- 2. established 1892
- 3. Fairchild
- 4. Media

OTHER IDEAS:



TURNBULL & ASSER



Prior and existing logos

