

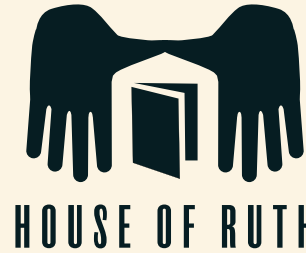


HOUSE OF RUTH
MARYLAND

Michelle Suazo
Designer

Michelle Suazo
Creative Director

House of Ruth
Client



a



b



House
of Ruth

c



HOUSE OF RUTH

d

It might be said that anybody can trace a hand, or draw a rudimentary house or book, without it necessarily being indicative of great talent. However, the artistic juxtaposition of typography and simple visual elements I see when I look at Michelle Suazo’s logo comps for House of Ruth, tell me that there is a talented hand at work.

These are excellent examples of good judgment in the use of tonal color, proportion, composition, juxtaposition and arrangement of type including letterspacing. For example, in [a], the bold condensed font echoes the spaces in the fingers, creating a harmony between the two.

In [b], both the font and the illustration have matching thick/thin aspects. These are qualities that are not easy to teach or even to define. We designers need to have the capacity to recognize them—and later emulate them—in the

graphic design we observe around us.

These designs are not just decorative. The images also inject meaning into the mark for House of Ruth, an organization that is one of the nation’s leading advocates for victims of domestic violence, helping thousands of battered women and their children find safety and security.

Suazo explains, “One way we expressed this ‘safe haven’ was, the open book [c], referring to the origin of the organization’s name from Biblical references, that also forms a welcoming entry to a house.

“Our goal for the final House of Ruth brand mark was to show a progression from chaos to stability. The scribbled line that eventually forms a home with an open door [d and final logo in box], signals welcome to all of those in need.”

Suazo’s final logo communicates clearly and movingly.