

Redesigning Bath Choral Society
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Bath Choral Society (BCS) Logo :

The logo developed from a series of iterative typographic experiments, working with different typefaces, exploring the typographic potential for different letterforms and testing the readability of overlapping forms and different scales. The outcome synthesises two key elements: the date of establishment, and interlocking letter forms evoking harmonised voices. It was designed to foreground the heritage of the Choir focusing on the fact it is the oldest Choral Society in the city, by featuring prominently the establishing year.

The square format makes it easy to compose in different compositional formats, the simple all caps typographic forms suggest an established arts organisation of cultural significance. The overlapping letterforms suggesting the merging of individual voices into a large single entity – the choir.

The logo was applied to all publications including print and screen and became the single most important 'identifying mark' for the Choir.