CBU Logo Design

Concept:
The Computational Biology Unit, as well as Bioinformatics in general, brings together different types of science in order to achieve a common goal. CBU serves as the meeting point where these different areas collaborate, where seemingly distinct groups come together to form a stronger whole. Bioinformatics is the combination of different sciences, methods, and tools.

Imagery:
Networks. Chose this imagery because it is used in both biological sciences and in computer science. It represents distinct elements being joined together or attached to one another.

Logo concept:
The abbreviation for the Computational Biology Unit, CBU, seemed like the natural starting point.
I used a network pattern as negative space to break up the lettering. This forms distinct sections, which come together to form a greater whole (to spell out CBU).

These sections could be one colour, as shown below. Please note that the logo is in black and white until we finalize a logo design and a colour palate, then I will add colour.

Or the sections could be several shades of the same colour, as represented below.

The logo could be used with or without the bottom text.
Or the logo could be outlined. I envision this option for when you need a black and white logo or for printing.

Below is a set of logos with the same network, but the network is thinner, so it is more obvious.
And here are both sets of logos side by side for comparison, thicker on the left, thinner on the right.
Below is a copy of my “sketches” to see the developmental process behind this design.