



ANSVER OKSMAN

100 BEST LOGOS

PART 1.1

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Ansver Oksman is a designer, an artist and a businessman from Varkaus, Finland. Apart from his career in design and marketing, he is also known for his own champagne brand and multiple competition victories in breakdance with a group called Moonfreeze he co-founded with his friends in 1998.

Ansver opened his first workshop and gallery in Iso Roobertinkatu in Helsinki in 2006. He has worked as a designer for dozens of international companies and has left a legacy of hundreds of personally crafted quality logos. Along with graphic design and logos, he has designed complete visual looks for many brands and designed products, flavours, clothing lines and shoes. He is a very accomplished artist in his own right. After spending years working in England and France, he has started his own design agency in Lauttasaari, Helsinki - Oksman Design.

In Ansvers own words:

“I started painting graffiti in the beginning of the 90’s. I drew and sketched different shapes and letters on a daily basis. My experience and vision with different shapes comes from there.

The first time I felt the passion for designing logos, pictography and typography was when my mothers employer changed their logo. I felt that the new logo was awful and I wanted to design a new one, even though I never got an actual chance, of course.

The next time was when we needed a logo for our breakdance group in the beginning of the 2000’s. Step by step I started to design different pictures that resembled logos, but at this stage my work was still quite amateurish.

The logos I designed before the 2010’s had a lot to improve, because at first I thought that a logo had to be as “wonderful”, “crafty” and “showy” as possible, but I later learned that the purpose of a logo is to be practical, as in it has to convey the essence of the brand it was designed for.

I try to design a logo with a certain process. I try to interview the customer as thoroughly as I can to “fish out” all possible preferences for a logo. If I don’t succeed in this, there’s going to be a boatload of wasted work hours.

Usually my experience helps me to form an idea and a framework for an early demo and together with the customer I can either start to perfect it or toss it completely overboard. It’s important to discuss with the customer along the whole design process, so that the outcome is as good as it gets. After all, the client has to live with the final product possibly for decades.

My role is to be the hand and the brains in making a logo. I can either “facelift” the customers old logo or I can design a completely new one, for example making use of an old family coat of arms. The customer brings the core idea to the table and I just transfer or shape it to an image.

Graphic designer Sammy Marksman has helped me to choose these logos into the book and he has also had a role in drawing a couple of them. It’s always good to bounce ideas around with a fellow graphic designer to get rid of possible mistakes.

This book has my 100 best logos, I think, that I found from my archives from over the years. I've lost many of them and some of them I didn't have anymore, but these I still had and found. Some of them are just suggestions or demos, because all of my logos don't always end up in use. Sometimes style preferences don't match and sometimes projects just don't get anywhere. The logos that I think are the "coolest" or the best options are not always that in the customer's mind or best for the big picture. But because these are the best logos in my own opinion, the end use is irrelevant.

Technically it's important to me that the logo works in all medias in black and white or in full color. I tend to design my logos so that they work even as a cattle brand or even printed on a pencil. I disclose these kinds of aspects when the design process moves forward so that I can achieve the best possible outcome with my client.

Designing logos has been a great school for me and I have been able to get to know hundreds of different companies and businesses and it has been a wonderful ride. It has helped me to understand different ways of doing business and the nuts and bolts of different fields.

I have also grown as a marketer with the chance to combine a variety of operational models with each other."



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