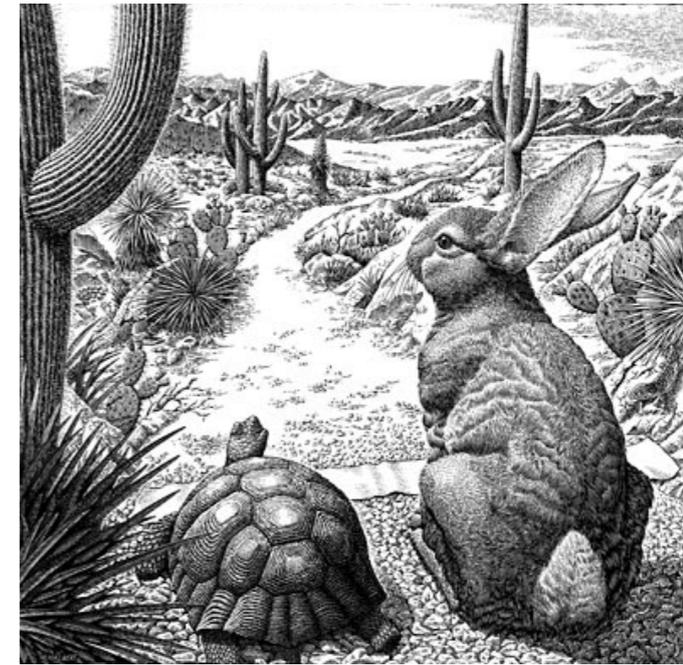


Discurs.io Branding
December 4th, 2014

Discurs.io is a discussion, but more, an intention towards meaning.



A want of something substantive; a quest for careful time.

While the hare will dash off a message and another and another too quick to take in what he is saying, the tortoise, the sloth, makes every move with intention.



The swift lines of Flash, the lightning of electric lines, these won't serve. Too fervent, too terse.

There needs to be a relaxation, a downbeat quality that allows you to be satisfied working here without distraction and then, a satiation remembered so you return.



This is a slow pot on simmer, in which the vegetables are merged in soft oblivion.



This is an old pot, Discurs.io.

Italian by blood, elegant by grace of learning.

Mentored in hard iron that it would withstand not just the fires of the kitchen but the coals of the campfire.

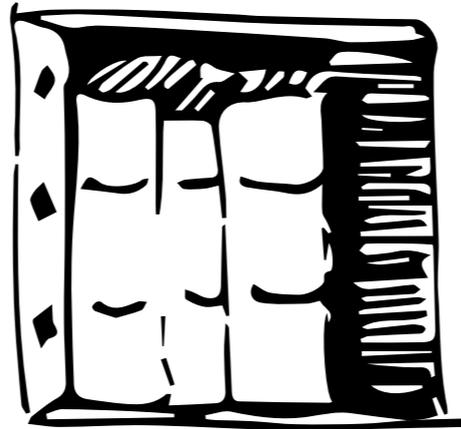
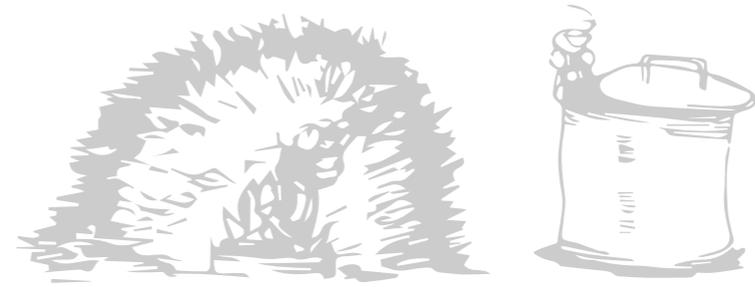


It is the campfire ring, that rolled halo holding the night cold back—the fascinating flicker that one can return to when conversations shallow and only silence ties man to man.



That is, at night it is a campfire.

At daybreak, it retains the warmth of wood, but gains the polish of the writer's desk—the ordered home, completed chores already past.



A workspace wherein to indulge that initial rush of calories from that morning plate of eggs.

It is an ink well and a red pen and a clean notebook and an extensive library from which to pull what has come into what can be.

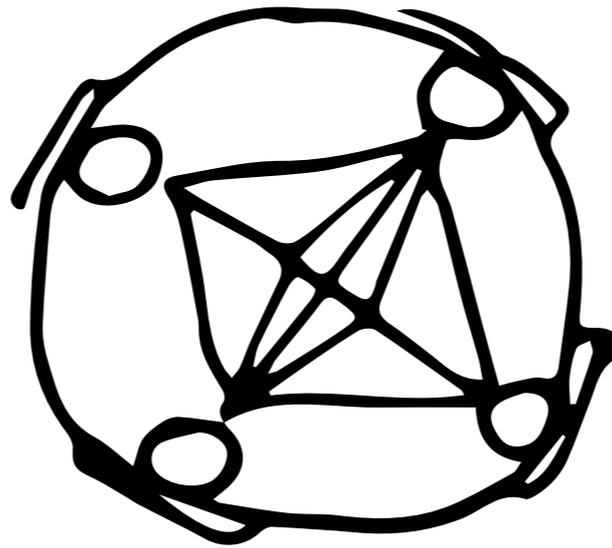
A study, in short.



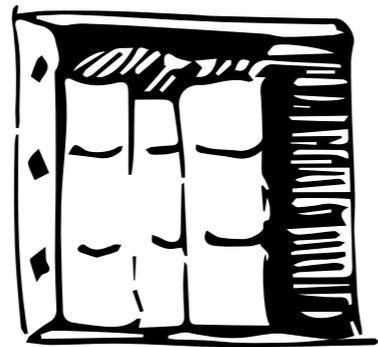
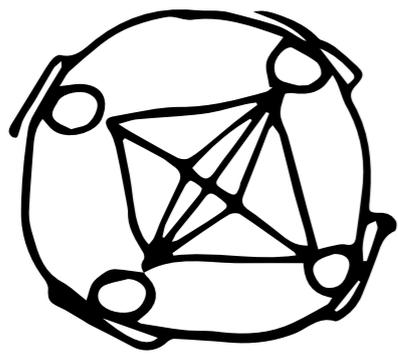
It is the page you write on.

It is a pen to write with.

It is a chair to read in.

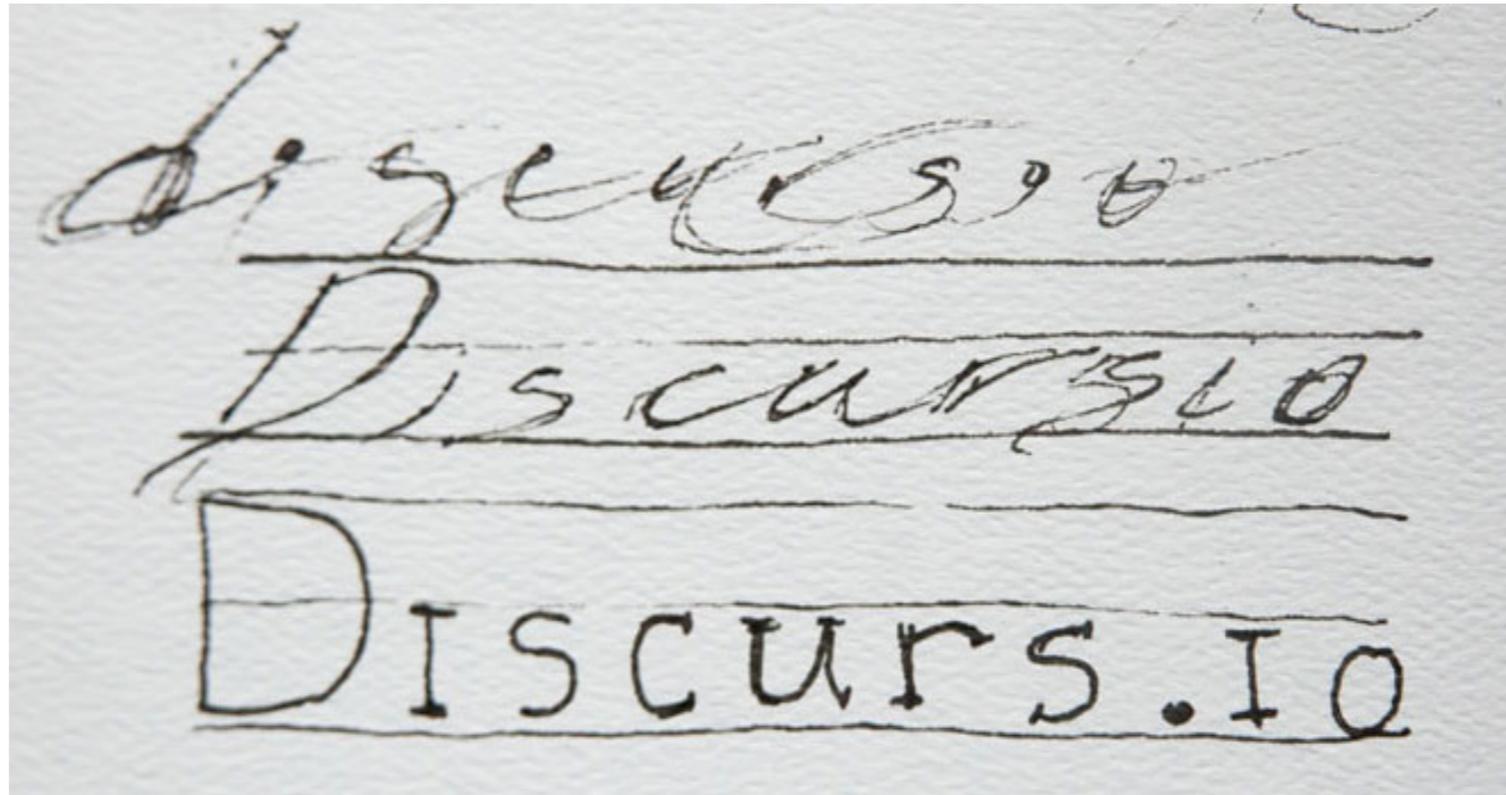


A place where what is written is not condemned, only considered.



These were my thoughts in brainstorm.

In addition, I began letting the word out in pen.



These initial sketches (begun from bottom and moving up) showed that my instinct was to push the text towards a flowier wordmark. There's a softness to the pronunciation in the 'isc' and 'urs' that melds well with a more hand-drawn, not cursive but still *moving* mark.

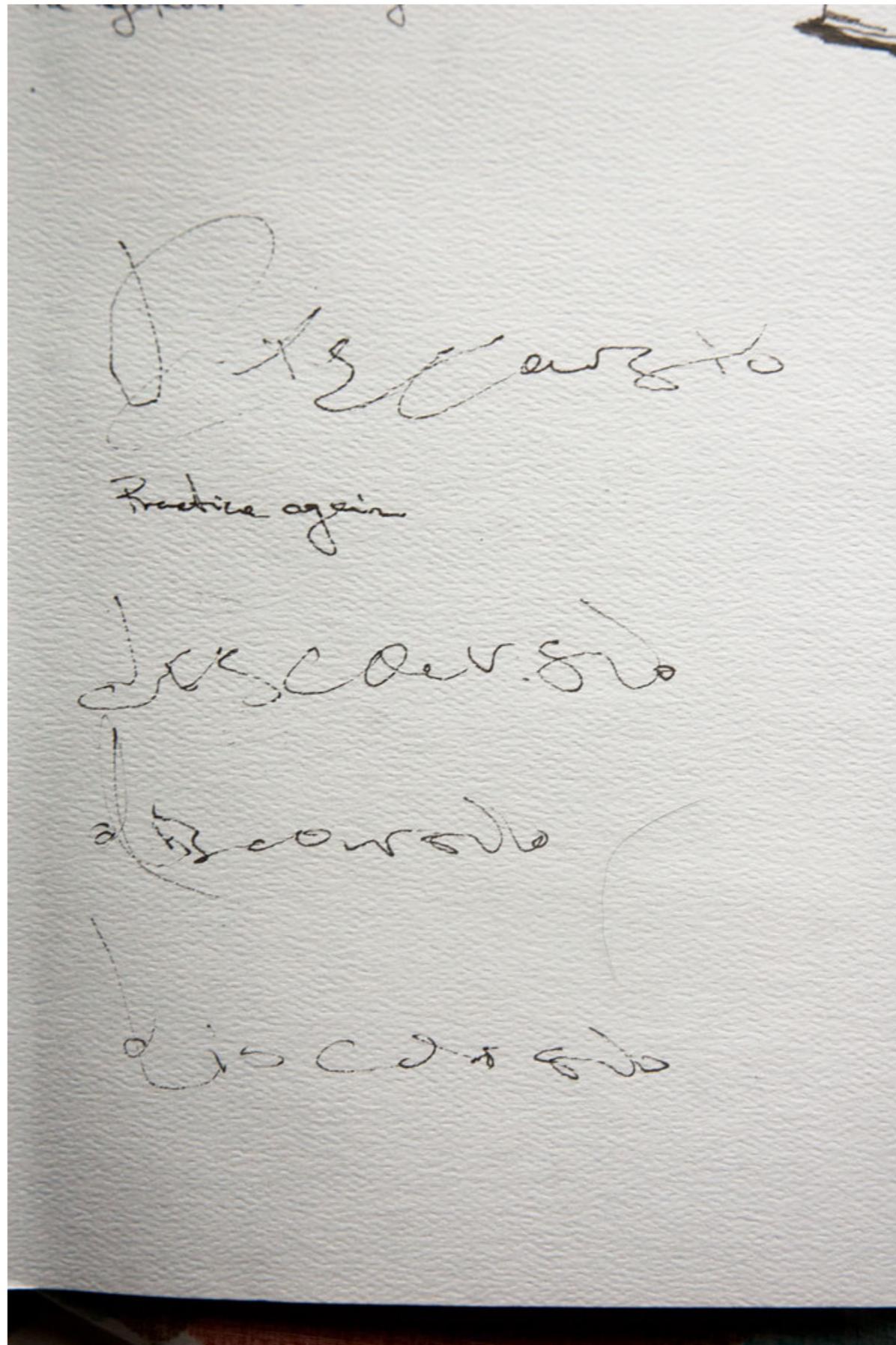
That one would pronounce it slowly, **dis course ee oh**, a thick cursiveness to that.

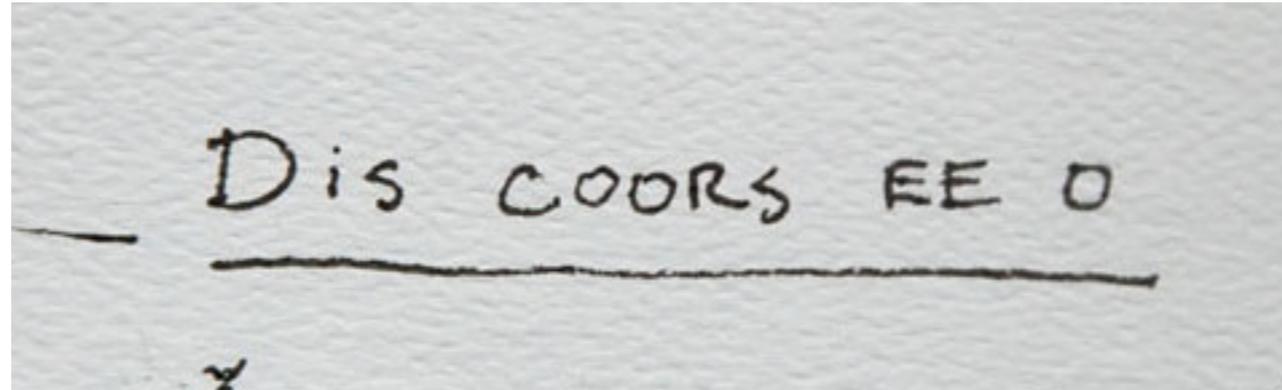
Painted lines with swash and bend.

**When removed
of their bounding
lines, my marks
became incoherent.**

**But I was playing
with pronouncing
the logo at the speed
which I wrote it.**

**I also began
misspelling...**



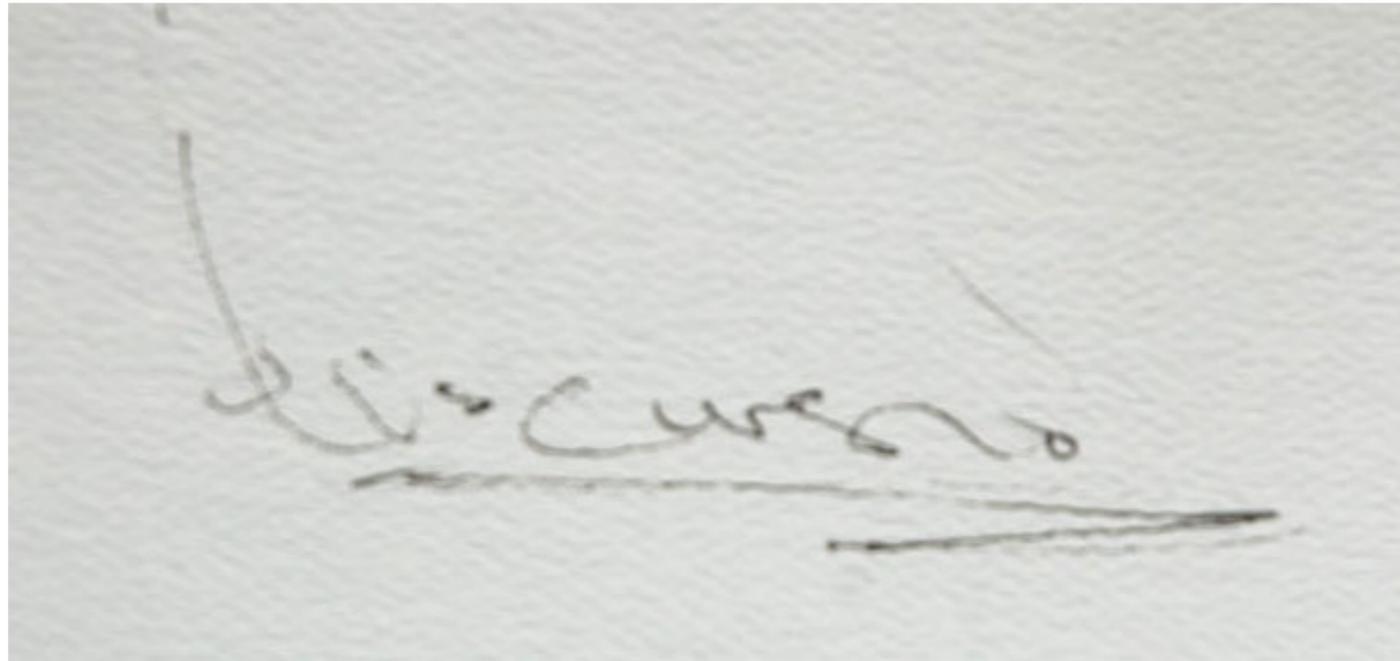


Consider this pronunciation.

While you may be saying 'Discurs' again and again in your head and so feel strongly that that is the name, disintegrate that notion briefly.

There's something healthily Romantic about this. Something that harks to Old World language, and with language, attention.

Part of what we're struggling against is the expediency lacquering communication today. What we're asking for is attention, study, relaxation, and preparation. The opposite of haste.



Setting the whole thing in a slant italic renders the word 'foreign'.

The bulk of my sketching I found myself pronouncing the word with an Italian accent versus the more germanic Discurs which has a certain abrupt feeling. It's tight, it's terse.

Discursio. Consider.

- *Abcario*



I'm curious to your response to this small brief. Consider it a summary of my initial brainstorm.

It's intended to draw feedback, not as a 'you get a pot for a logo'. Please digest as you will and get back to me.

Thanks, dude. Excited to push this forward.

-ew