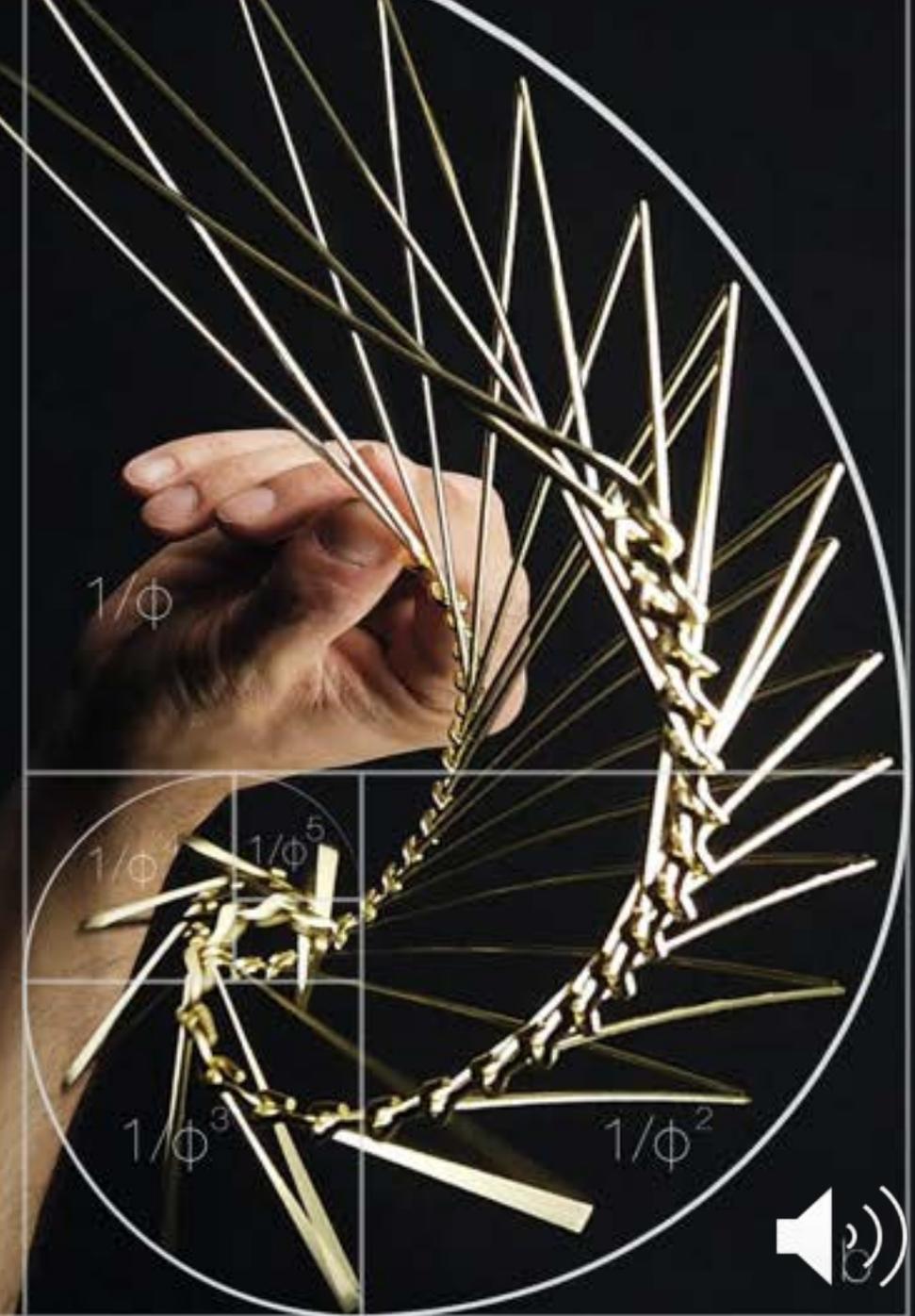
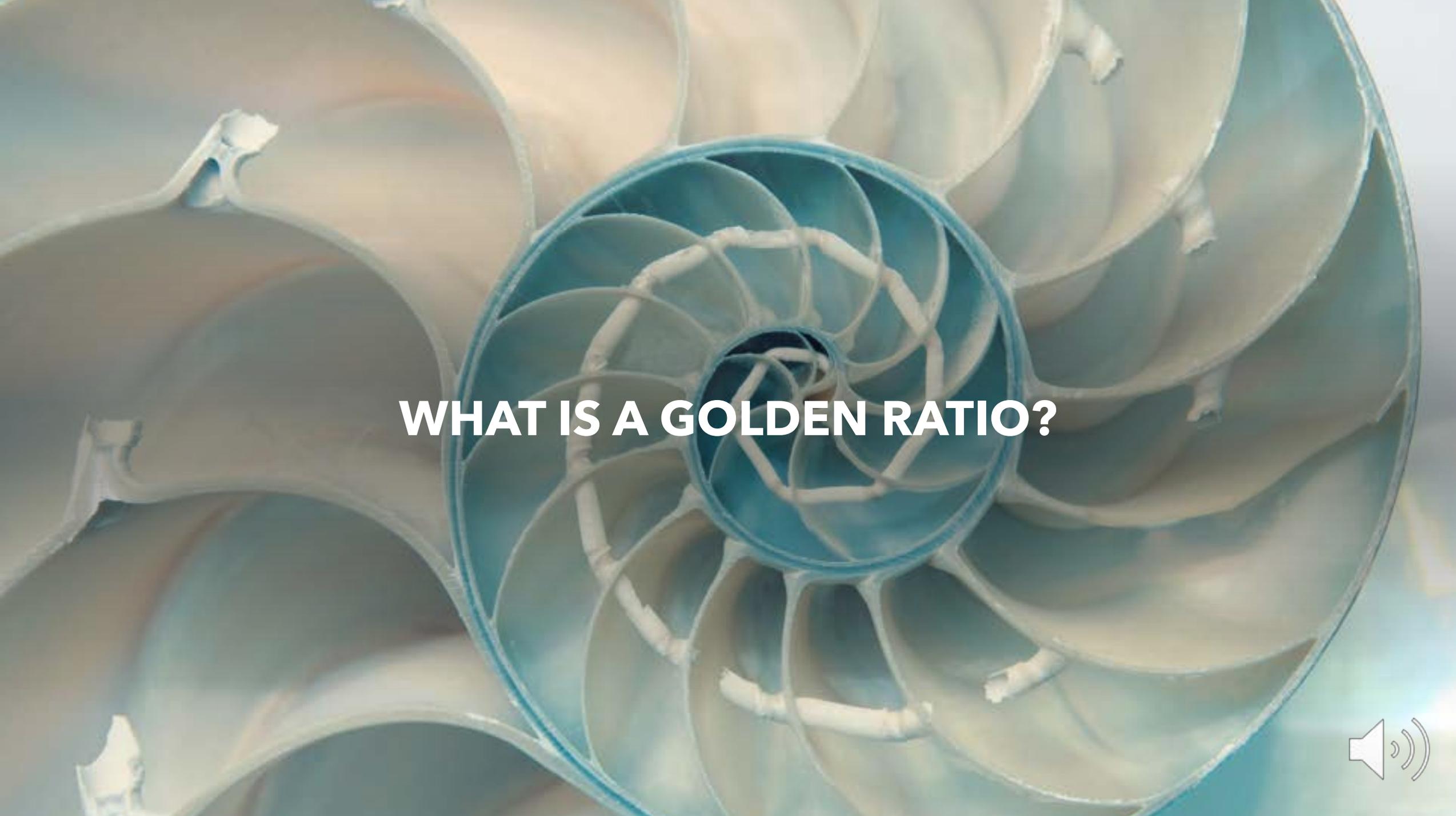


The Application of the Golden Ratio in Contemporary Design

By Salome Mindaashvili





WHAT IS A GOLDEN RATIO?

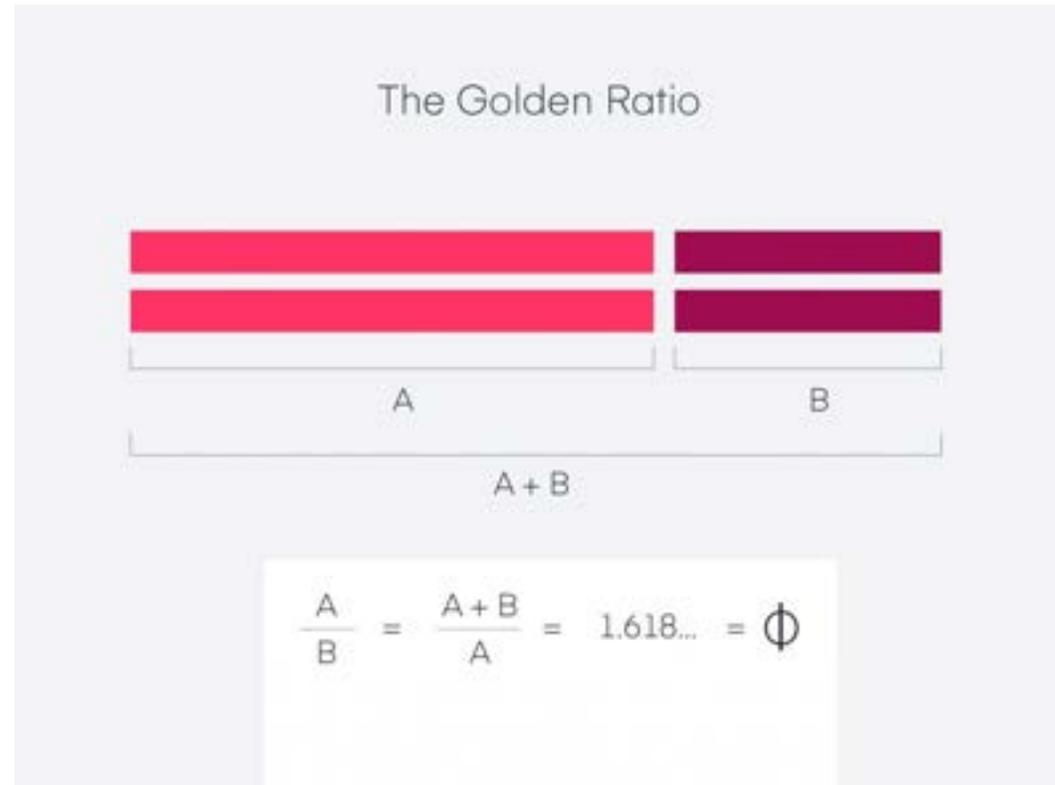




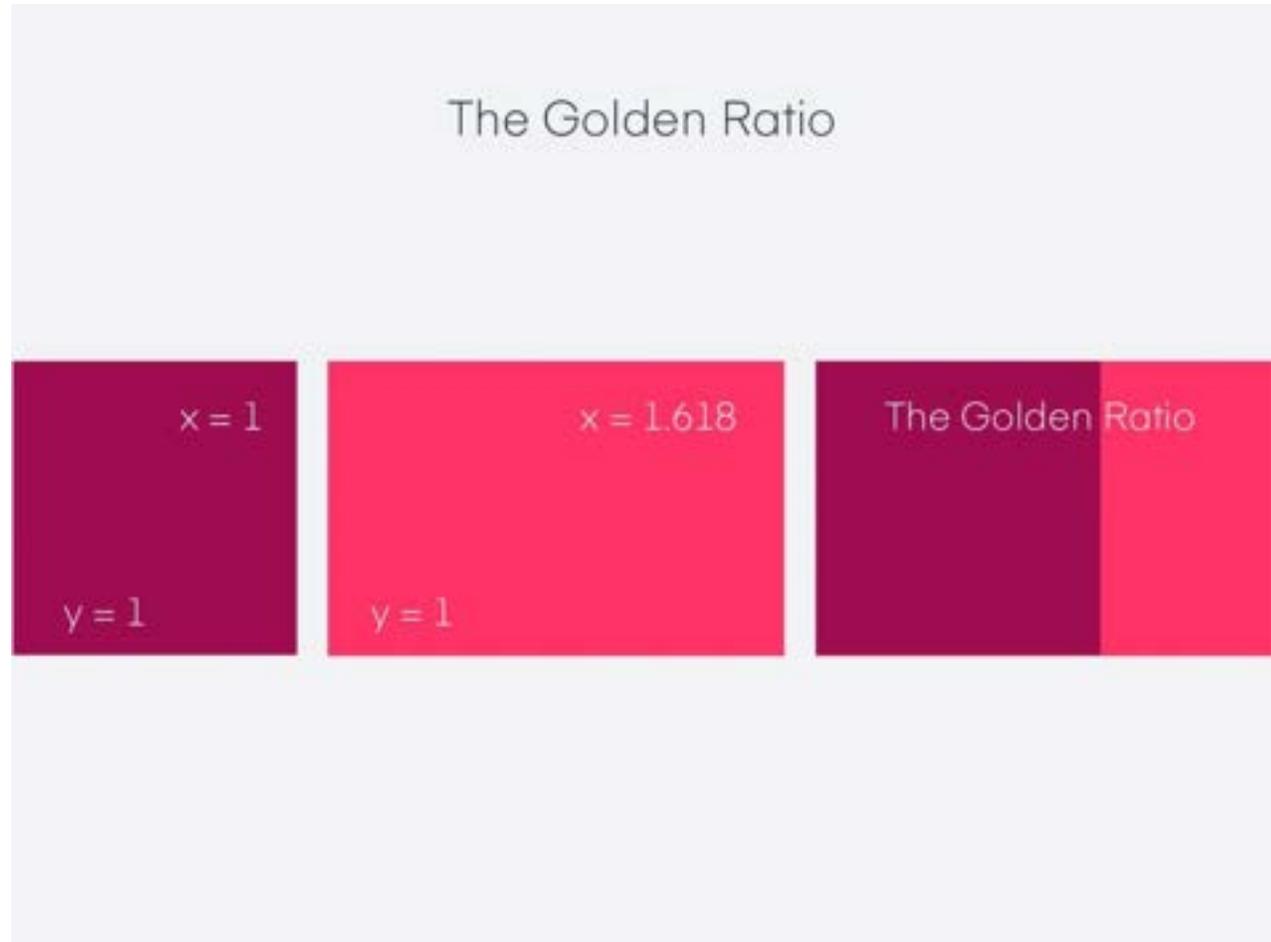
The Golden Ratio is a mathematical ratio discovered and commonly found in nature but is visible almost everywhere like in architecture, music, paintings, modern design and even in human body!



Also known as the Golden Section, Golden Mean, Divine Proportion, or the Greek letter Phi, the Golden Ratio is a special number that approximately equals to 1.618...



If you keep applying the Golden Ratio formula to the new rectangle on the far right, you will end up with an image made up of increasingly smaller squares.



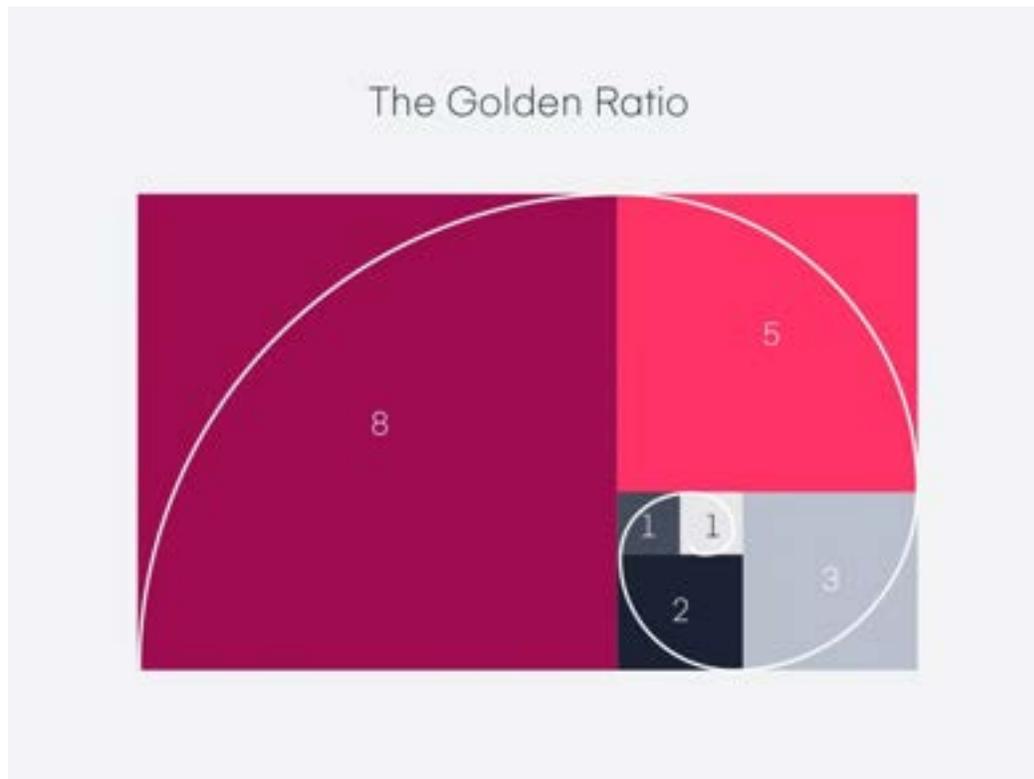
The Golden Ratio



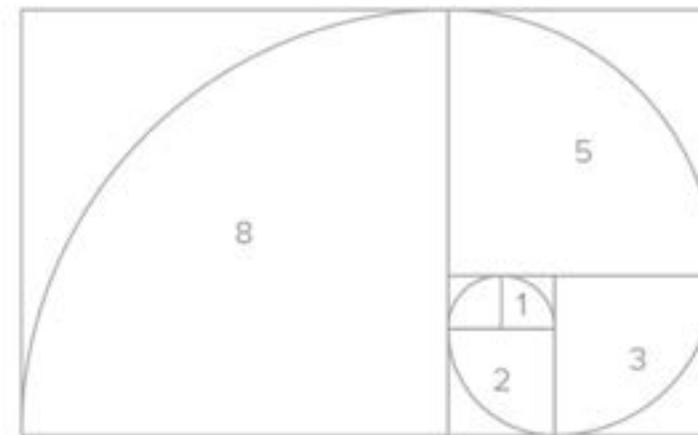
The Golden Ratio



If you draw a spiral over each square, starting in one corner and ending in the opposite one, you'll create the first curve of the Fibonacci sequence (also known as the Golden Spiral). The Fibonacci sequence is the sum of the two numbers before it. It goes: 0, 1, 1, 2, 3, 5, 8, 13, 21, and so on, to infinity.



Golden Ratio 1.618



Fibonacci series

1, 1, 2, 3, 5, 8, 13...

$0 + 1 = 1$
 $1 + 1 = 2$
 $2 + 1 = 3$
 $3 + 2 = 5$
 $5 + 3 = 8$

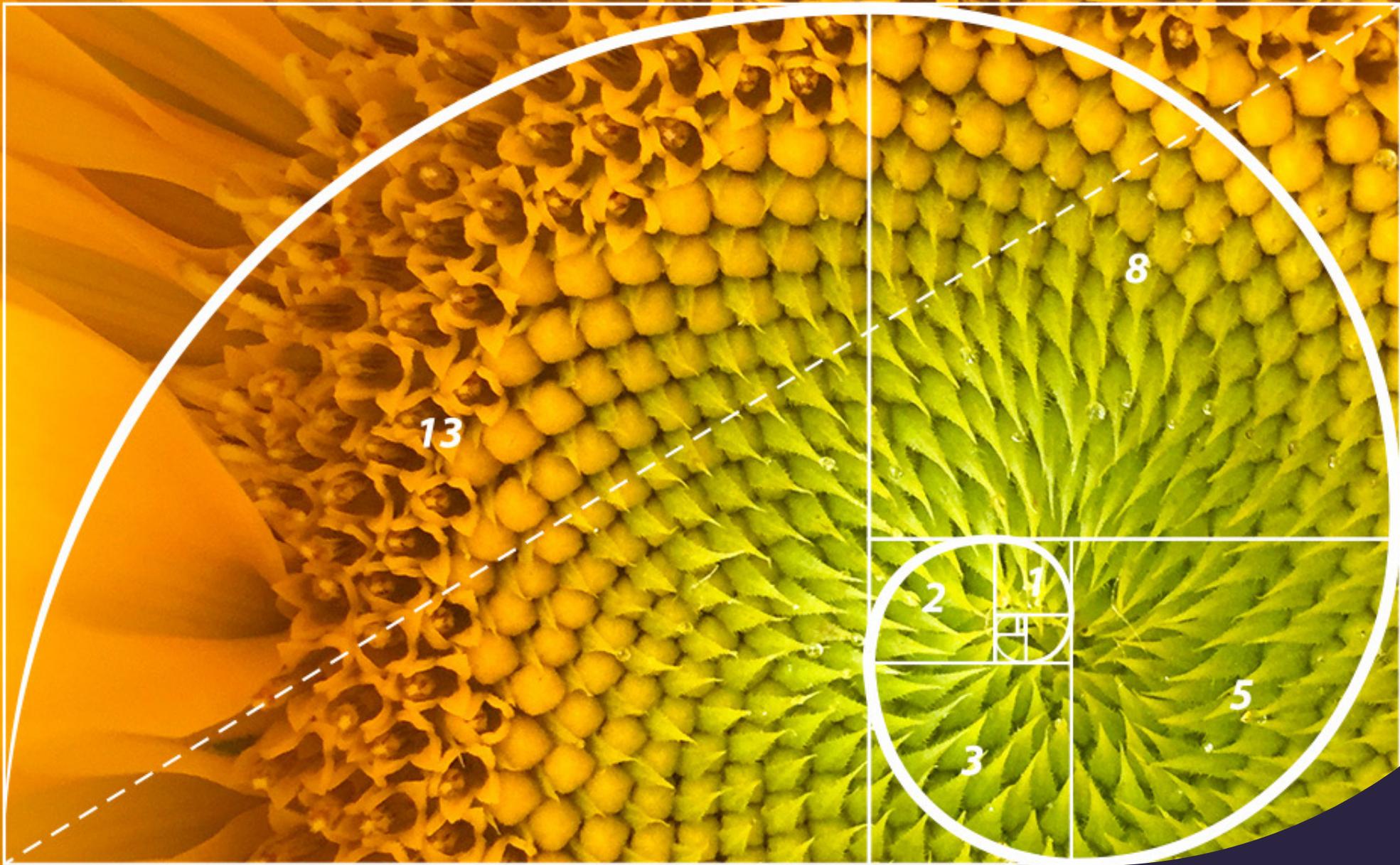


You can find the Golden Ratio and Fibonacci Sequence everywhere in nature. That is why it is also called the 'divine proportion.' Because of its frequency in the natural world.



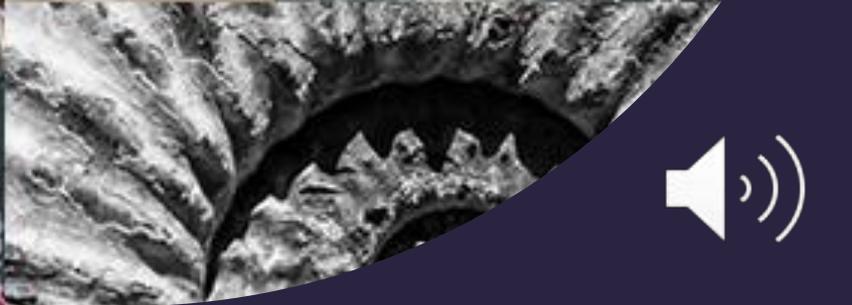
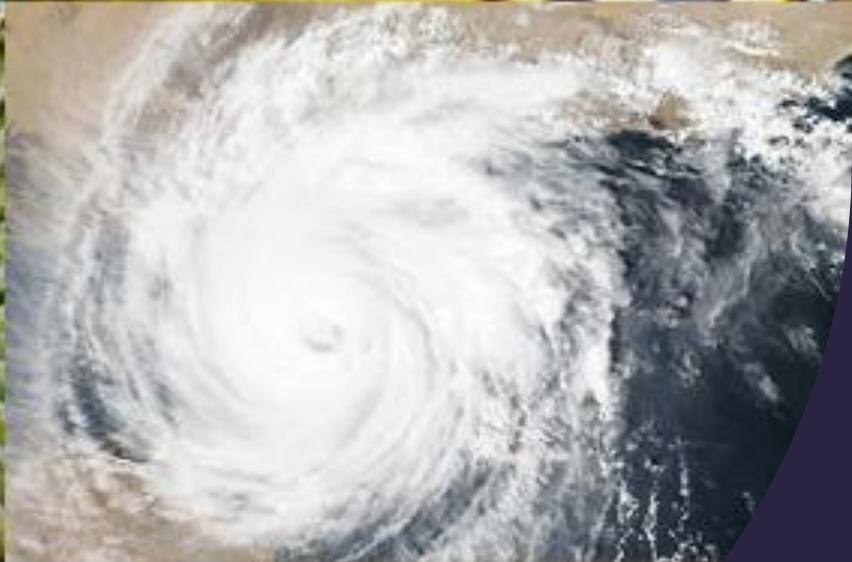




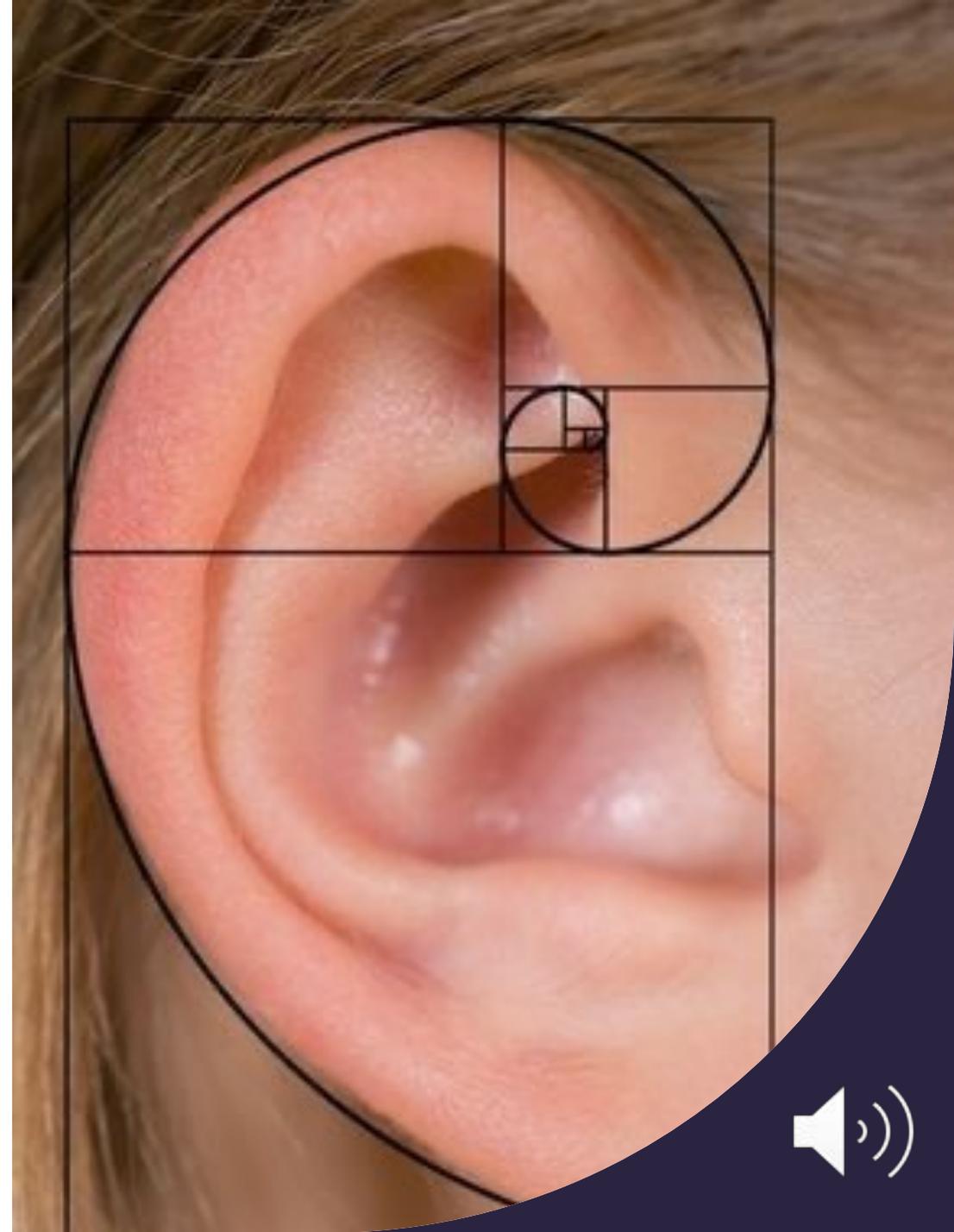


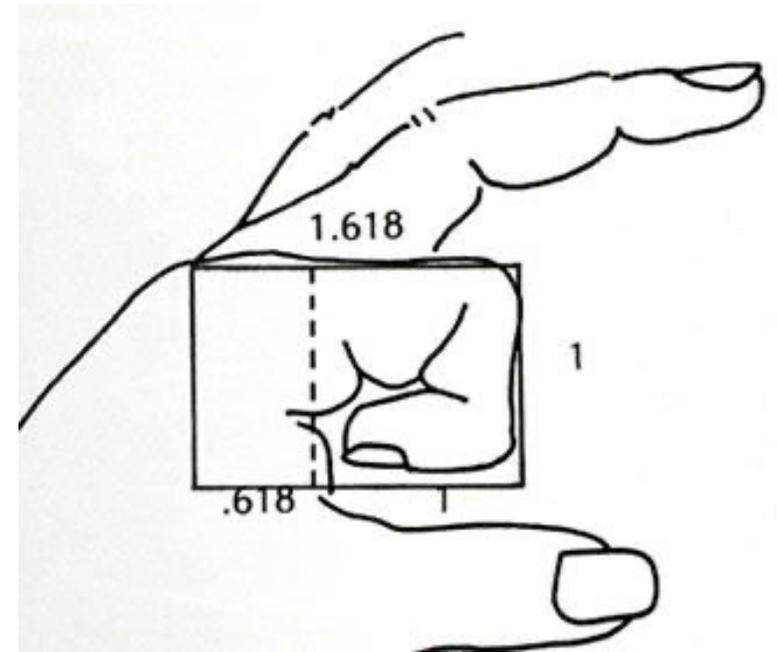
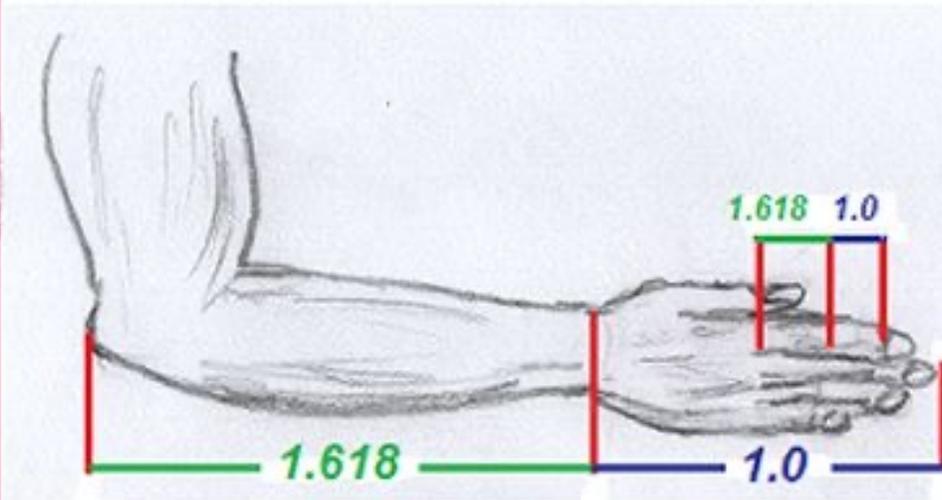


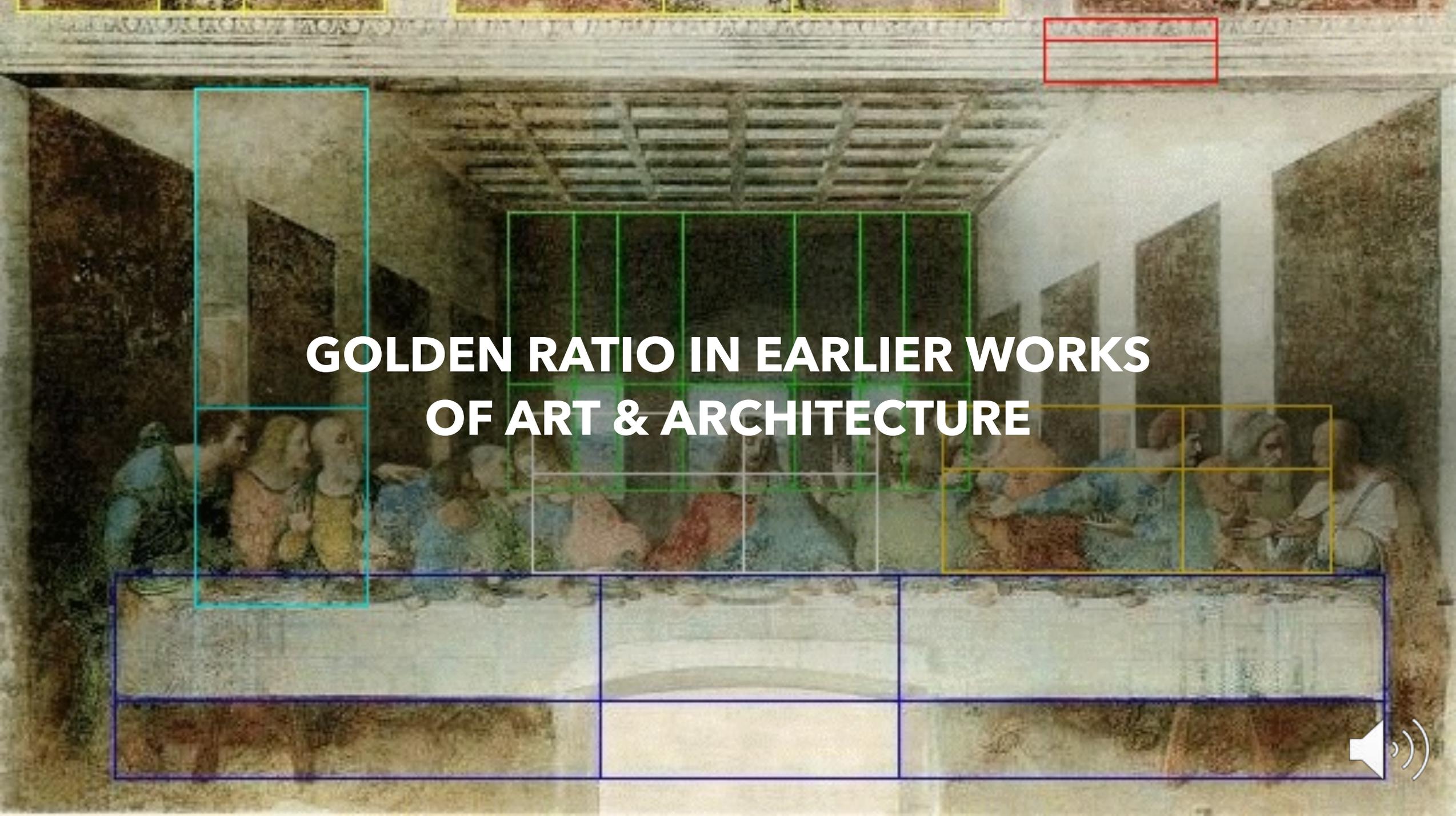




**Even the parts of human
body inherently use the
Golden Ratio.**

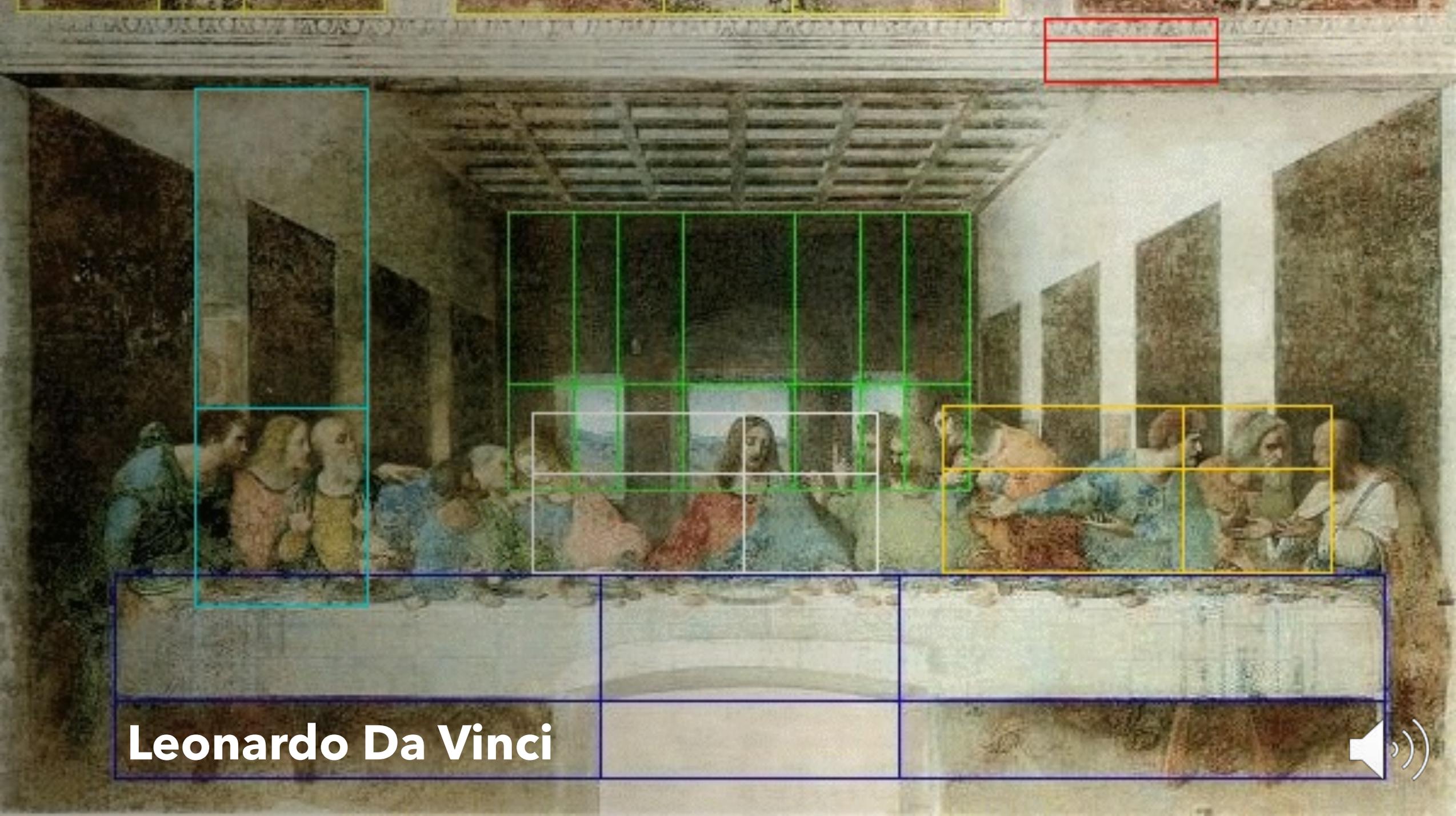




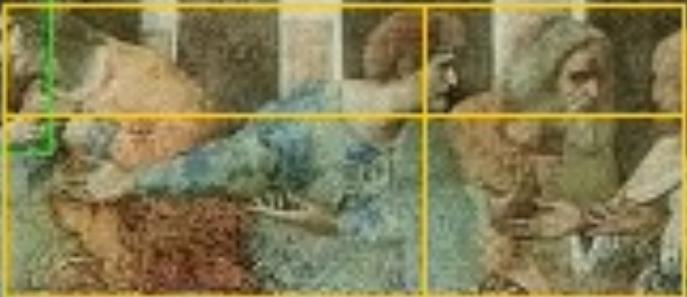
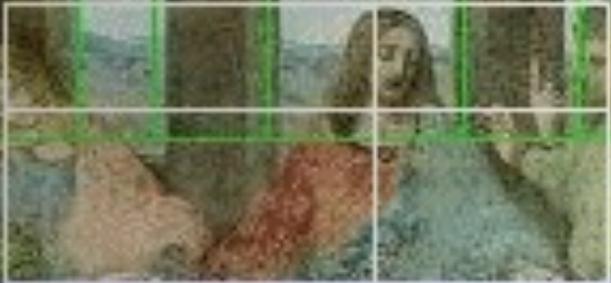
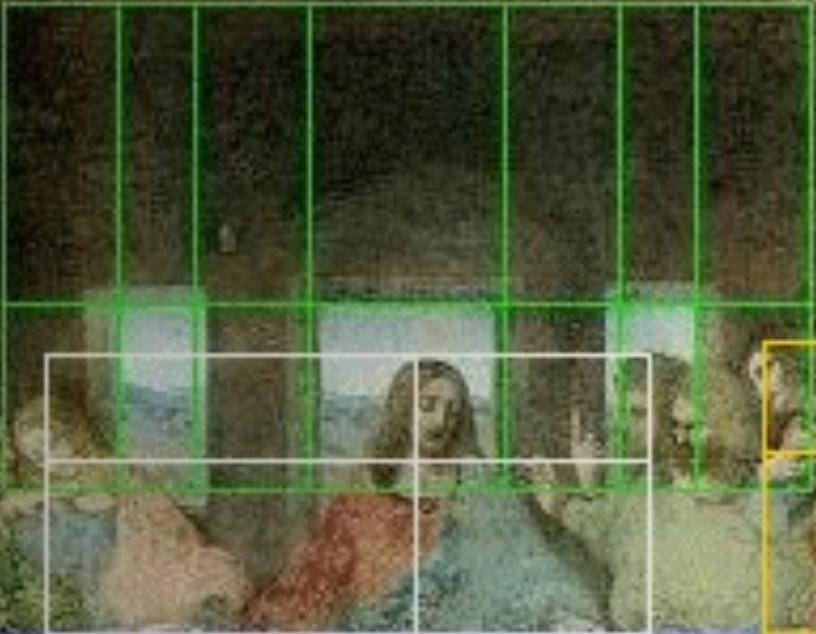


GOLDEN RATIO IN EARLIER WORKS OF ART & ARCHITECTURE





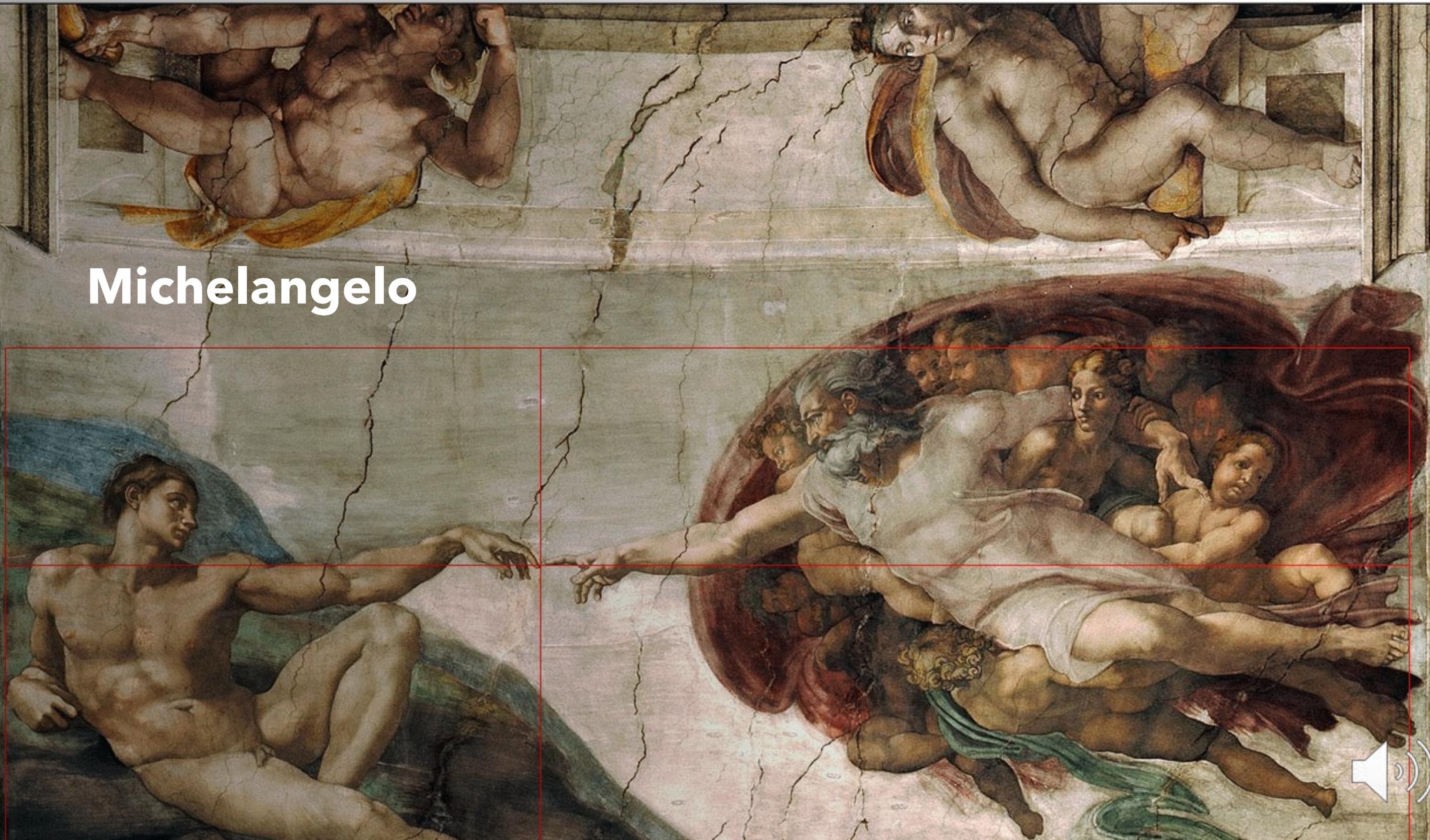
MAESTRO GIULIO



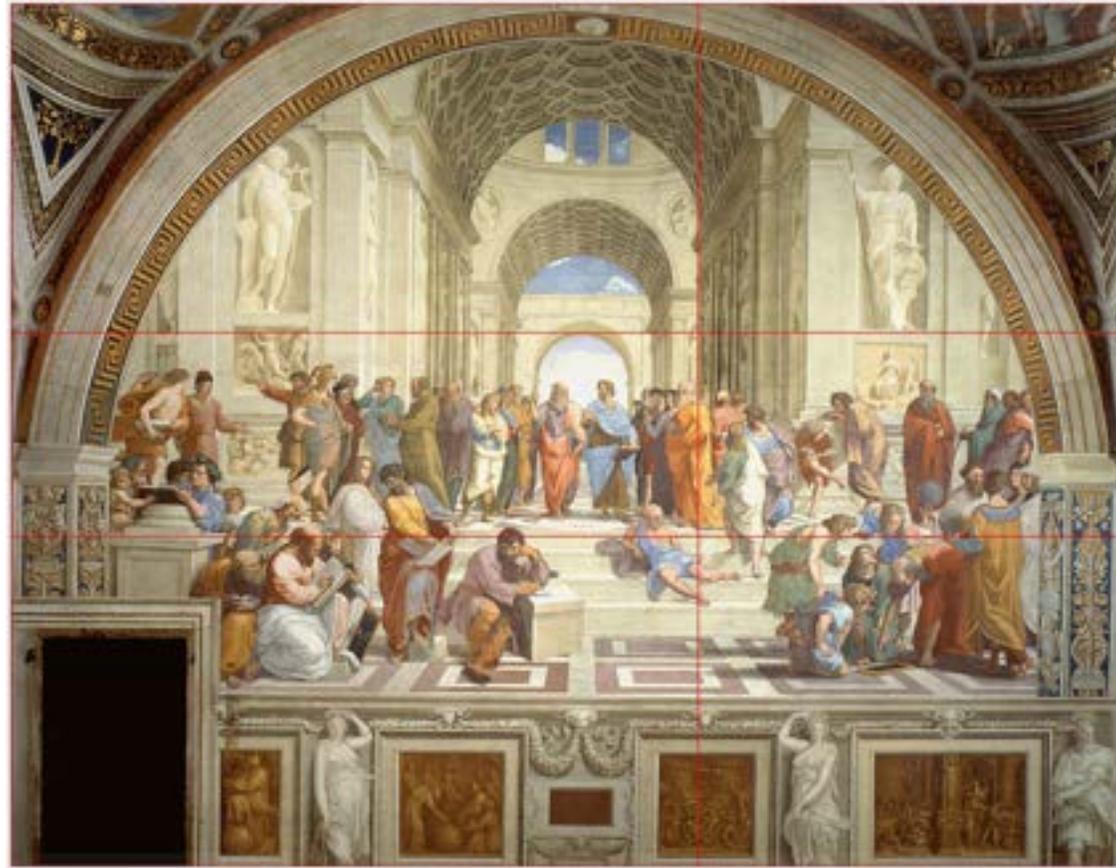
Leonardo Da Vinci



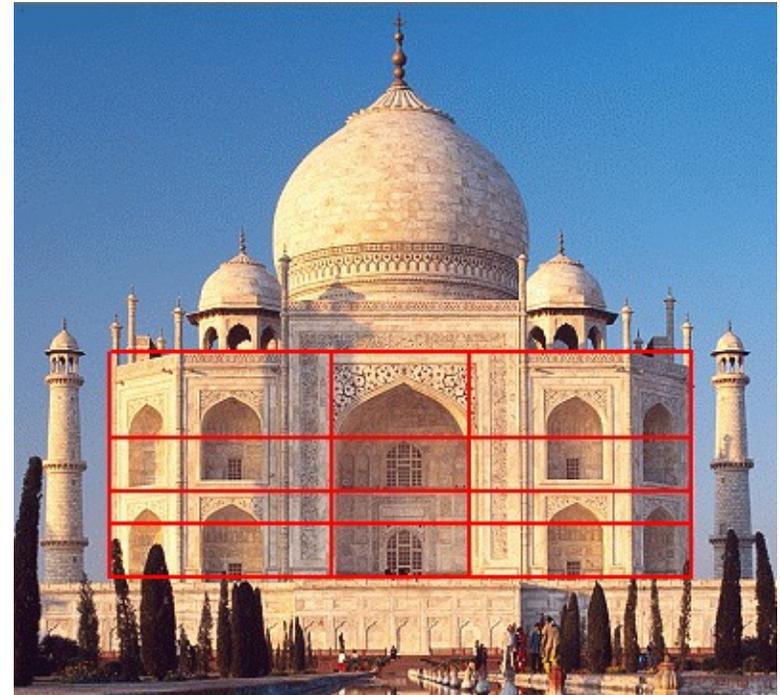
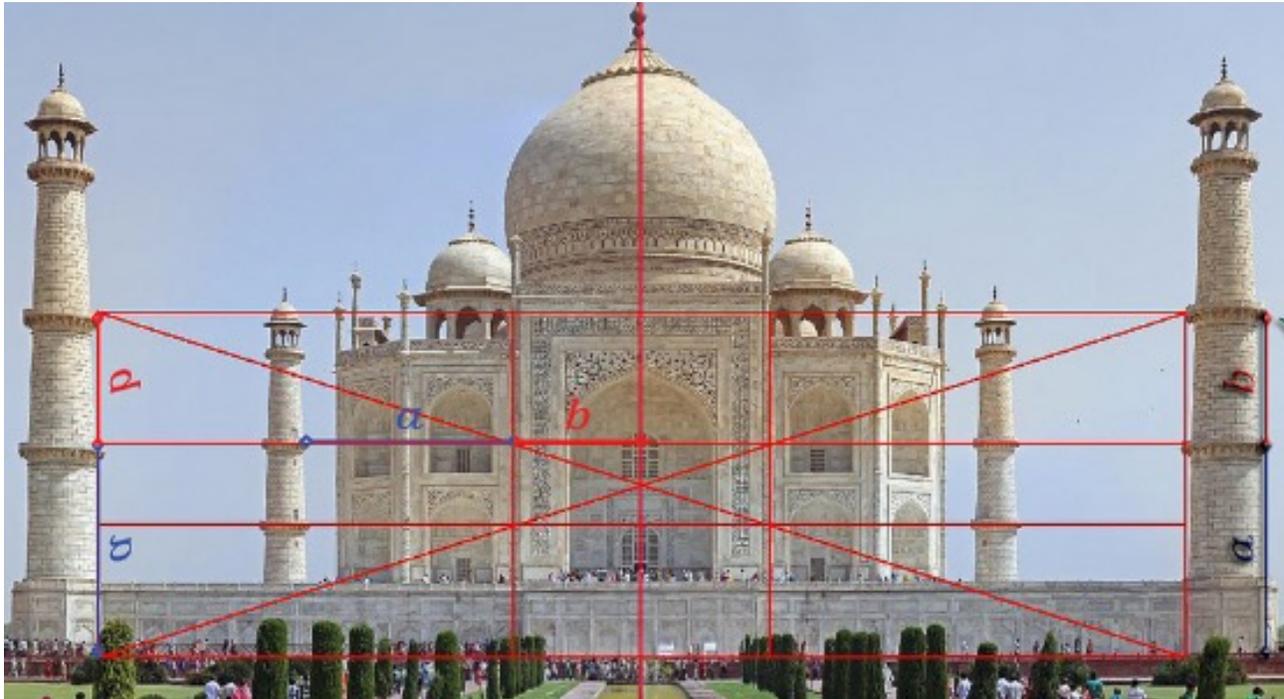
Michelangelo



Raphael



Taj Mahal



The image shows the Parthenon, a classical Greek temple dedicated to the goddess Athena, located on the Acropolis in Athens, Greece. The temple is a prime example of ancient Greek architecture, featuring a facade of eight Doric columns. The image is framed by a red border, and a white text overlay reads "The Parthenon". A white speaker icon is visible in the bottom right corner. The background shows a clear blue sky and other ruins of the Acropolis, including a crane and a crowd of tourists.

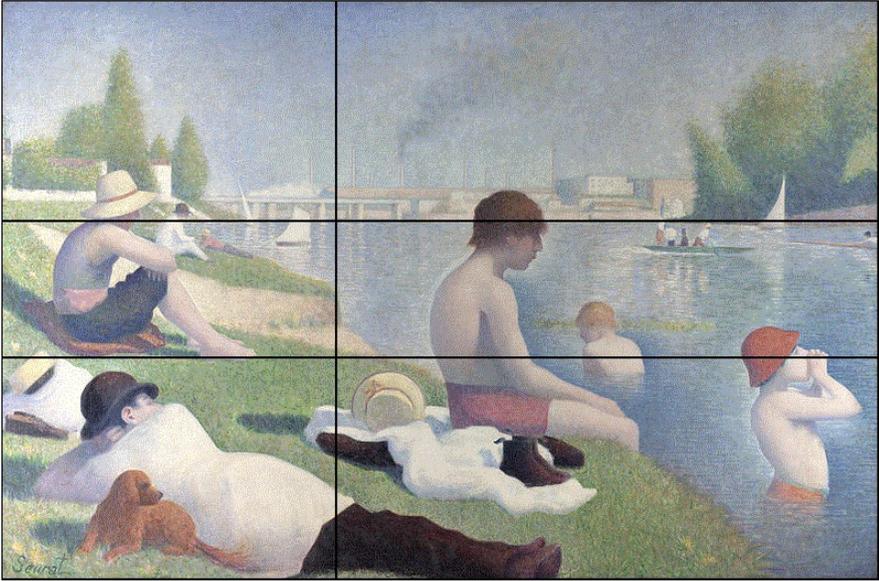
The Parthenon



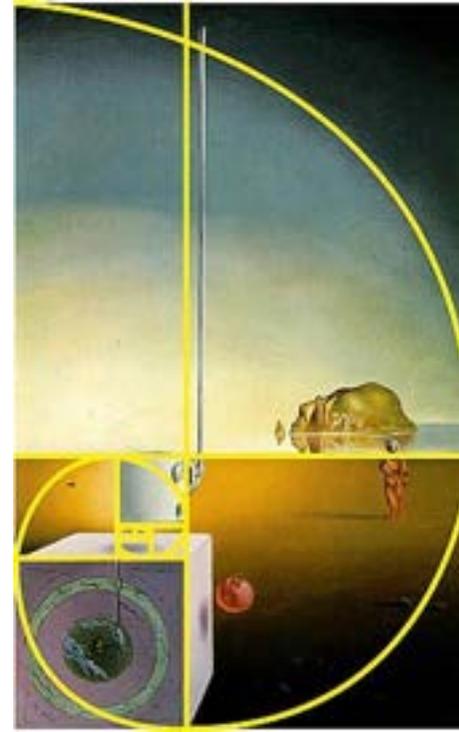
GOLDEN RATIO IN CONTEMPORARY ART



Seurat



Salvador Dali





**Josef Müller-Brockmann, Swiss School
and Grid Systems**



A key part of Müller Brockmann's approach involved the use of the typographic grid. ... Müller Brockmann said that a grid system creates a "sense of compact planning, intelligibility and clarity, and suggests orderliness of design" (Grid systems in graphic design, 1981).

- Josef Müller-Brockmann

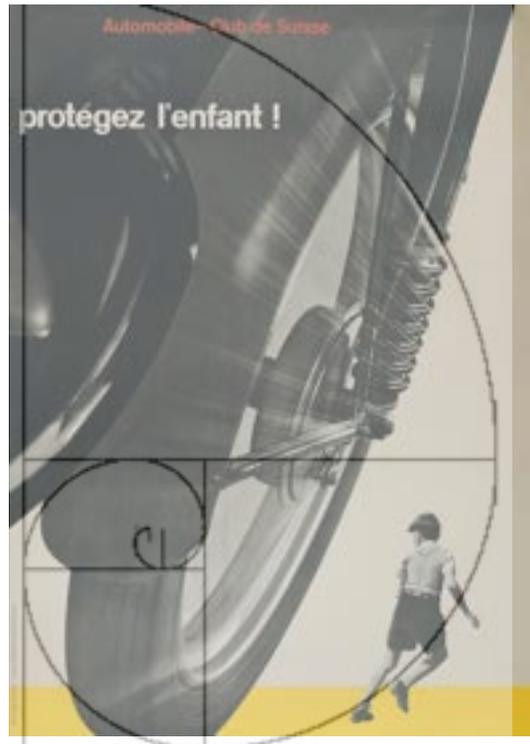


**“The use of the grid as an ordering system is the expression of a certain mental attitude inasmuch as it shows that the designer conceives his work in terms that are constructive and oriented to the future. This is the expression of a professional ethos: the designer’s work should have the clearly intelligible, objective, functional, and aesthetic quality of mathematical thinking.”
(Grid systems in graphic design, 1981).**

- Josef Müller-Brockmann



Josef Müller-Brockmann

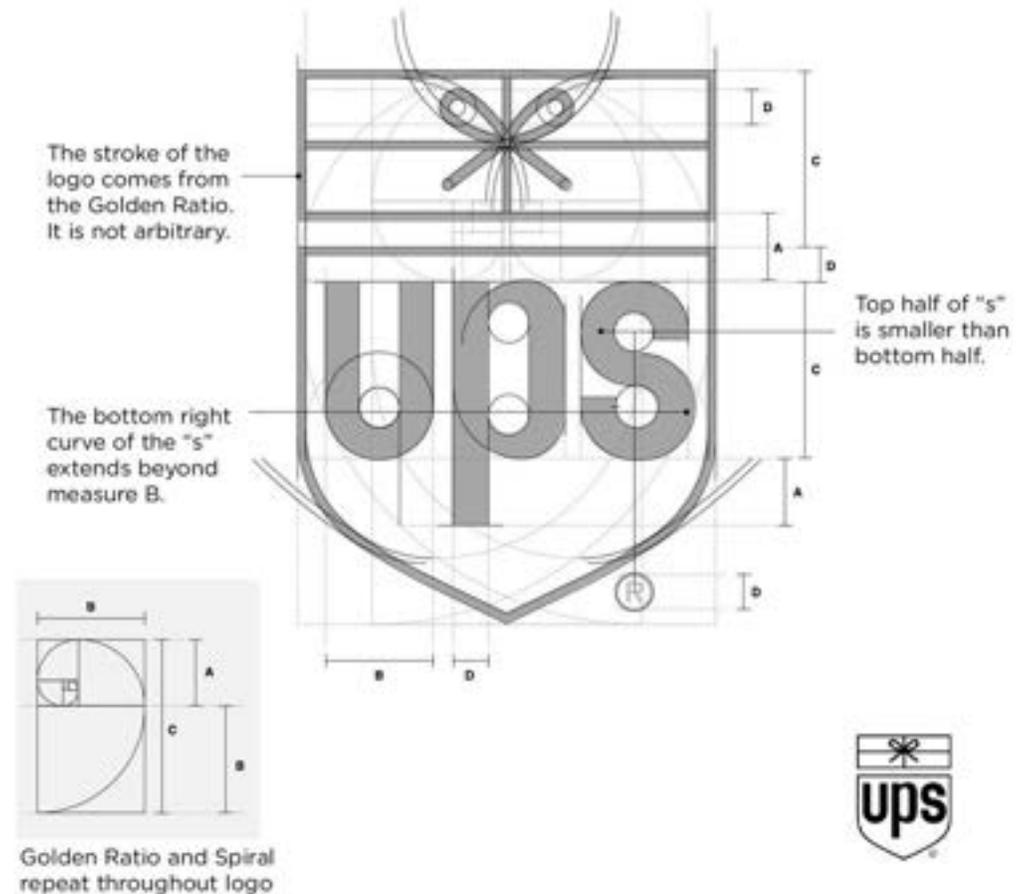


Paul Rand and His Logo Designs



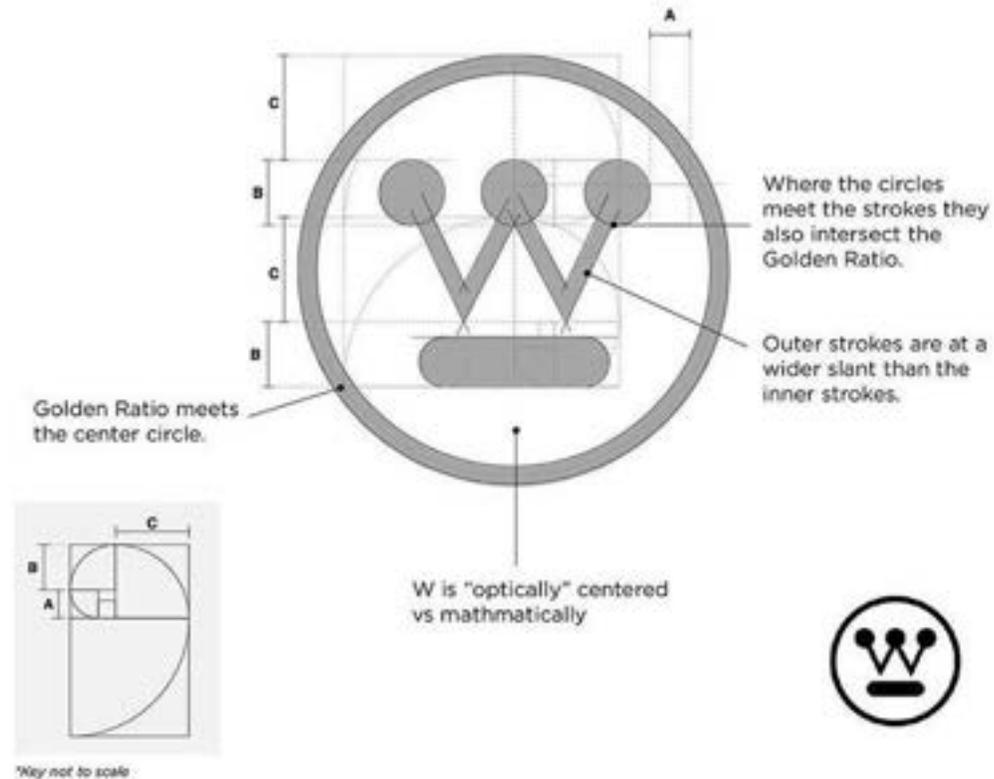
Paul Rand's Logo Designs Using Golden Ratio

UPS LOGO BY PAUL RAND



Paul Rand's Logo Designs Using Golden Ratio

WESTINGHOUSE LOGO
BY PAUL RAND



facebook

Facebook helps you connect and share with the people in your life.



THE GOLDEN RATIO IN CONTEMPORARY DESIGN

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Password

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Create an account

It's free and always will be.

First name



Surname

Mobile number or email address

New password

Birthday

1 Sept 1993

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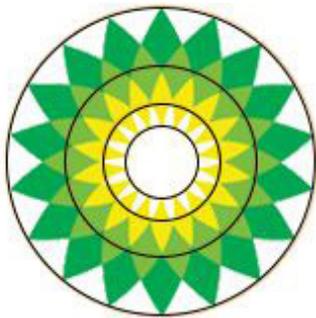
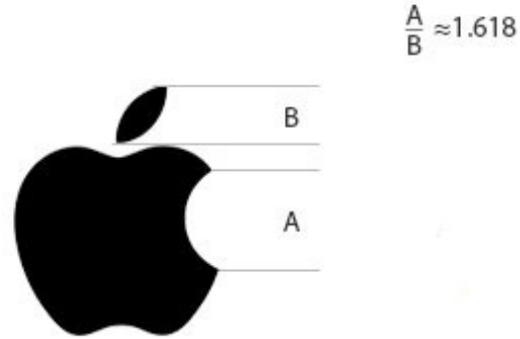
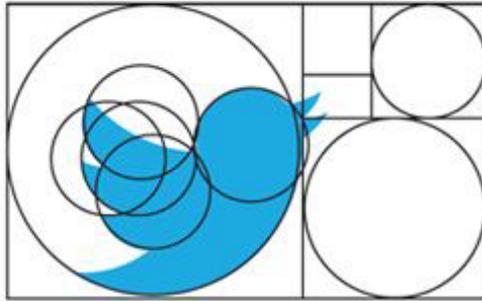
[Create a Page](#) for a celebrity, band or business.

English (UK) ગુજરાતી हिन्दी मराठी اردو ਪੰਜਾਬੀ தமிழ் తెలుగు বাংলা മലയാളം Español [+](#)

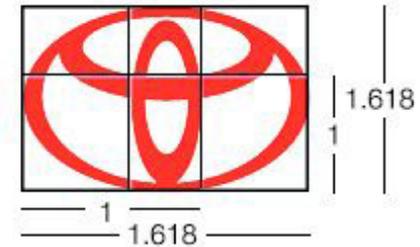
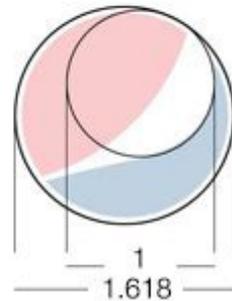
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Modern-day Logos Using Golden Ratio



The concentric circles follow Golden Ratio
Yep, that's a \$221M design ladies & gents!





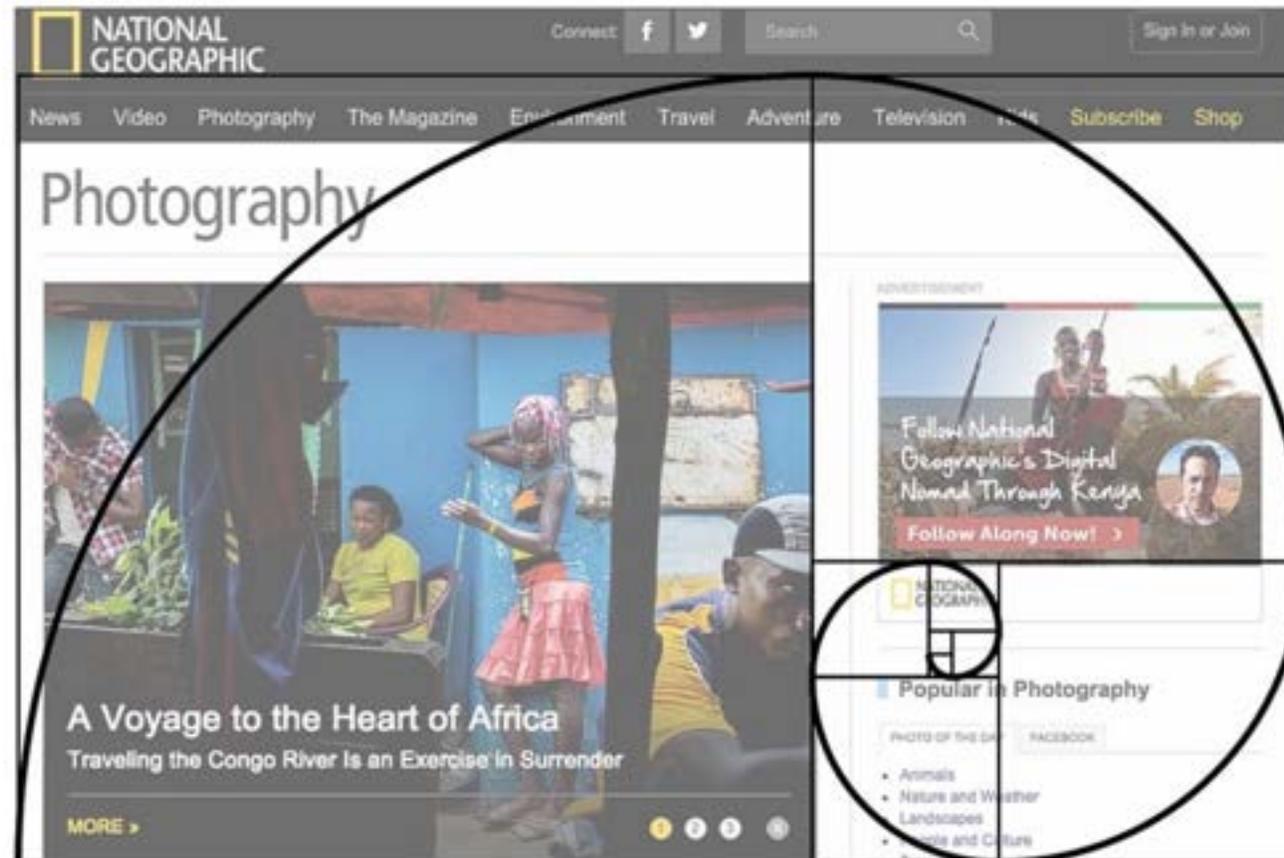
**THE IMPORTANCE OF GOLDEN
RATIO IN NATIONAL
GEOGRAPHIC VISUAL IDENTITY**



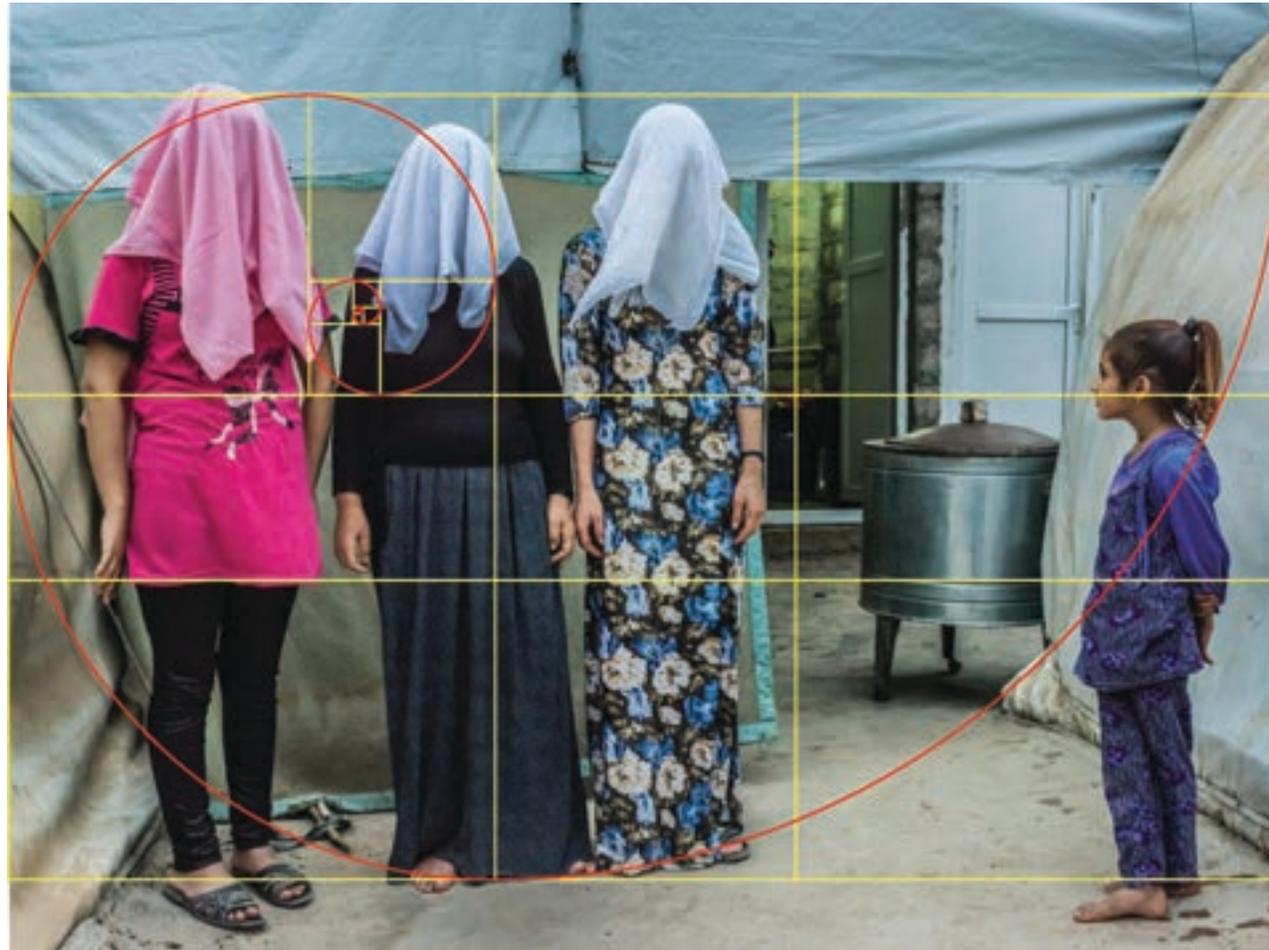
The Logo

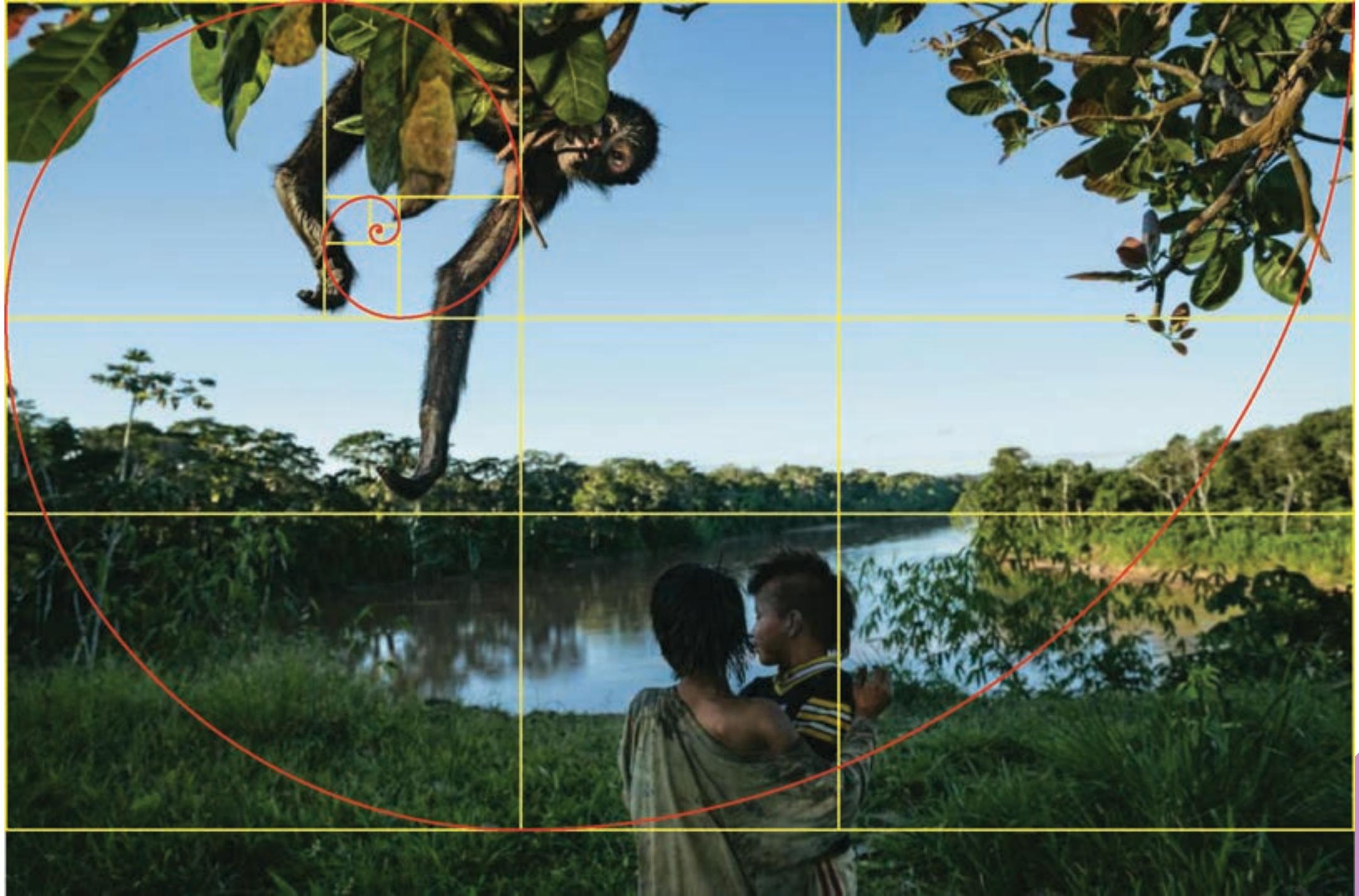


The Web Design



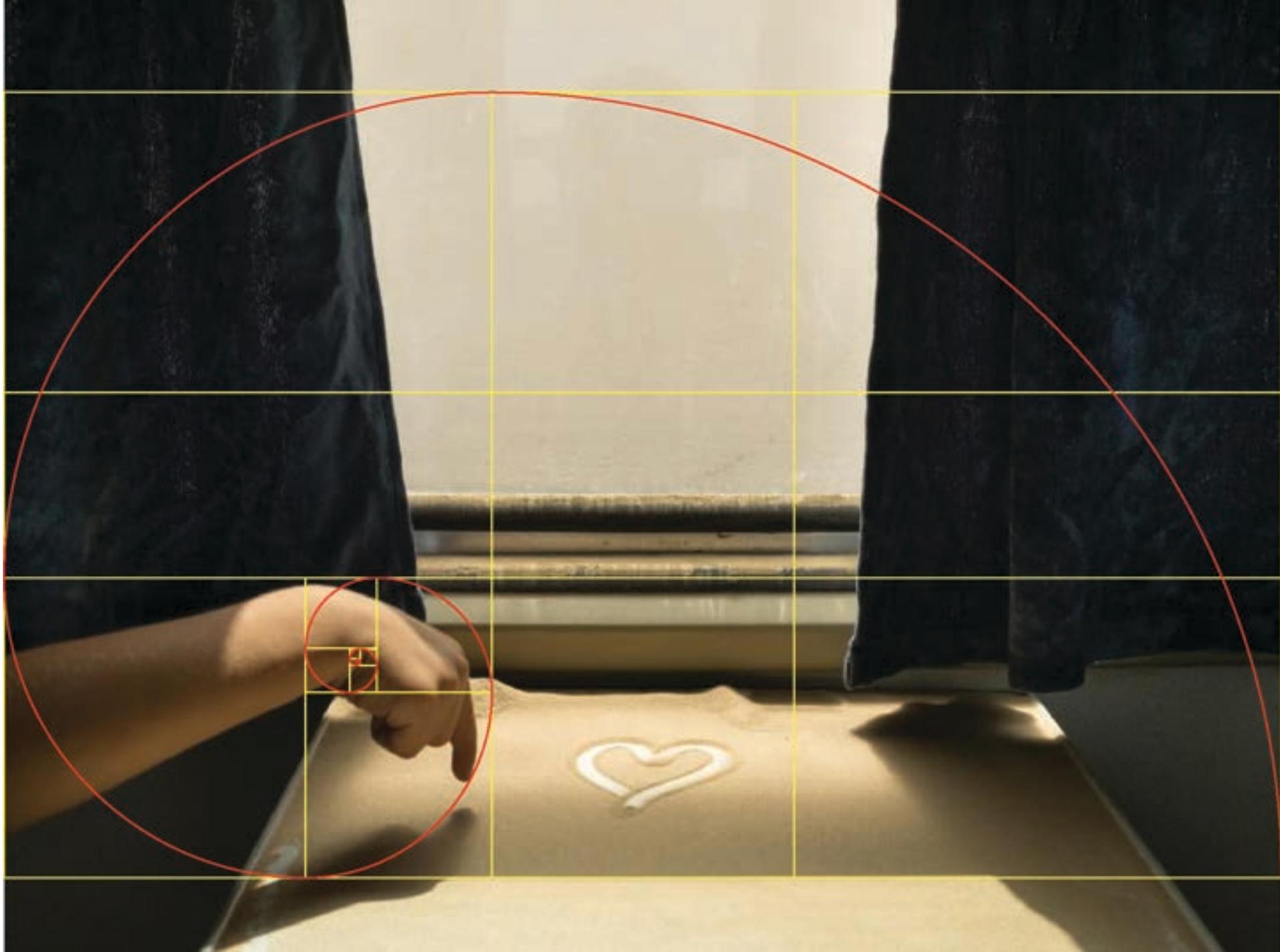
National Geographic's Photographs

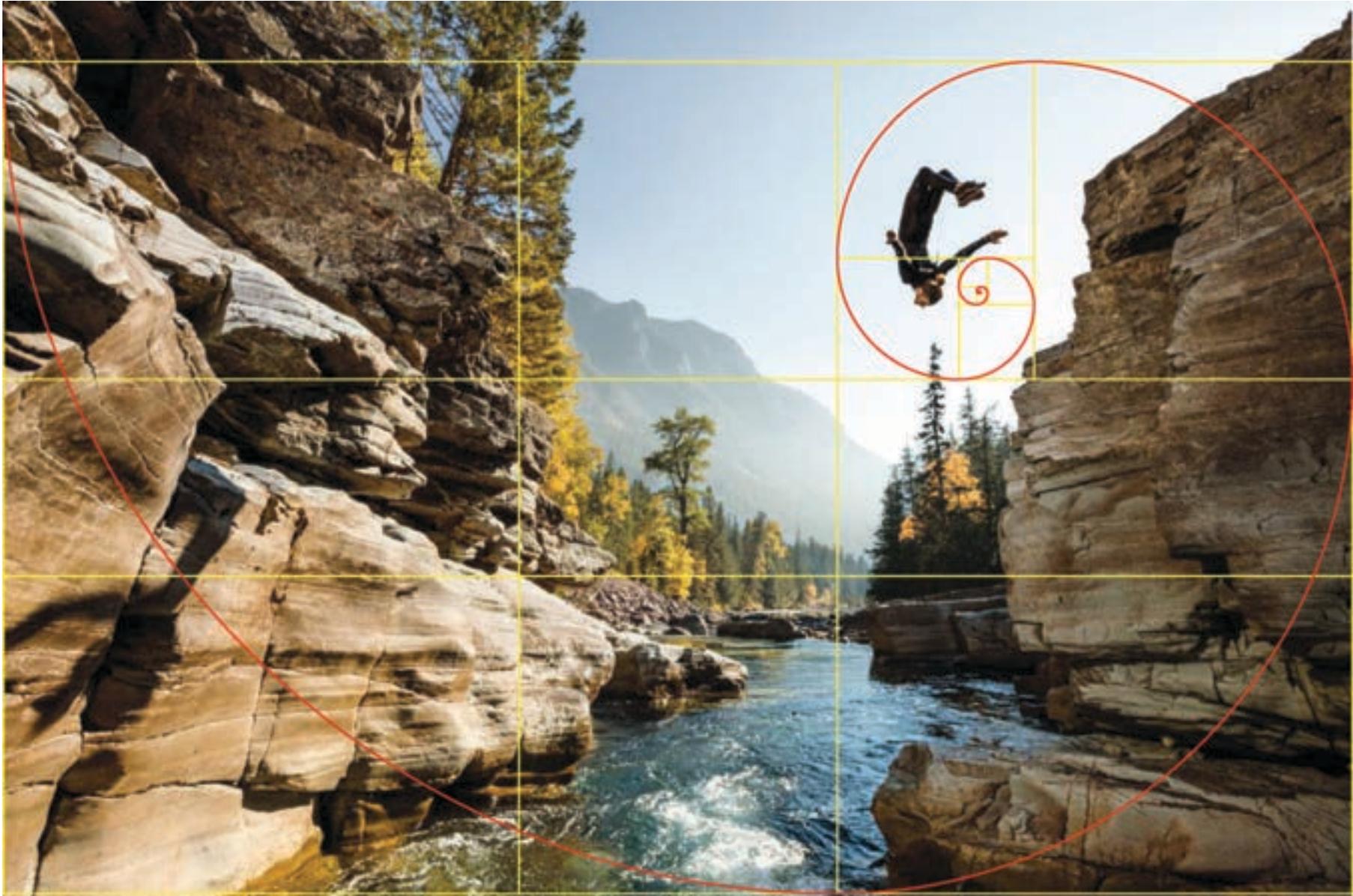


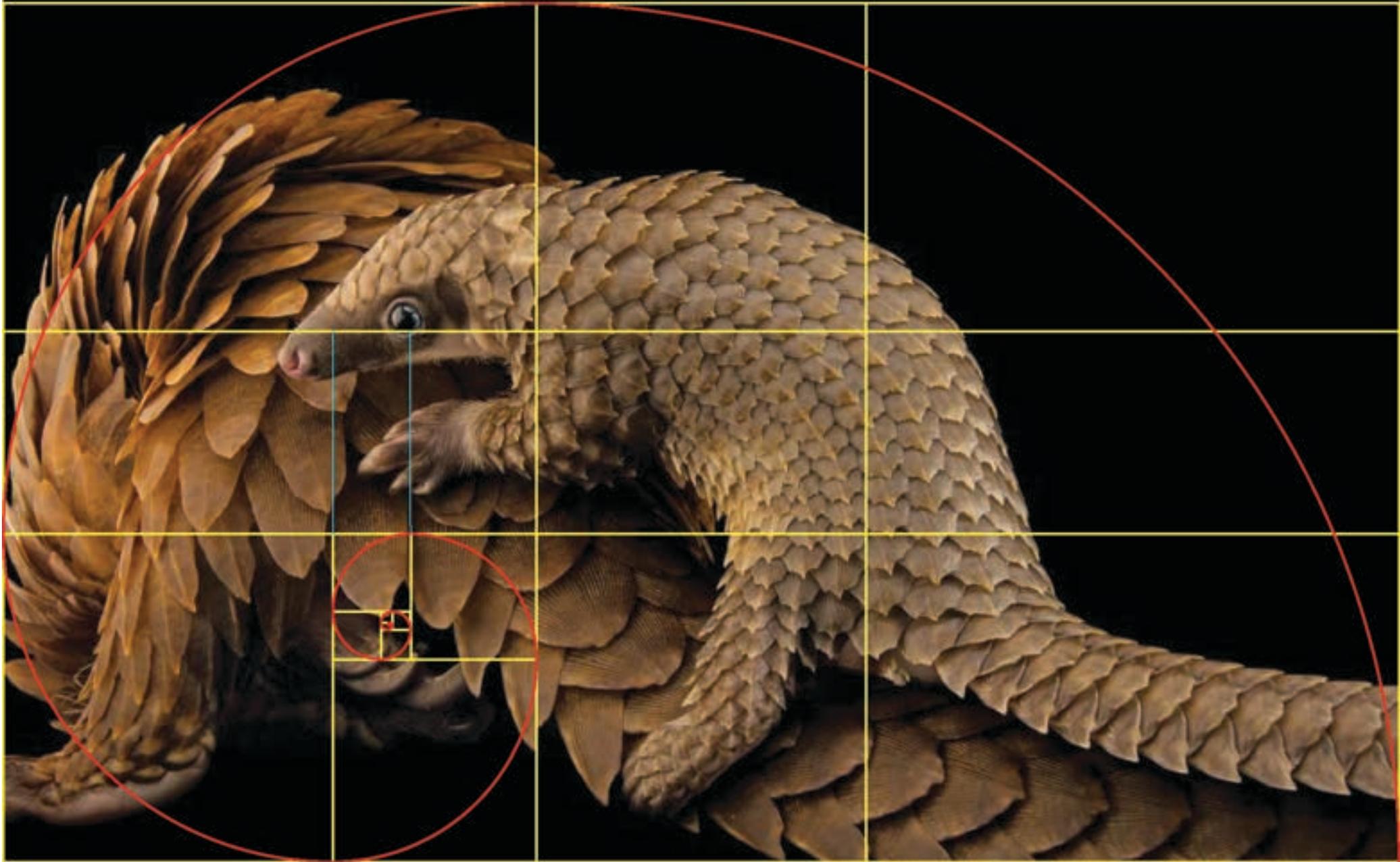


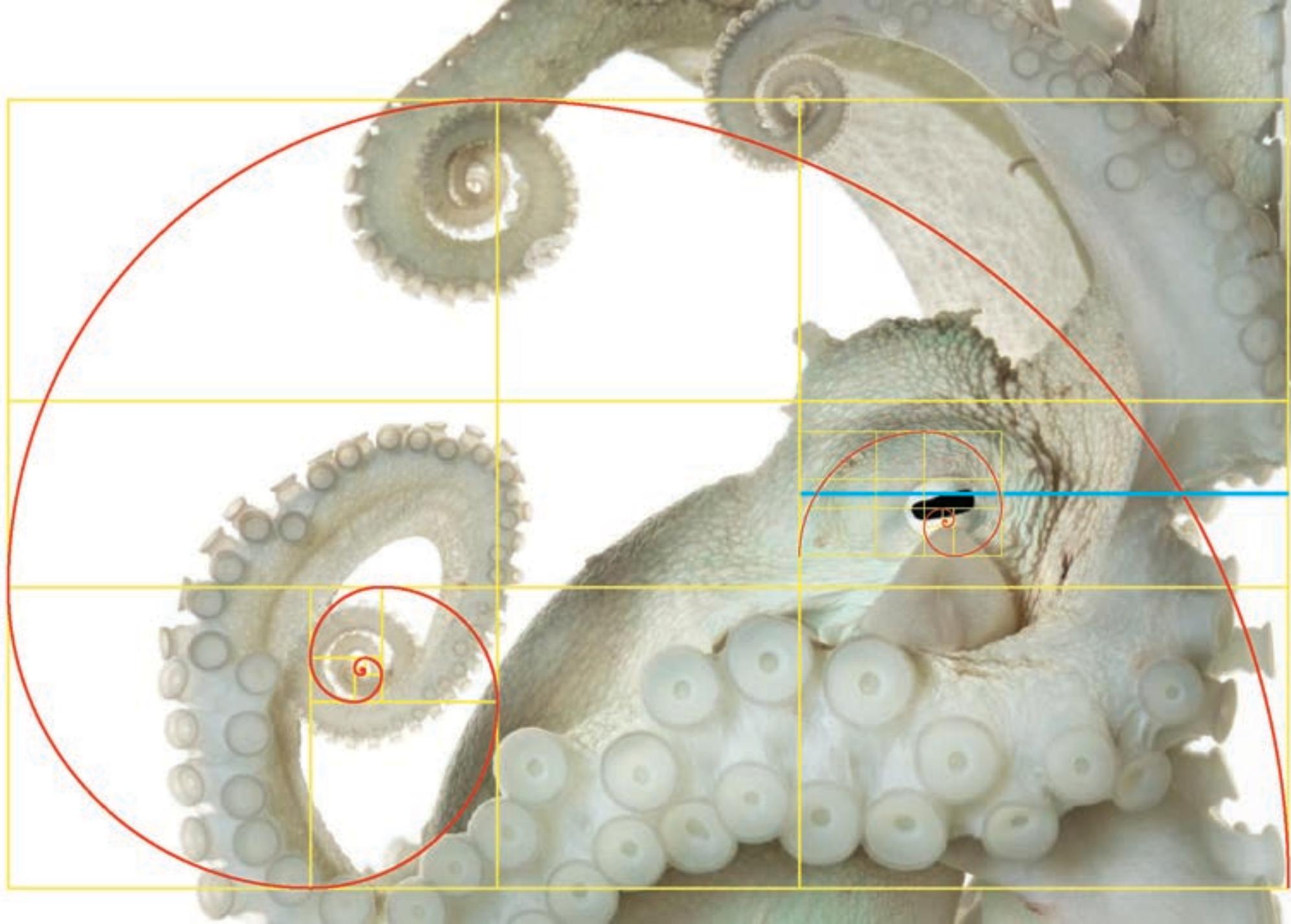


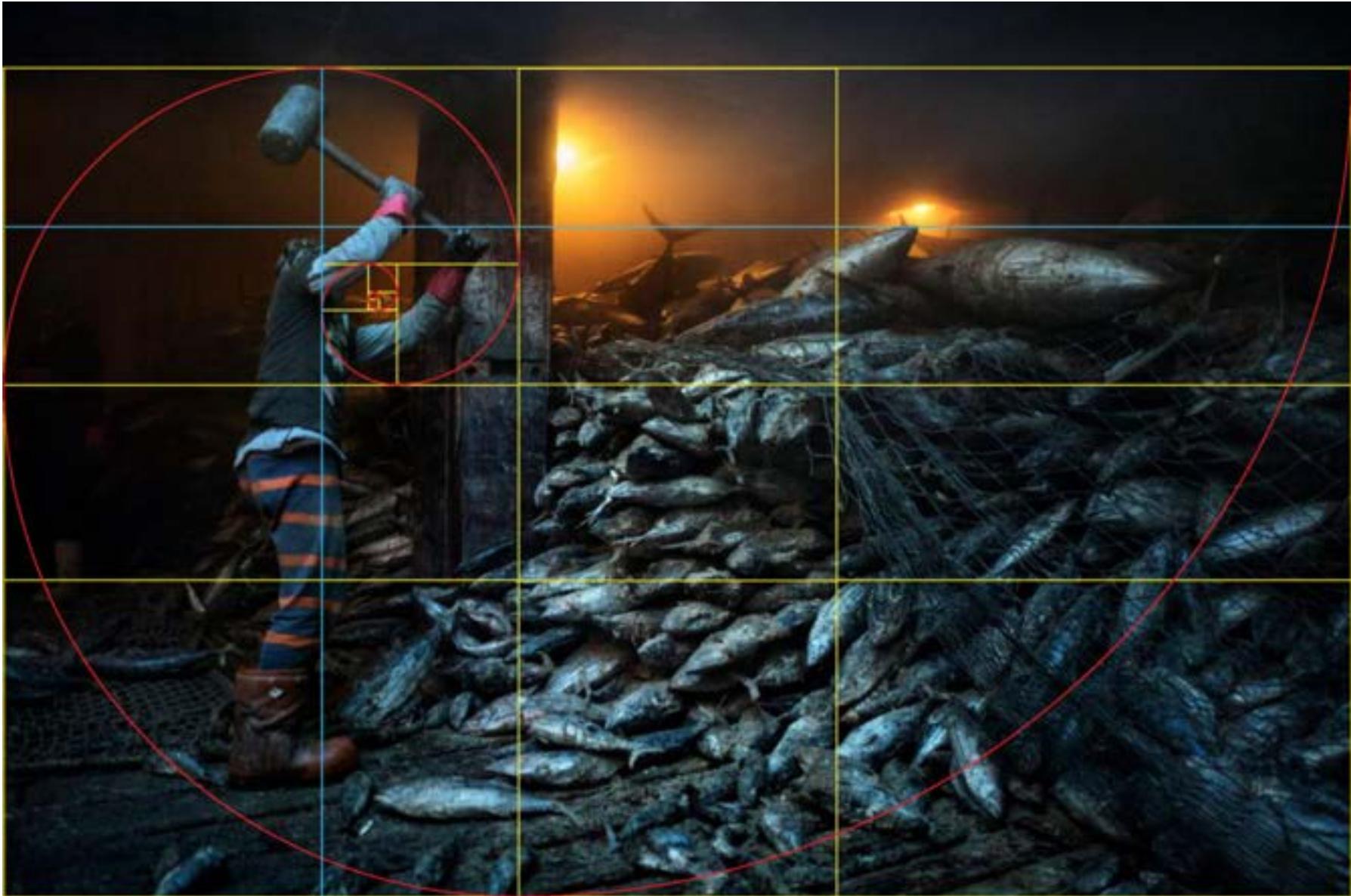


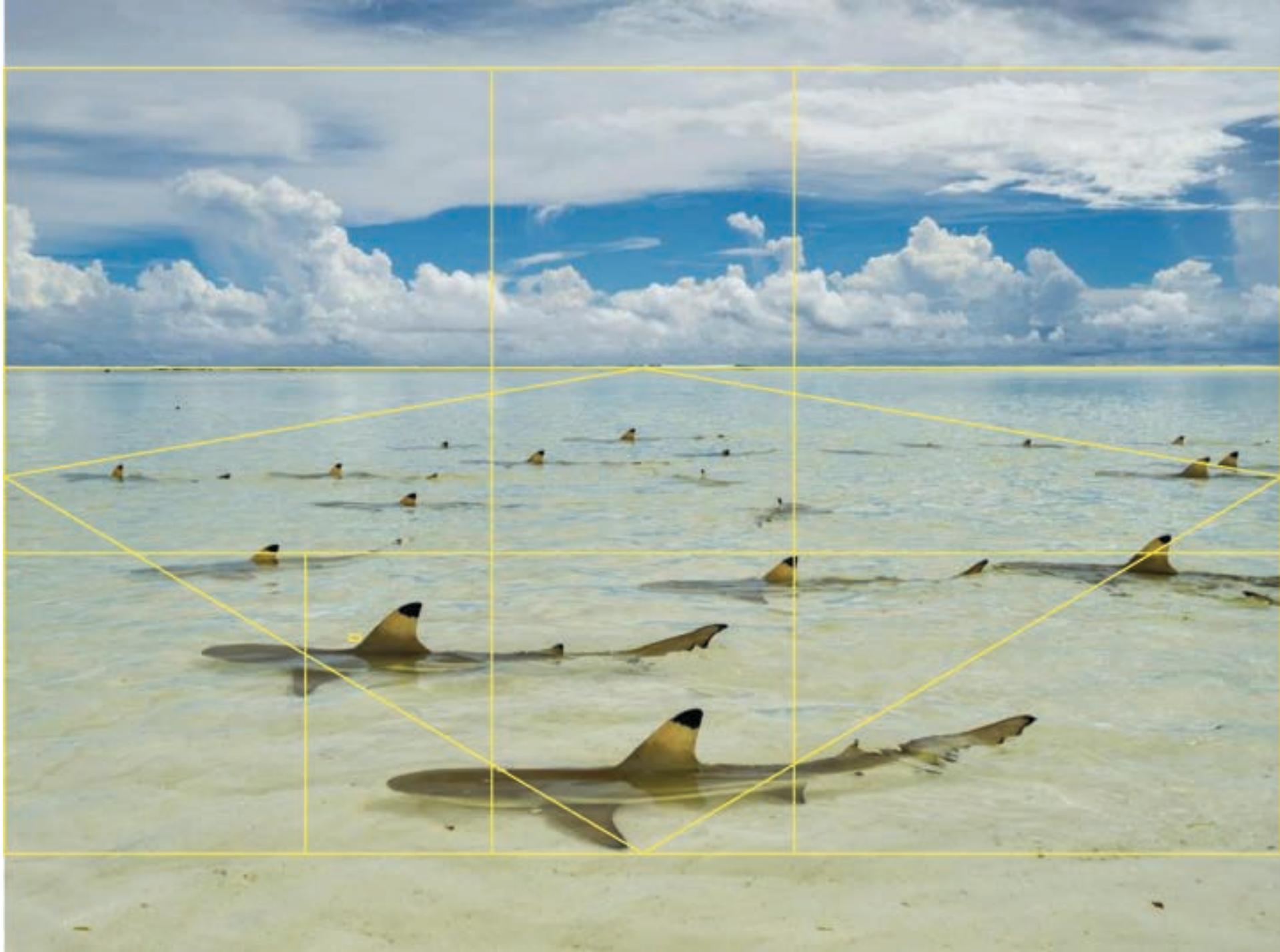


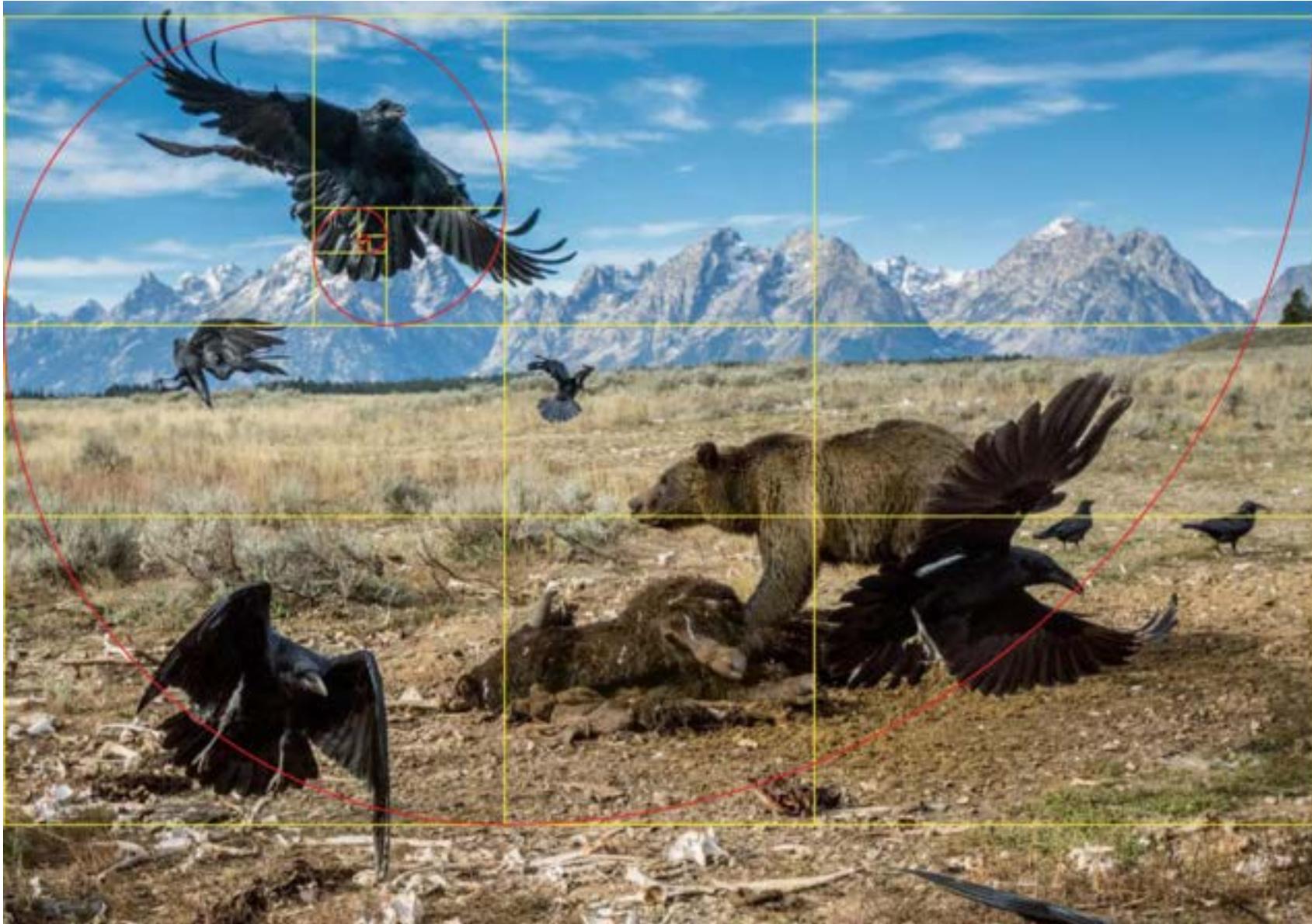
















"[The universe] cannot be read until we have learnt the language and become familiar with the characters in which it is written. It is written in mathematical language, and the letters are triangles, circles and other geometrical figures, without which means it is humanly impossible to comprehend a single word."

-Galilei, Galileo (1564 - 1642)

