



PATRICK
THOMPSON
DESIGN

summer 2025

Time for a Change

A new logo with the same spirit

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Open daily and by appointment

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When I first launched Patrick Thompson Design, the name was simple and direct. I was a company of one, and putting my name on the door was a way of staking my claim, making

a commitment to myself that every detail, every space we touched, would be something I could stand behind with pride regardless of how much the company expanded.

Fifteen years later, our logo has seen many lives — always modern, always minimal, always rooted in those same three letters. But I’ve long imagined something more. Maybe it’s my love of Southern California skate culture, its bold skateboard brands or the cool unforgettable graphics of band posters or album art. I’ve always believed PTD deserved a mark of its own. A true symbol. One that stands alone. One that speaks for us, even without words.

With the gifted team at Midnite Oil Creative, we dug deep into who we are designers, as individuals, and as an office. After sifting through dozens of sketches, old logos, and our own personal archives of imagery we realized that the symbol we were searching for was already right in front of us.

Anyone who has visited our studio knows it’s a curated world of curiosities, filled with Pueblo Kachina dolls, Alexander Girard’s wooden figures, and hand-drawn elevations with roughly drawn human figures for scale. Time and again, the human figure returned to us, a familiar silhouette that runs like a subtle thread through everything we do.

Our new logo takes its cues from DaVinci’s Vitruvian Man but balances that classic proportion and perfect harmony with a creative edge, using symbols that feel simultaneously ancient and ultramodern in their clean lined simplicity.

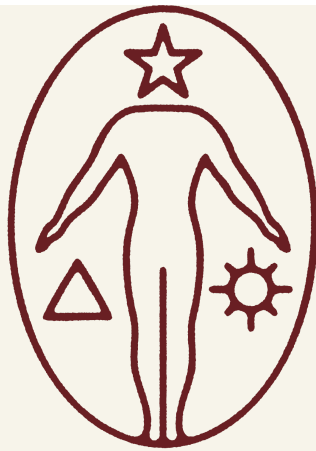


We call the overall composition The Heritage Figure, a symbol that could just as easily be hand-carved into an heirloom chair or screen-printed onto the back of a band tee.

As PTD has evolved, so too has our approach to design. Our work is more layered, more rooted in craft, more focused on building spaces with lasting meaning. This new brand reflects that growth - a nod to where we’ve been and a vision of where we’re going.

We’re proud to share this evolution with you.

Same name. Same heart. New look.



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