

logo

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand. You must meet deadlines in a linear manner, but you can adapt, move, change the details...make things perfect before everything goes out. You should be obsessing about this. You should not be able to get your mind off of the end goal. Constantly observe, absorb, question, imitate and originate. Your mind should not rest and your sketchbook/job hunt journal should be the witness.



objectives Logos – whether marks and/or logotype – are used to represent entities such as companies, schools, businesses, people, organizations and groups. Ideally, they represent some aspect of the entity, either in the abstract or literally (but avoid too much see-and-say). They can include type, imagery, illustration, etc. Logos are not brands, but they are the essential visual identifier of a brand. Strong logos are visual commodity that hopefully reflect and reinforce brand loyalties (= \$\$\$). Therefore, a logo is developed *after* a brand. A strong business should first develop a positioning statement per marketing objectives.

problem You will design a logo based on the brand of YOU. Think of your service as the product. The logo should be successful in 1-color and flat colors (no gradients or photographs). Remember SIMPLE! Often, contained marks with solid visual weight work the best. **Logos should be successful at 1 in x 1 in (or smaller). Logo should also be successful when shown in black on a white background or reversed in all white on a black background.** This does not mean the logo must be one color, but it must not rely on color to work.

expectations You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Ideas successfully conveyed per objective.
 - > The logo speaks in a concise manner in reference to the brand positioning statement.
 - > The logo is successful within a 7in square as well as a 1 in square by having visual weight and successful containment.
 - > The logo is successful in both grayscale (black ink on white paper) and color.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

schedule **STEP 1 OF THE DESIGN PROCESS: RESEARCH.**
Research logos and identity marks in general, but also imagine the kind of audiences that would appreciate the nature of the organization. As well, think about how a logo is used to brand everything. On business cards, letterhead, envelopes, jackets, aprons, blimps, space shuttles, etc. Doing this will help you determine some of the aspects on the design of your logo. The ways in which a logo or design is used affect the outcome. Look at design annuals and books on logos to see what kinds of things are being done now and in the past – try to understand why these logos function or do not function. In other words, you need to be aware of how logos are a commodity to identify a brand...*everywhere.* (continued next page)

schedule
(cont.)

Assigned Wed Aug 22nd: Begin a **logo collection** in your binder. If you use Pinterest to keep track of things, remember that there is a lot out there that isn't good. Look through magazines and books and take good photos with your phone. Print these out and tape (or paste) these on the white paper in the binder.

- Logos can be for anything and can be logotype, mark, or both. Think about the following: Does the form appeal to you? How does it complement the product/service? What is the style? Is it timeless or is trendy? Is it flexible in its visual identity or does it say only one thing about the brand? How does/would the logo work on everything from a business card to an invoice to a social media icon? *If you cannot explain why it's great, then I consider this step as incomplete.*

Find at least 20 strong logos by Fri Aug 31st, but keep collecting throughout the semester!

STEP 2 AND 3 OF THE DESIGN PROCESS: CONCEPT AND REFINE

Write your brand positioning statement as you begin your sketches..

For (target audience), (brand name) is the (frame of reference) that delivers (benefit/point of reference) because (brand name) is (reason to believe).

Write your brand positioning statement in pencil below √ √ √.

sketches
RD1

Start sketching! Present **at least 50 thumbnail sketches**. Include printouts (neatly affixed in your sketchbook) of any inspirational logos if you cannot render tight versions yet. They do not have to be in color. Remember that logos can be just logotype or a mark and logotype.

DUE Fri Aug 31st, 8am.

Discuss in groups and individually with Prof. Arnell. The critique with Prof. Arnell will be timed, so please be able to present your work and any questions efficiently. We will pick **10** of your logos from sketches that we deem your best work *so far*.

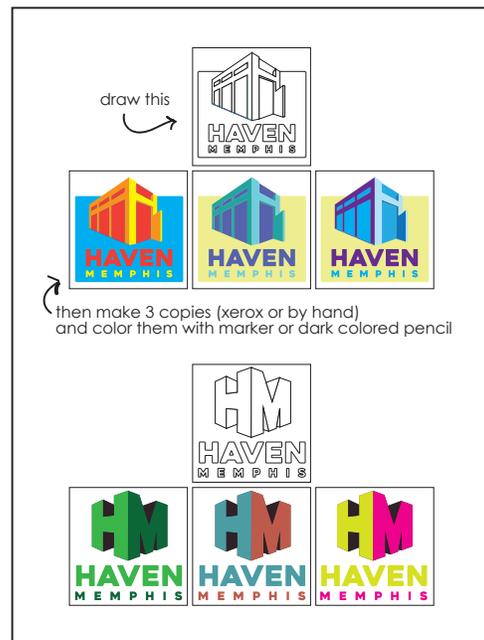
sketches
RD2

Start sketching again. Present **at least 30 tighter sketches**, color optional. 10 of these 30 will be revised versions from Round 1, but 20 will be new.

DUE Wed Sept 5th, 8am.

Discuss in groups and individually with Prof. Arnell. The critique with Prof. Arnell will be timed, so please be able to present your work and any questions efficiently. We will pick your **6** best logos.

"sketches"
RD3



For each of these **6** picks, do the following as a very tight color sketch. *You are rendering these by hand on purpose, so please do not show up with computer renderings - even if you do computer renderings first and trace them.:*

- 2.25 in x 2.25 in
- 1 black marker and white paper.
- Before coloring in black, make copies of outline of logo (or make a copy of your pencil rendering).
- make xerox copies of this (or redraw well) and try **3** separate color variations
- paste all of these in your binder

If your logo can be pulled apart to mark and logotype, please go ahead!

DUE Wed Sept 12th, 8am:

4 of each logo x 6 logos = **24** pieces of art.

work days There will be many weeks of further development as your visual identity and visual guidelines begin to take form. Continue to work on the logo until it's perfect.

final work **STEP 4 OF THE DESIGN PROCESS: FINAL ART**

We will pick 1 logo and you will create it in vector art using Illustrator.
(Logos should never EVER EVER be created in Photoshop.)

- Do the following:
 - > only black on white background
 - > reverse white on a black background
 - > color (assuming your logo isn't only black) on white background, but **be constrained in your color choices. The fewer the better. No gradients.***
 - > color on black background

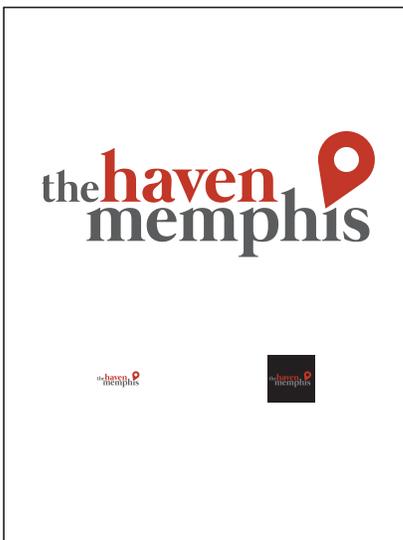
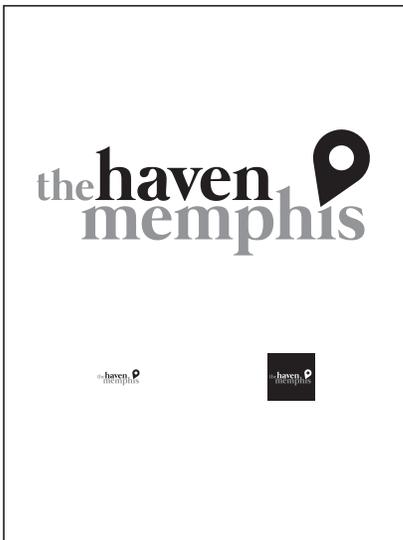
**You may stylize your logo on later mediums like web and social media if fitting; however, a logo must first be created with print constraints in mind. It must also be created in vector, as one can easily go from vector to raster but not raster to vector. Plus gradients are usually just band-aids to try to make a mediocre design look flashier.*

- Do not use any filters that cause your vector art to rasterize. Check your artwork in Outline Mode to be sure. IF your shape has become a blank box in Outline mode, it is now raster and DPI-dependent. YUCK!
- When you are ready, Outline any live text. Logotype should not be just typing something in with a cool font. Even if you do not adjust much, you should be extremely aware of shape and space.
- If you used a stroke on anything, be sure to Object : Path : Outline Stroke and clean unnecessary anchor points with the Direct Select tool.

Print the following:

- Black, halftone ok (on white background, no no fill on white paper) logo within a 7 in square
- Black, halftone ok (on white background, no no fill on white paper) logo within a 1 in square
- White (on black background) logo within a 1 in square
 - > Place all of these on a Letter size piece of paper (see below) and print at 100% (not Fit to Page) on a letter size piece of paper.
- Color (no more than 3 colors on white (none) background) logo within a 7 in square
- Color (no more than 3 colors on white (none) background) logo within a 1 in square
- Color (no more than 3 colors on black background) logo within a 1 in square
 - > Place all of these on a Letter size piece of paper (see below) and print at 100% (not Fit to Page) on a letter size piece of paper.

You do not need to mount this yet. No crop marks or squares around logos other than the black squares on each page that holds the reverse logo. We should see only white paper around the other logos. ***If you do not follow these directions, I will rip up your print. Follow directions and ask if you are unclear.***



- Fri Sept 7th: Begin Visual Identity
- Fri Sept 14th: Begin Visual Guidelines and Budget 1
- Week of Sept 24th: Section 2 begins with Cover Letter, Resumé, Website, Budget 2, and Brand Board
- **Wed Oct 3rd, 8am: Logo and Visual Identity DUE**
- Fri Oct 5th, 8am: Visual Guidelines and Budget 1 DUE