

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.

evaluation 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 7 in. 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.
- Logotype works well, even if mark is also present.
Note: Mark is not required, though it is encouraged. Logotype is required, whether that is on its own or accompanies a mark.
- All shape *and* space are considered.
- Logo has solid visual weight.
- Logo is not so vertical or horizontal as to be a challenge in placement in multiple platforms, media, and materials.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

schedule **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. Also 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, as 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.*

- 1 Create a logo collection in a digital folder you entitle **Logo Research**. I realize Pinterest could be used for this, but please do not. Instead, research award-winning logos. Then every time you find a logo you admire, save just that image (screen shot or the image file). Rename the file to match the logo name.

- You must have **at least 20** that are entirely (or almost entirely) **logotype**.



- You must have **at least 20** that you admire for the **mark**. Logotype is optional.



- Think about the following: Does the form appeal to you? Does it have solid visual weight? How does the space relate to the shape? 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.*
- Place the **Logo Research** folder in **SECTION 2** folder on shared Google Drive folder. **DUE by Mon, Jan 27, 10:45am.** *Keep collecting throughout the semester!*

DESIGN PROCESS: CONCEPT AND REFINE

Write your brand positioning statement on the paper 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).

- 2 **Start sketching!** Keep all sketches of the entire process through final art. Present **at least 50 thumbnail sketches** (*see Intro Lecture for quality expected*).

- Draw or print out squares that are **1.5 in.²**. Create sketches within these.
- **25** must be only **logotype**.
- **25** must be only **mark**.
- If some of those can cover both, it's ok; however, push your design skills to either just letters or just mark.
- 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.

LOGOS ROUND 1 DUE Wed Jan 29, 11:00am.

Discuss in class. We will pick **10** of your logos from sketches that we deem your best work.

- 3 Start sketching again. Present **at least 30 tighter sketches**, color optional.

- Draw or print out squares that are **1 in.²**. Create sketches within these.
- 10 of these 30 will be revised versions from Round 1, but 20 will be new, as directed by professor in previous round.

LOGOS ROUND 2 DUE Mon Feb 3, 11:00am.

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.

- 4 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 then trace them.

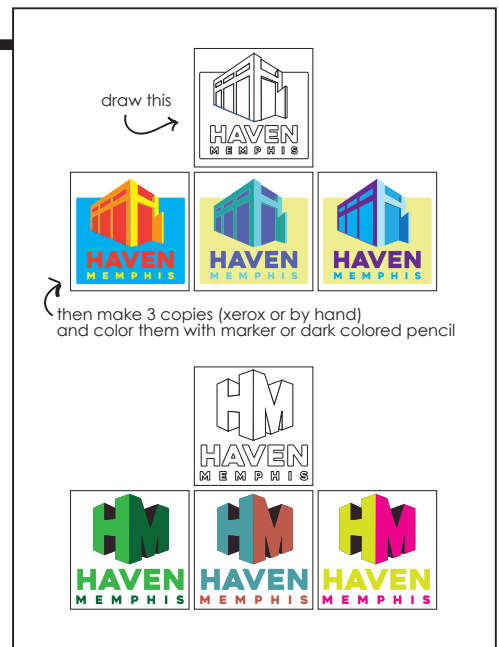
- 2.25 in x 2.25 in
 - 1 black marker and white paper.
- Before coloring in black, make copies of outline of logo (or make a copy of your pencil rendering).
- make xerox copies of this (or redraw well) and try 3 separate color variations
 - paste all of these in your binder

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

LOGOS ROUND 3 (and Midway Critique with Visual Identity and Visual Guidelines)

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

DUE Mon Feb 10, 11am



- 5 There will be one more week of further development as your visual identity and visual guidelines begin to take form. Continue to work on the logo until it's perfect.

6 DESIGN PROCESS: FINAL ART

We will pick 1 logo and you will create it in vector art using Illustrator.

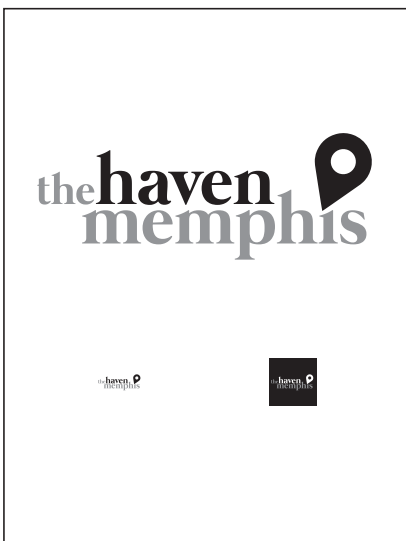
- Do the following:
 - > only black on white background
 - > reverse white on a black background
 - > color (assuming your logo isn't only black) on white background, but **be constrained in your color choices. The fewer the better. Gradients are highly discouraged.***
 - > color on black background

**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 (see next page also):

- **Black**, halftone ok (on white background, no no fill on white paper) logo within a **7 inch square**
- **Black**, halftone ok (on white background, no no fill on white paper) logo within a **1 inch square**
- **White** (on black background) logo within a **1 inch square**
 - > Place all of these on a Letter size piece of paper and print at 100% (not Fit to Page) on a letter size piece of paper.



6 (cont.)



- **Color** (no more than 3 colors on white (none) background) logo within a **7 inch** square
- **Color** (no more than 3 colors on white (none) background) logo within a **1 inch** square
- **Color** (no more than 3 colors on black background) logo within a **1 inch** 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 please ask if you are unclear.***

>>>> Also create one multi-page PDF of the 2 pages.
Name this file **YOUR LAST NAME_Logo.PDF**

LOGOS FINAL DUE Mon Feb 24, 11am.