

LOGO REVIEW + INSPIRATION

GRFX-4503 | SECTION 2

section 2 **objectives**

SECTION 2 MENU

WHO ARE YOU?

At the start of Section 2, you are still exploring what to even call yourself as a brand. You also need to know if the following are available (and claim them!). Between the information below and the aesthetics/design choices for your logo, it will all start to come together!

- **Domain** name availability (part of the Website and Budget projects)
- Your **new email** (gmail is dependable and free. **DO NOT** use some antique like hotmail or aol.)
- Your **new @username on Instagram**
- (Optional: new @usernames on other social media you think you might use in the future)

LOGO

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). 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 and its position in the marketplace.

You will design a logo based on the brand of YOU. Think of your service as the product. You can begin figuring out what you will call yourself too while you're creating your logo. **This project is HUGE, as it will inform every project after it.**


logo **overview**

MENU

You will design a logo based on the brand of YOU. Think of your design service as the product. You can have the brand your logo expresses be your name, a shortened version of your name or nickname, an entity as a business, or some combination of these. Try to figure out the best answer while designing your logo.

RULES

- The logo may be only logotype, a mark that contains logotype as part of it, or a mark and logotype combination that also work independently of each other. Though a mark is encouraged, it is not required in your final logo work. Logotype is required.

MARK  LOGOTYPE

- 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.
- The logo speaks in a concise manner in reference to the brand positioning statement.
- The logo is successful within a 7 inch square by having visual weight.
- The logo is successful within a 1 inch square by having visual weight..
- The logo is successful in black ink on white paper.
- The logo is successful in reverse (white ink on dark background).
- Color is not required, but encouraged. If logo is in color, it should work on both a light and dark background. A second color reverse version may be considered if necessary on dark stock.
- Logo created as vector art.

logo **research**




MENU

Research logos and identity marks for visual weight and aesthetics, but also imagine the kind of audience(s) that would appreciate the nature of the organization. Consider how a logo is used to visually "brand" everything - on business cards, letterhead, social media, app icons, jackets, aprons, blimps, space shuttles, etc. In other words, you need to be aware of how logos are a commodity to identify a brand...everywhere.




Look at design annuals online, explore reliable design sites, and browse 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.

*It is suggested each student create a logo collection in a digital folder, on Pinterest, etc. you entitle **Logo Research**.*




- You must have **at least 10** that are entirely (or almost entirely) **logotype**. These are also known as wordmarks.




- You must have **at least 10** that you admire for the **mark**. Logotype is optional.

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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 the logo 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.

DUE > WHAT • WHEN • WHERE

DUE in post on Slack channel #4503_sec2_logo by 11:00am on Mon Jan 23.

Prof. Nikki Arnell
LOGO RESEARCH
LOGOTYPE/WORDMARK
Share your 10 samples of strong logos that are entirely (or almost entirely) made of typography. Do this in the thread to this post. **Each student post once.** That one post will have all 10 images attached.
It's okay if multiple students post the same work. It's also ok if you reuse one that you shared in Brand research.

Prof. Nikki Arnell
LOGO RESEARCH
MARKS
Share your 10 samples of strong logos that you admire for their mark. Do this in the thread to this post. **Each student post once.** That one post will have all 10 images attached.
It's okay if multiple students post the same work. It's also ok if you reuse one that you shared in Brand research.

LISTEN to the [this podcast](#) listed in the #4503_sec2_logo channel. Specifically listen 7:40 to 11:23 about the 5 things that make a strong logo (and why).

4503_sec2_logo

Prof. Nikki Arnell 10:59 AM
https://ulbreakfast.com/226-building-an-agency-brand-with-massimo-zefferino/
Screenshot 2023-01-14 at 10:59:12 AM.png
podcast listed in the #4503_sec1_logo channel. 5g things that make a strong logo (and why).

UI Breakfast
UI Breakfast Podcast, Episode 226: Building an Agency Brand with Massimo Zefferino | UI Breakfast
How do you build an agency that lasts the test of time? Our guest is Massimo Zefferino, founder of zfactor - a 23-year-old brand strategy and design agency. You'll learn some practical design tips, why "niching down" is important for growth, how having fun and staying true to your brand is crucial, and more. Download the MP3 audio file; right-click here and choose Save As. Podcast feed: subscribe to https://feeds.simplecast.com/4MygQ73R in your favorite podcast app, and follow us on iTunes, Stitcher, or Google Podcasts. Show Notes zfactor - Massimo's design agency Episode 178: Your Personal Design Style with Meg Lewis [...] New 12th, 2022

DUE > WHAT • WHEN • WHERE
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 LOGO RESEARCH:
 LOGOTYPE/WORDMARK

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 MARKS

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logo

sketches
 ROUND 1

Start sketching! Keep all sketches of the entire process through final art.

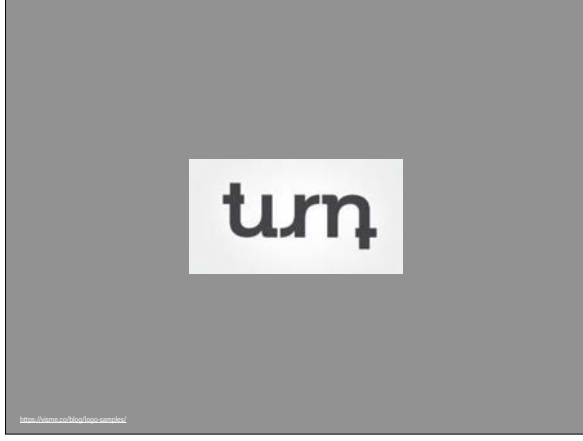
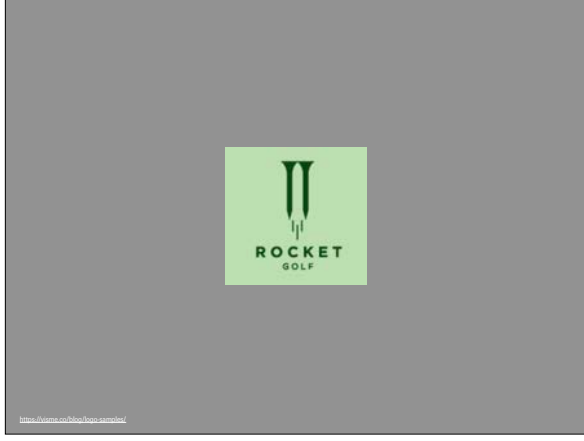
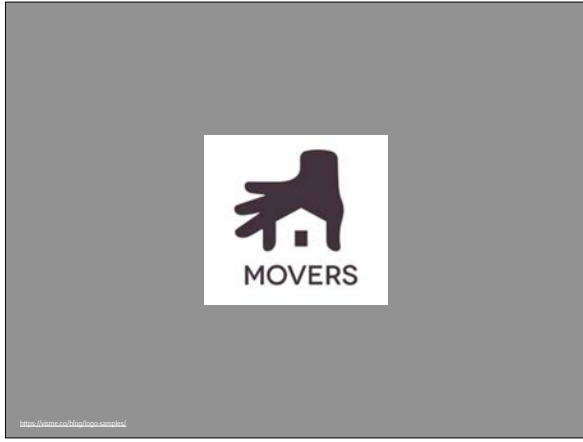
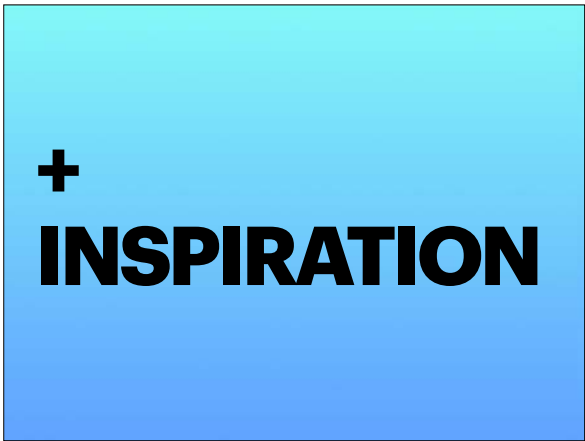
Present **at least 30 thumbnail sketches** (see Intro Lecture for quality expected). Either paper and pencil may be used or Procreate/Fresco on a Tablet. The point of these is to **not get too attached to any one logo yet**, so do not use any vector programs or typefaces for any more than reference.

Lightly draw or print out pages (or create a file for Procreate/Fresco) that signify square that are **2 inches x 2 inches**. Create sketches within these.

- **TS** must be only (or mostly) **logotype**
- **TS** must be only (or mostly) **mark**

- No shapes may be drawn around the work to force containment. Be aware instead of visual weight created by the relation of space to shape to make things group and contain.
- Color is not necessary yet for any of these.
- Include printouts (digital file and/or neatly affixed in your sketchbook) of any inspirational logos if you cannot render tight versions to your liking yet.

DUE > WHAT • WHEN • WHERE
 DUE in class at 11:00am on **Wed Jan 25**.
 Multiple rounds of critique will occur. 4 will be picked and/or new ideas will be suggested.





<https://www.coblog.com/edge/>



<https://www.coblog.com/eighteen/>



<https://www.coblog.com/cinemacafe/>



<https://www.coblog.com/log6tomy/>



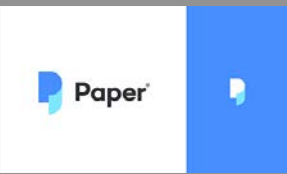
<https://www.coblog.com/kinglandbarang/>



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<https://www.behance.net/item/100-cool-logo-ideas/>



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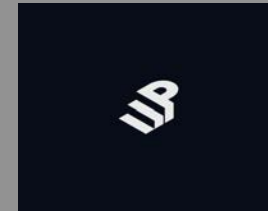
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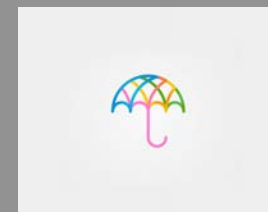
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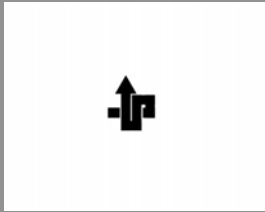
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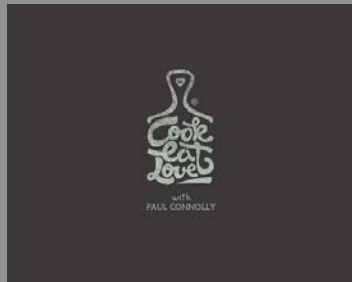
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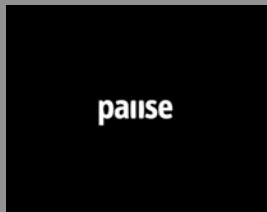
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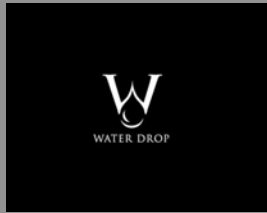
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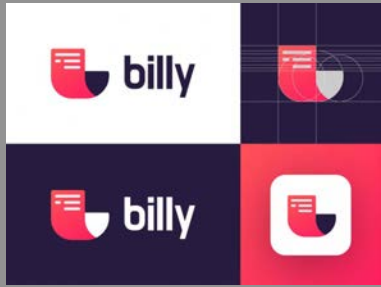
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Combination Logos



<https://www.brandboard.com/types-of-logos/>

Wordmark Logos



<https://www.brandboard.com/types-of-logos/>

Letterform Logos



<https://www.brandboard.com/types-of-logos/>

Monogram Logos



<https://www.brandboard.com/types-of-logos/>

Abstract Logos



<https://www.brandboard.com/types-of-logos/>

Mascot Logos



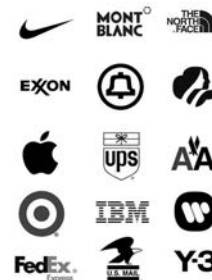
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Emblem Logos



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BEST LOGOS ARE SIMPLE



<https://www.youtube.com/watch?v=H1q2Aa46s28>