

LOGO REVIEW + INSPIRATION

GRFX-4503 | SECTION 2

section 2

- LOGO RESEARCH
- LOGO RESEARCH: Logotype/Wordmark
- LOGO RESEARCH: Mark
- LOGO SKETCHES: Round 1
- LOGO SKETCHES: Round 2
- LOGO FINAL ART + MOCKUPS + DISCUSSION (PDF)
- LOGO FINAL ART + MOCKUPS + PDF (PDF)
- LOGO FINAL ART + MOCKUPS + PDF (PDF)

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 before and the aesthetics/design choices for your logo, you'll all start to come together!

- Your (page name)
- Domain name availability
- Your app (username on Instagram (and its availability))
- Optional: new @username on other social media you think you might use in the future

section 2

objectives

SECTION 2 MENU

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 shorthand that helpfully reflect and reinforce brand qualities (e.g., B&B). 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.**

SECTION 2 MENU

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OVERVIEW

STEPS

- RESEARCH
- RESEARCH: ROUND 1
- SKETCHES: ROUND 2
- FINAL ART
- MOCK-UPS

SECTION 2 MENU

logo

LOGO

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OVERVIEW

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logo

MENU

overview

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  TARGET LOGOTYPE
- All shape and space are considered.
 - Logo has solid visual weight.
 - Logo is not as 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 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.
- 6

logo







MENU

research

Research logos and identity marks for visual weight and aesthetics, but also imagine the kind of audiences 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. that you use 4503 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 advise for the mark. Logotype is optional.
-   

- 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 advise 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 the logo complement the product/service?
 - What is the style?
 - Is it timeless or is trendy?
 - How does/should 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 threads to Canvas Discussion by 7:30am on Tues Jan 30

LOGO RESEARCH: Logotype/Wordmark

Share 10 samples in 3 part of strong logos that are entirely or almost entirely made of logotypes. Each submission part one.

- Remember the images must be visible in the thread, so do the following:
 - Images must be PNG or JPG.
 - Upload the samples. Do not attach them.
- START: Tues Jan 30
- END: Thurs Jan 31

LOGO RESEARCH: Mark

Share 10 samples in 3 part of strong logos that you advise for their mark. Each student part one.

- Remember the images must be visible in the thread, so do the following:
 - Images must be PNG or JPG.
 - Upload the samples. Do not attach them.
- START: Thurs Jan 31
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+ INSPIRATION

Most of these are clever ways of treating space in relation to shape. Not all of these are perfect logos.

Memorable logos don't

BEST LOGOS ARE SIMPLE

NO.

FREE FONTS, EDITABLE TEXTS & FULLY SCALABLE



databerry™

6

