

LOGO (CONT.) + VISUAL IDENTITY

ORFX-4503 | SECTION 2

- GOOGLE CALENDAR
- JOB HUNT JOURNAL CHECK-IN
- LOGO
- RESEARCH DUE
- BEGIN SKETCHES RD 1
- BEGIN VISUAL IDENTITY
- REVIEW PROJECT REQUIREMENTS
- INSPIRATION
- WHAT IS DUE - WHAT IS COMING



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You must have at least 10 that are entirely for almost entirely logos. There are also bonus assignments.

You must have at least 10 that you submit 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?
- 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 threads to Canvas Discussion by 7:30am on Tues Jan 30

LOGO RESEARCH: Logotype/Wardmark
Share 10 examples in 2 pairs of strong logos that are entirely for almost entirely made of typography. Each student post also:

- Remember the logos must be visible in the thread, not in the following:
- Images must be PNG or JPG.
- Label the image(s). Do not attach them.

• DUE: Tues Jan 30
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LOGO RESEARCH: Mark
Share 10 examples in 2 pairs of strong logos that you submit for their mark. Each student post also:

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logo

sketches ROUND 1

Start sketching! Think of sketches of the entire process through that all.

Present at least 20 hand-drawn sketches (one for each logo) for quality research. Either paper and pencil may be used or Photoshop/Procreate or digital. The process of sketching is the most important part of the logo design process. Do not use any vector software or applications for any more than sketching.

Lightly draw in pencil on paper to create a file for Photoshop/Procreate that easily allows that you can edit in 2 inches x 2 inches. Create sketches either these:

- Research to create a **strongly legible**
- It must be only for **mark**
- It should be able to stand on its own to be recognized by the viewer instead of a brand name created by the viewer of space to shape to make things simple and clean.
- Color and necessary part for any of them.
- Include present (light) and/or nearly refined in your sketchbook of any important light and/or dark and light colors in your design.

DUE > WHAT > WHEN > WHERE

LOGO SKETCHES Round 1

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Multiple rounds of classes will occur. All be posted and/or have them will be suggested.

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visual identity

requirements +specs

A traditional print identity system consists of at least a letterhead, business card, and envelope.

Business cards should also identify any within the standard size because things like business card holders or cardholders are designed for this. Space business cards are used and one could claim the card size will make them stand out, but it is also far to say that thought is added precision and the card will not be being folded away to be.

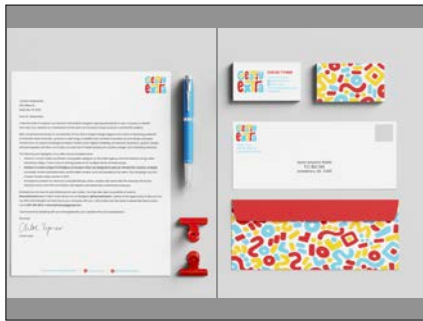
NOTE: Consider any change your business card has to be the most challenging.

Letterhead should stay the traditional size because many of paper come pre-cut in this size, personal printers are designed to handle traditional size, and the envelopes that are then used to mail these letterhead required to be standardized mailing size. For example, as well as square envelopes are, they are more expensive to mail than traditional #10 envelopes.

Envelope specs are provided only if a student wishes to design one for extra credit. The main reason for a student to do this is as the traditional mail-up of all these elements looks complete.

MEASUREMENT ABBREVIATIONS

- in = inch
- cm = centimeter
- mm = millimeter
- pt = point
- px = pixel
- inches = 2.54 cm
- cm = 10 mm
- mm = 1000 micrometers
- pt = 12 point
- px = 96 point
- in = 2.54 cm
- cm = 10 mm
- mm = 1000 micrometers
- pt = 12 point
- px = 96 point



VISUAL IDENTITY

BUSINESS CARDS

visual identity

BUSINESS CARD SPECS
2 in. x 3.5 in. • portrait or landscape • double-sided optional, but orientation consistent

You can design folding, die-cut, or "half-cut" 1 in. x 3.5 in. business cards, as long as the final size fits within these specs. But for most of your budget and the fact these must be printed professionally, there are some handy guide lines that are larger than the size. Also speak with Paul Peltz if you want to do a square card, as these are often printed larger than 2.5 in.

Information required:

- Logo
- Front and back of card (if not a fold)
- Reverse (back) is optional, no help, etc.)
- Phone number
- Email address
- Website: Instagram, Facebook, LinkedIn, Behance, Dribbble, etc.
- Job title
- Street address is optional, but add if appropriate.
- Other social platforms on which you know you will be active.

Do not include:

- Photos of yourself. Unless you go into real estate, insurance sales, modeling, or selling, do not put your picture on your card while you are in school.

visual identity

LETTERHEAD SPECS
8.5 in. x 11 in.

- Information required:
 - Name
 - Website (Be consistent with business card)
 - Business hours (Business, Limited Business, Balance Business)
- Information optional:
 - Personal phone if not on flag
 - Job title
 - Phone number
 - Email address
 - Street address is optional, but not encouraged
 - Other social platforms (Be consistent with business card)
- Do not include:
 - A picture of yourself. Ever

visual identity

ENVELOPE SPECS (EXTRA CREDIT)
9.5 in. x 4.25 in. x .010 in.

Use paper for more information about size and cost. Flag this.

Also understand how envelopes work in this identity and what needs to be there when printed on it can be found in later. If you want to look at examples, understand the size.

- Information required:
 - Name
 - Business address on 9.5 in. flap
- Information optional:
 - Phone number
 - Website
 - Street address is optional, but not encouraged
 - Other social platforms (Be consistent with business card)
- Do not include:
 - Personal phone
 - Job title
 - A picture of yourself. Ever
- Tip for return address:
 - Place the return address on the back flap, not on the front flap.
 - The mailing address area is left blank, but you may use a tab area to allow for the design work. If you do this, the tab is right after the return address.
 - Avoid any angles for this, as it may confuse the postal sorting machine.
 - You do not need to type in all caps, as the postal system requires. Type in already mixed capital and lowercase.
 - You can place your return address on the back flap side of the back closing flap. Some companies do this to save space by using the reverse side of the flap.

visual identity

research

Research what others are doing for inspiration and to understand how these elements work individually and as a complementary system. Here is a start. Pigeon-hole all of these ideas to investigate for making the logo.

- The 2016 Business card design
- The 2016 Business card design
- Business card design ideas to inspire your design
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DUE > WHAT • WHEN • WHERE

VISUAL IDENTITY SYSTEMS: Research

DUE in Canvas Discussion by 7:30am on Tues Feb 4

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+ INSPIRATION

- Not all letterhead examples found online treat space in a way that displays the point of letterhead.
- If it won an actual award, it probably does.
- Also, be aware of a "folder cover" vs. letterhead.
- Letterhead must be able to be put into a personal printer and used.
- We will also discuss the importance of paper stock and texture for the experience of letterhead. Avoid having any floods of color in the background.

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GRFX 4003 SPRING 2023

section 1

OBJECTIVES

PROJECTS

- BRAND **DONE**
- BUSINESS PLAN **DONE**
- IDEAS AD **DONE**
- JOB HUNT JOURNAL **DONE**

DUE > WHAT • WHEN • WHERE

Visual Identity, Job Hunt Journal, etc.

DUE updated in Canvas (Assignment) by 7:30am in class on Tues Feb 11

SELF-EVALUATION

GRFX 4003 SPRING 2023

section 1

self-evaluation

OBJECTIVES

PROJECTS

- BRAND **DONE**
- BUSINESS PLAN **DONE**
- IDEAS AD **DONE**
- JOB HUNT JOURNAL **DONE**

DUE BY 11:00am on Sat Feb 10. It is required to provide extra time if necessary after the last project is turned in. However please don't forget to do it!

SECTION 1 SELF-EVALUATION

GRFX 4003 SPRING 2023

section 2

OBJECTIVES

PROJECTS

- LOGO
- VISUAL IDENTITY
- BUDGET
- PORTFOLIO SITES
- REFERENCES

SELF-EVALUATION

GOOGLE CALENDAR

GRFX 4003 SPRING 2023

DUE > WHAT • WHEN • WHERE

Images of sketches

DUE in Canvas Discussion by 7:30am on Tues Feb 4

LOGO SKETCHES: Round 1

Draw sketches in Project Book. Each sketch must include the following:

- 1. A logo sketch
- 2. A tagline
- 3. A color palette
- 4. A font

Search sheets (optional)

Provide answers **DUE in class** on the same day when class begins.

PROJECTS

- LOGO
- VISUAL IDENTITY
- BUDGET
- PORTFOLIO SITES
- REFERENCES

SELF-EVALUATION

GOOGLE CALENDAR

GRFX 4003 SPRING 2023

section 2

DUE > WHAT • WHEN • WHERE

VISUAL IDENTITY SYSTEMS: Research

DUE in Canvas Discussion by 7:30am on Tues Feb 4

PROJECTS

- LOGO
- VISUAL IDENTITY
- BUDGET
- PORTFOLIO SITES
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SELF-EVALUATION

GOOGLE CALENDAR

GRFX 4003 SPRING 2023

section 2

OBJECTIVES

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SELF-EVALUATION

GOOGLE CALENDAR

BEGINS NEXT WEEK

BEGINS NEXT WEEK