*Designing a*

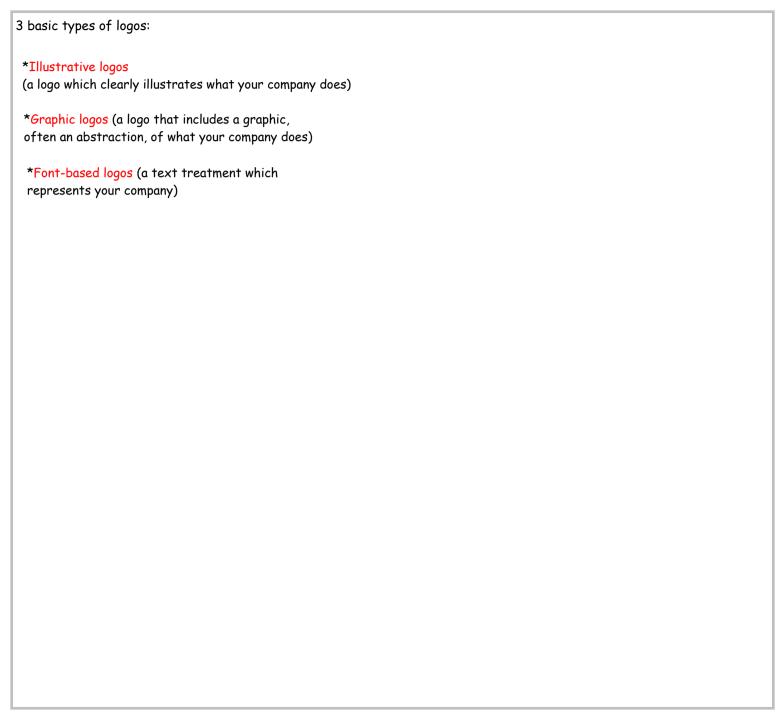# LOGO

# What is a LOGO?

http://www.soho-it-goes.com/resources/articles/logo-design-basics.html

## What makes a good logo?

3 basic types of logos:

*Illustrative logos
(a logo which clearly illustrates what your company does)

*Graphic logos (a logo that includes a graphic,
often an abstraction, of what your company does)

*Font-based logos (a text treatment which
represents your company)

Match-up the types of Logos !

Illustrative
Illustrative
Illustrative
Illustrative
Illustrative
Illustrative

Graphic
Graphic
Graphic
Graphic

Sports Logos

ANAHEIM ANGELS

ARIZONA DIAMONDBACKS

ATLANTA BRAVES

BALTIMORE ORIOLES

BOSTON RED SOX

**Font based**
**Font based**
Font based
**Font based**
**Font based**

**Illustrative**
**Illustrative**
**Illustrative**
**Illustrative**
**Illustrative**
**Illustrative**

**Graphic**

**Graphic**

**Graphic**

**Graphic**

Match the

Automobile Logos

# Put the Logos in the correct columns:

Font Based          Illustrative          Graphic



Spine Institute



THE MarketPOINT AGENCY inc.



PMC ISO 9001:2000 CERTIFIED



Abigail's



BODY SHOP CHOICE



Cel Performance Plus

# Put the Logos in the correct columns:

| Font Based | Illustrative | Graphic |
|---|---|---|

A good Logo should be:

Simple !

Abstract

Reproducible at small sizes

Not complicated or confusing !

Remember your design tools:

Contrast

Repetition

Alignment

Proximity

Remember your design rules.....

## Design elements to Remember...

- balance
- proximity
- alignment
- repetition or consistency
- contrast
- white space

http://desktoppub.about.com/od/designprinciples/l/aa_pod1.htm

Explains the Design Principles

+

Balance and White Space!

http://www.danthomas.com/Samples_Logo.html

More Logos to look at......

What kind of logo is this?

What are the design tools that make it work?

How do I go about creating a logo?

- ## Thumbnail Sketches!

### Play with shapes

Try to find one which represents the concept
of the company

### Play with Text

Experiment with fonts, sizes and shapes

Stay away from fancy decorative fonts. It must
be readable at small sizes.

# The Project

Your are the owner, CEO or Advertising Director of a large company. You are bringing a new product to market.

You must create a:   Company Logo

Business Card

Letter Head

Envelope Design

Package Design

You must first identify the market you wish to influence and create the Logo in order to seek Board approval.

You are unsure of your budget so you must limit yourself.
Use only 2 colors plus black.

It must be recognizable on a tiny business card or the side of a truck.

You have a time limit of 2 weeks.

Here is your schedule:

Thumbnail sketches - day 0 (before we start)

Logo proof -day 2

Logo final - day 3

Business card proof - day 4

Business card final - day 5

Letterhead proof - day 7

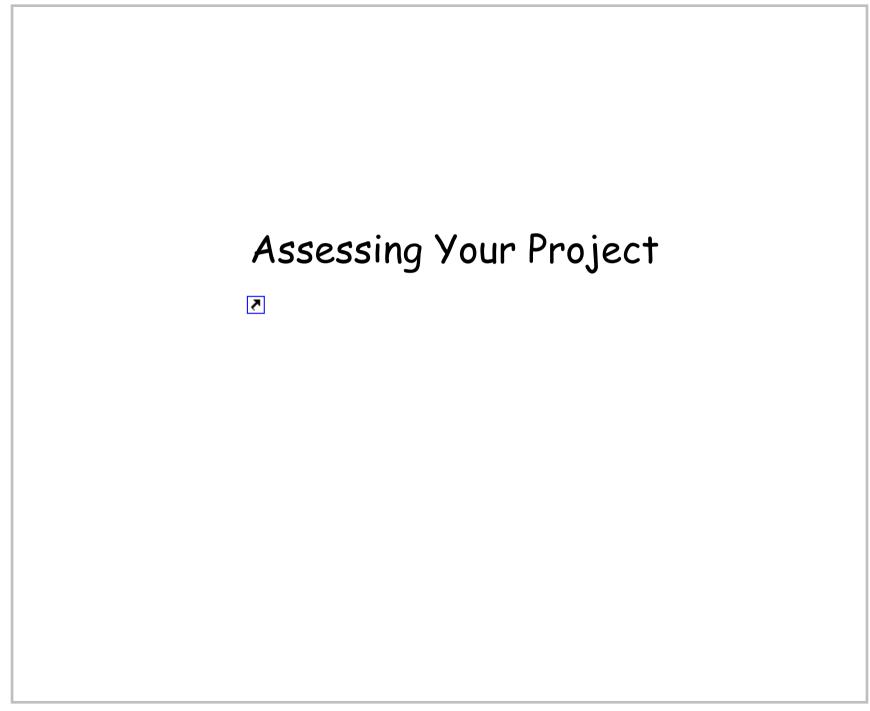Letterhead final - day 8

Envelope proof -day 9

Package Design proof - day 12

Envelope final - day 10

Package Design final - day 14

Collection and presentation due - Day 15

# Assessing Your Project