

Logo Design Basics

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OBJECTIVE:

- This is an extension of the many lessons that we have learned in photoshop with a focus on the fundamentals of logo design.
- Students will become familiar with the objectives and needs of a client (themselves) and develop logo designs based on those goals.
- **Each student will create his/her logo to be used on all of their future class projects.**



Logos

A logo is a name, symbol or trademark designed for easy recognition. They represent the identity of an organization, product, brand, or idea.



Beginnings

- 13th century:
 - Trademarks for Merchant, Blacksmith, Masons, also watermarks and crests
- 19th century:
 - Industrial manufacturing
 - Products manufactured at a higher rate and shipped nationally





Logos Today



Every company, corporation, product, service,
& agency has a logo





Bank of America.



Logo Design

A Good Logo should:

- Be unique
- Be Reproducible
 - Resizable
 - Color, B&W, fax, on fabric
- Follow basic design principles
 - Space, color, form, clarity
- Represent the company appropriately
- Speak to the target audience



Golden Rules of Logo Design

- A logo should clearly represent an organization's identity.
 - Keep it simple, keep it simple, keep it simple
 - Logos should be effective at a large and small scale
 - Logos should be effective in color and black & white

Keep it simple

- The evolution of the Apple logo.
- Sometimes less information is more powerful.



1976
By Ron Wayne



1977 - 1998
By Rob Janoff



1998
Translucent Version



1998 - 2000
Monochrome Version



2001 - 2007
Aqua Version



Current
Chrome Version

Good logos should be effective at a large and small scale

Which set of logos is the most effective at both scales?



Logos should be effective at a LARGE and SMALL scale

- A good logo should be effective on a billboard and a business card.



A logo should be effective in color or
black & white



LOGOS CAN BE...

- Descriptive
- Symbolic

Descriptive

- What do you think this organization specializes in? Why?



Descriptive

- The Center for Architecture is an organization devoted to the public education and the research of architecture. The key is a symbol for access and the skyline represents architecture.



Center for Architecture
AIA New York Chapter and Center for Architecture Foundation

Descriptive

- How do these designs describe the brands they represents?



Symbolic

- Why do you think Apple chose this logo?



Symbolic

- Although this logo does not literally represent computers or technology, the apple is a symbol of knowledge. The “byte” taken out of the apple could symbolize you taking a bite out of knowledge.



FONTS AND COLOR

- Fonts and color can represent or describe and idea.
- Fonts can be descriptive
- The bold and capitalized text in these logos inspire confidence in the brands.



Fonts can be descriptive

What do these fonts say about these brands?



Color can be descriptive

- Red and yellow produce the most stimulating color combination, creating a sense of urgency and hunger.
- Brown literally represents the historic color of packing paper as well as the sense of being solid and reliable.



Of these 10 Logo's which is your favorite three (3) & Why?

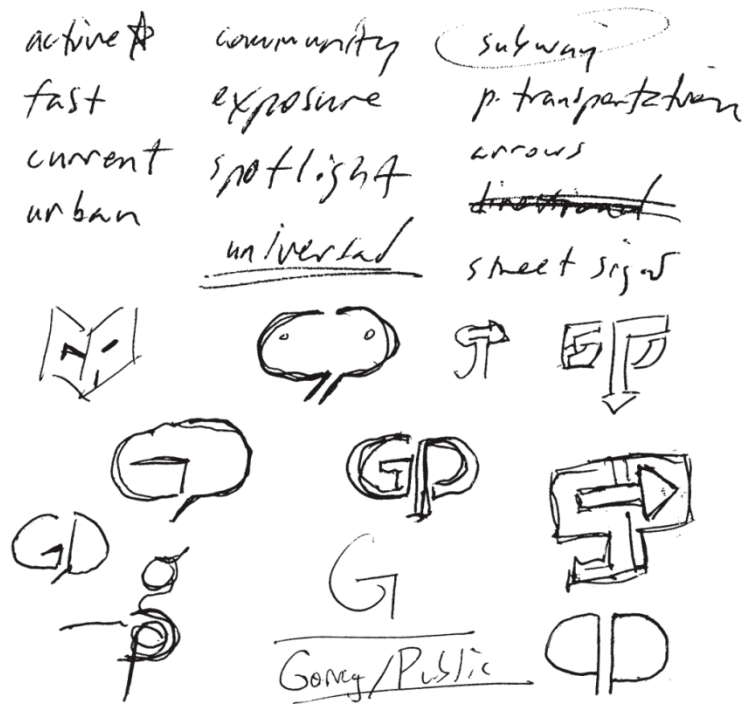


LOGO DESIGN PROCESS

- Logo design can be divided into a few simple steps.
 - Research and brainstorm
 - Think about fonts
 - Turn your ideas into forms and identify color
 - Finalize design

Research and Brainstorm

- Analyze and define what you are trying to represent
- Think, write, and sketch
- Develop a list of attributes and characteristics that best represent your goals
- Every thought and idea is relevant in this stage



Font

- Type the name of your company, product, or organization in several different fonts.
- The personality and attitude change with each font.
- Experiment with serif, sans serif, and novelty typefaces. Think of the type as an image.
- Choose a few directions that seem appropriate, and start combining type with icons or symbols.
- Try typing in uppercase and lowercase. Capital letters can make a mark look more serious or formal, while lowercase letters often feel more casual and relaxed.

serif

going public

Minion Regular

Going Public

Minion Bold

going public

Didot Regular

sans serif

going public

Chalet Paris

Going Public

Gotham Book

going public

Chalet Tokyo

novelty

gp

GOING PUBLIC

Brooklyn Kid

GP

GOING PUBLIC

LCD Italic

gp

GOING PUBLIC

Warehouse

Forms and Color

- Try starting with icons and symbols that are recognizable, but add a personal twist for your company, logo, or group.
- Combine letterforms with graphic and color elements to create a unique logotype.
- There are many viable solutions when designing a logo. Don't be afraid to try several different directions.



Finalize Design

- Think about how your logo will be used and create a simple logo to avoid potential problems as your logo goes public.

Primary logo



Does the logo work well in different colors?



Is the logo legible at small sizes?



Your Assignment is to Create a LOGO for yourself.

- Refer to the grading rubric given.
- The following are some examples of past student logo designs. Some are obviously better than other, but remember we are all different and thus so will be yours.

Small Version - Insert - Your Logo Here
Make it as BIG as you can in this space



Name: Kelly Myers
Subject: TS1
Date: 9/11/2009
Teacher: Mrs. Baxter

How or Why this is your personal logo:
It has two different colors; it also has my initials on it. I had also put my Chinese zodiac symbol on it.

Small Version - Insert - Your Logo Here
Make it as BIG as you can in this space



Name: Dillon Fenley
Subject: CMG
Date: 9/11/09
Teacher: Mrs. Baxter

How or Why this is your personal logo:

*Because I Needed A Business Logo,
So I Bought A Program And Made
One. It Represent Me, My Name, And
Sort of what the Business Is...*

*Small Version - Insert - Your Logo Here
Make it as BIG as you can in this space*



Name: Nikki Swaim

Subject: CMG

Date: Sept. 11 - 09

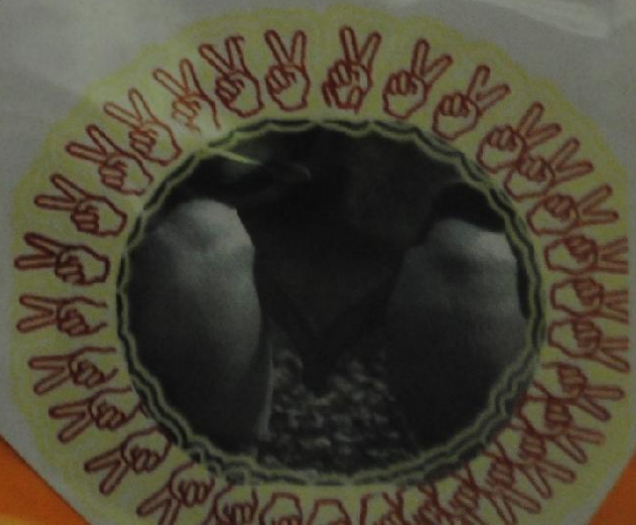
Teacher: Baxter

How or Why this is your personal logo:

I love penguins and someday hope to work with them. And my family calls me a hippie all the time so I put in peace signs!



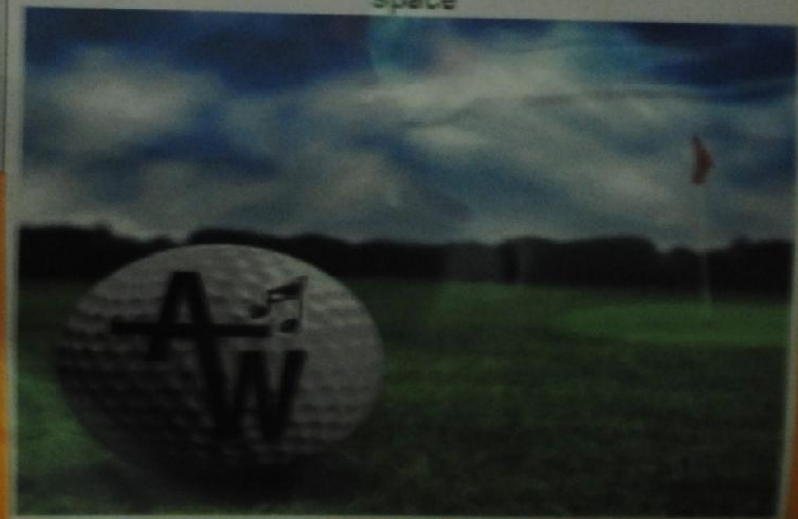
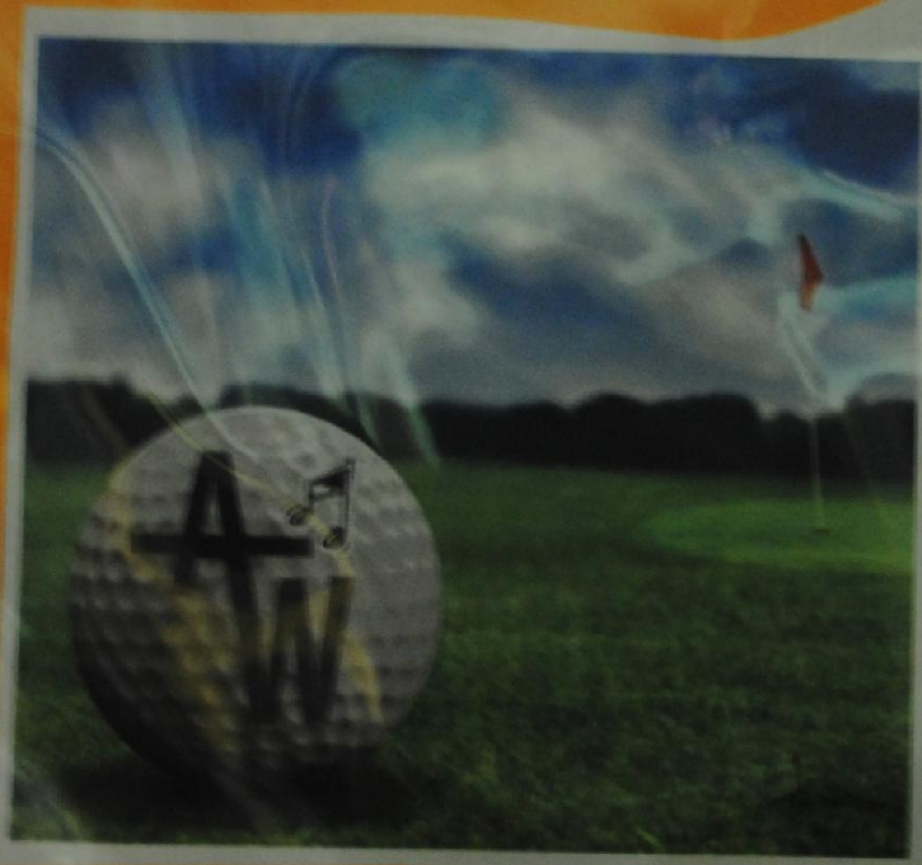
Small Version - Insert - Your Logo Here
Make it as **BIG** as you can in this space



Subject: CMG
Date: 9/11/09
Teacher: Baxter is the coolest

How or Why this is your personal logo
This is my personal logo because it incorporates the two activities that I love (golf and music) with the small eighteenth notes next to the initials of my name A&W. I inscribe all my golf balls this way.

Small Version - Insert - Your Logo Here
Make it as BIG as you can in this space



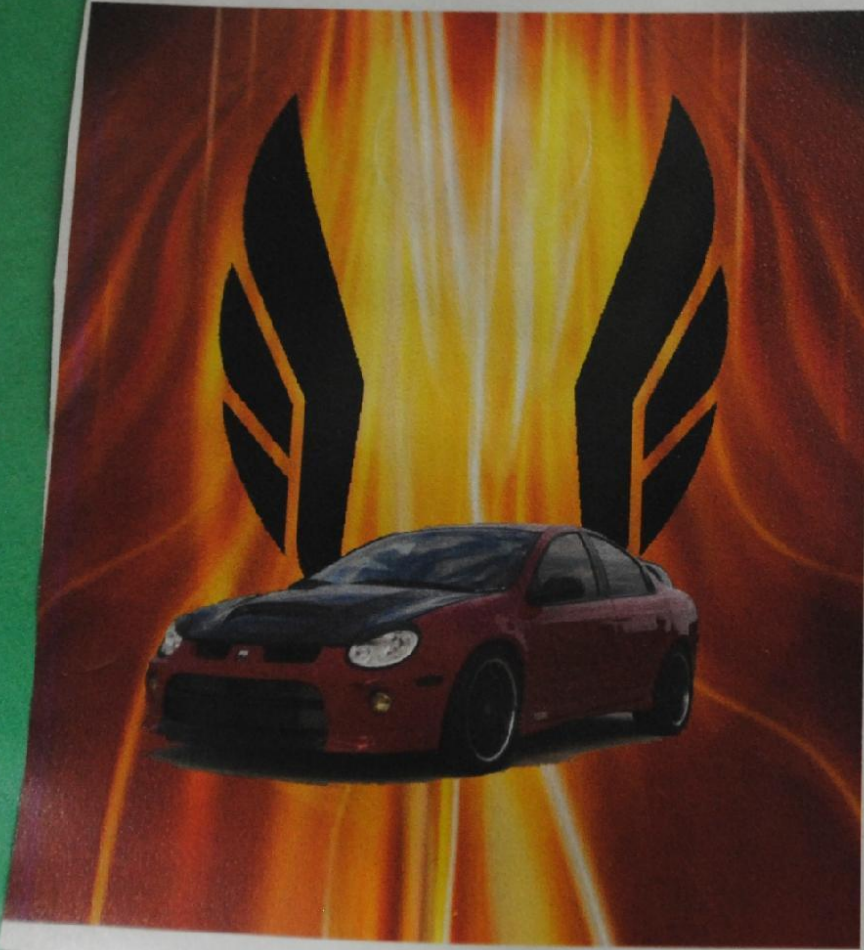


Name: Asa
Reeves
Subject: EG-TP-3
Date: 9-14-09
Teacher: Baxter

*How or Why this is your personal logo
This is my personal logo because it
shows who I am. I love golf. I play
Conroe. We aren't that good. But
we're ok I guess..*



Large Version - Insert - Your Logo Here
Make it as BIG as you can in this space



Name: Celin Castro
Subject: Eng. Graphics
Date: 9/11/09
Teacher: Baxter

How or Why this is your personal logo:
This is my personal logo because I like cars and red is my favorite color. The wings remind me of running because some cross country and track logos have a shoe with a wing.

Small Version - Insert - Your Logo Here
Make it as BIG as you can in this space



Picture - From File - Baxter - Per # - Your Logo Here
Make it as BIG as you can in this space

K **KA**



Name: Kevin Cruz
Subject: TS4
Date: September 14, 2009
Teacher: Mrs. Baxter

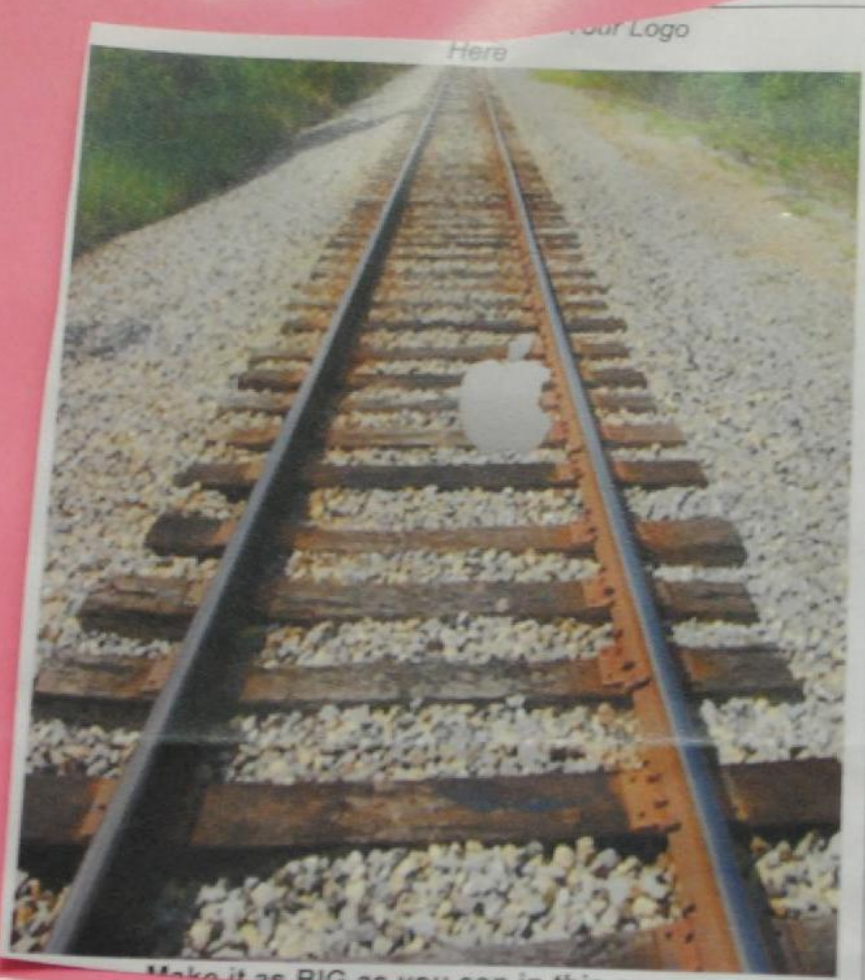
How or Why this is your personal logo:
This is my personal logo because
it has my initials and because it
has every thing I like to do. It also
has my favorite brands.

Insert - Picture - From File - Baxter - Per # - Your Logo Here
Make it as BIG as you can in this space



Name: Alli
Subject: tech systems
Date: 9-11-2009
Teacher: _Mrs.Baxter

*How or Why this is your personal logo:
Because I love railroad tracks, and
mac logo!*



Small Version - Insert -

