

Client Fictitious Company (See Client List*)Job # **GD-01-Logos**Desc/Title 3 Main Logo Designs (9 total solutions)

Designer _____

Specs Illustrator-created; Multiple Artboards

ID # _____

Multiple versions & sizes for client presentation

Deadline _____

Colors B/W (Positive & Reversed) & 2C-3C Spot (or 4C)

Start _____ End _____

Competency/Task

First **design and prepare original VECTOR artwork** in *Illustrator* for **3 main logotype designs (1, 2, and 3)**, with distinctly different style solutions, for the same client. Then develop a **lettermark** and **symbol** style variation based on each of those 3 main logotype designs. This multi-step project also involves creating/presenting different color versions and sizes of each logo. Final artwork must be scalable and have no RASTER effects (NO gradients, shadows, feathers, blurs).

Process/Specs

Definitions

- **Main Logotype/Wordmark** – name spelled out in unique typography or lettering.
- **Lettermark** – created using the initials of the brand or group name.
- **Symbol** – uses a visual having an arbitrary, or conventional, relationship between the signifier and the thing signified.

[1a] Create 3 Main Logotype Designs (in very different styles from one another) for same client
(Pro tip: Design in B/W first).

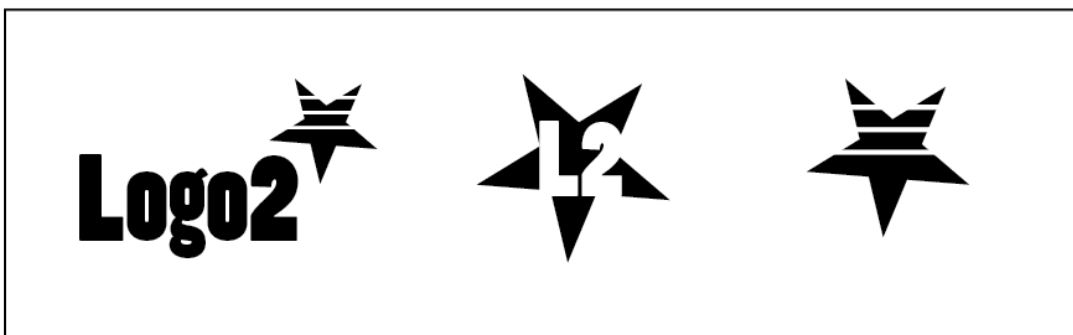
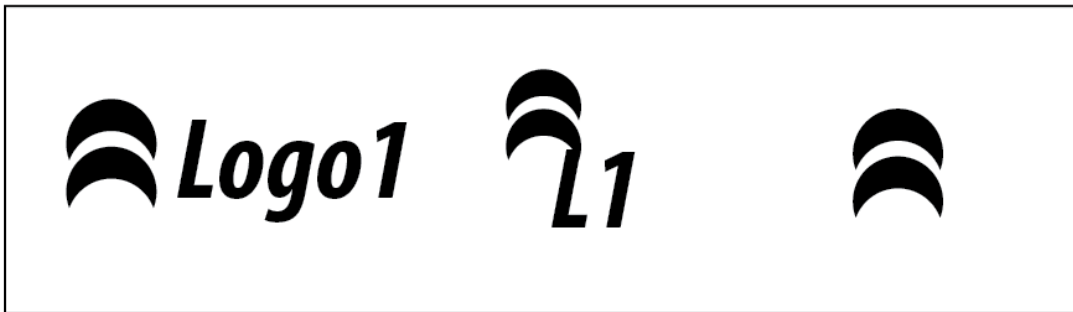


3 Main Logotype Designs
(B/W logos @ 5" w)






























[1b] Build 3 separate Style Sets by creating 2 more Logo Styles (*Lettermark and Symbol*) for each of the 3 Main Logo Designs. Thus, each logo's Style Set will contain three logo styles: main *logotype*, *lettermark* and *symbol*. **3 Logo Style Sets (x 3 Logo Designs) = 9 total solutions.** This explores the viability of each design concept. Artwork will be resized/reconfigured for submission pieces.

Logotype/Wordmark → Lettermark → Symbol

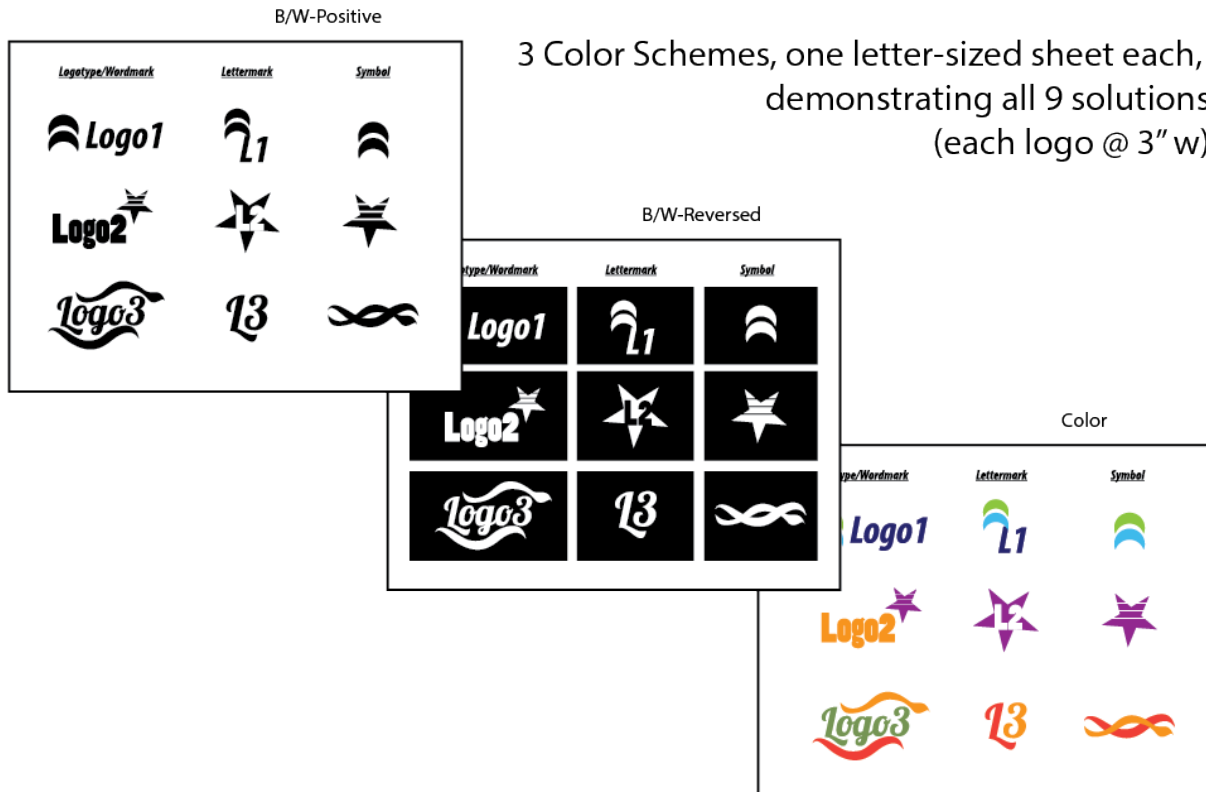


[1c] Render each of the 3 Style Sets in 3 separate Color Schemes. Every logo solution will be displayed in 3 color schemes: *B/W Positive, B/W Reversed & Color (2C – 4C)*. This confirms maximum graphic versatility. Artwork will be resized/reconfigured for submission pieces.

<i>Logotype/Wordmark</i>	<i>Lettermark</i>	<i>Symbol</i>	
  	  	  	Logo Design 1 (Style Set)
  	  	  	Logo Design 2 (Style Set)
  	  	  	Logo Design 3 (Style Set)

[2] Present all 9 logo/style solutions in 3 different Color Schemes. Display each logo @ 3" w. One letter-sized sheet for each color scheme (3 total files; 9 images in each):

- 1 **B/W Positive Sheet** (all 9 solutions) Black Elements on White Background
- 1 **B/W Reversed Sheet** (all 9 solutions) White Elements on Black Background
- 1 **Color Sheet** (all 9 solutions) 2C-3C Spot, or 4C Process, on White Background



[3] Present logo designs in Multiple Sizes. This displays quality of artwork and demonstrates actual usability of design solutions.

- **3 Solo Logos** = Single Logo (main logotype), color version only @ 5" w.
Separate file for each (main logotype) design.
- **3 Sized Sets** = Display each logo style set in 3 color schemes and in 3 logo size variations: (1) .75" w, (1) 1.5" w, (1) 3" w. One letter-sized sheet for each set.
Example not shown here.



3 Main Logotype Designs
(Color logos @ 5" w).
Save and present separately.



Instructions

1. **Layout** a minimum of 15-20 thumbnails for each concept. Work fast, tight and focused.
2. **Discuss thumbnails** with instructor; choose the best solutions, acquire approval.
3. **Prepare artwork** in *Illustrator*; proof on b/w lasers (along the way) to verify legibility/success.
4. **Submit digital files requested (use sizes from Process/Specs above):**
 - 3 Color-Style Sets** (3 total files; 9 images in each)
 - PDF** (CMYK, High Quality Print, 150 ppi @100%)
 - 3 Solo Logos** (3 total files; 1 image in each)
 - JPEG** = (CMYK, 150 ppi @100%)
 - 3 Sized Sets** (3 total files; 9 images in each)
 - PDF** = (CMYK, High Quality Print, 150 ppi @100%)
5. To enhance your basic graphic skills, you will **also create and save (but not submit)**, these other very common digital files for your archives:
 - EPS** (CMYK, Transparency, 300 ppi @100%)
 - TIFF** (CMYK, 300 ppi @100%)
 - PNG** (RGB, Transparency, 72 ppi @100%)

Criteria/Required Elements

***Client List (choose one):** *Bentley Forbes, LLP* (Customer Support Recruiter), *Passa Van Maaen* (Dutch Multinational, Dry Goods), *SimmSonic* (Audio Technologies), *Split Minds* (Organizational Consultant), *Corsican Pines* (High-end Golf Resort), *Amazin' Blazin'* (Boutique Hot Sauce), *Connecta* (Online Dating Service), *PristineClean* (Cleaning Service) or *Haus Hound, Inc.* (Specialty Realty Firm)

Supplemental Information

A logo should be uniquely recognizable and relevant in visually representing a company's core values, essence or personality. Think graphic, bold, and bulletproof for reproduction purposes. Avoid gradients, continuous tone, photos or 3D complexity in design. Avoid overdesigning, adding needless elements/clutter to a solution, or ignoring the "voice" of a font. Typography choices and proficiency are very important in this project.

Some Inspiration Resources

www.logobee.com www.logomoose.com www.logooftheday.com
www.thecreativeproject.co/2012/02/04/15-best-sites-for-logo-design-inspiration
www.awwwards.com/99-creative-logo-designs-for-inspiration.html