

# **LOGOS**

## **WHAT IS A LOGO?**

A logo is used by a company to represent who they are and what they do. It becomes the means by which a company gets recognized by the consumer. Having a successful logo can make or break a company and set them apart from the competition.

## **WHAT MAKES A LOGO SUCCESSFUL?**

A logo is a defining source of identity for most companies, therefore it must be powerful and memorable. A logo can enhance a company's image and give it an advantage over its competition. Logos can also evoke an emotional response.

## **WHAT IS THE PROCESS IN CREATING A LOGO?**

You should always start by gathering as much information as possible about the client. What do they do? What images represent them? What colors would they like for you to use? Often, designers create a questionnaire for clients to complete to assist in clarifying the company's goals. These are called 'spec' sheets.

Here is an example spec sheet. Answer the questions to start brainstorming ideas for your logo.

**What is the full name as you want it on your logo?**

**Do you want any slogans or taglines on your logo?**

**What service or product do you provide?**

**What is your target audience?**

**What style would you like your logo to be?**

**Would you like unique text, an icon with the name included in it, an icon with the name next to it, an illustration, or a different style?**

**Do you want any specific ideas implemented into your logos?**

## TIPS IN CREATING A GREAT LOGO

Logos are the heart of a company's identity, therefore they must be strong, emphasized, and visually interesting.



**SIMPLICITY.** A simple logo communicates a message clearly and provides the best solution for reproduction and readability. Often times a simple logo is easier to recognize than one that is complex. A simple symbol and easy to read text in limited colors is all you need.



**MEMORABLE AND ENGAGING.** Distinctive features are necessary to create a logo that is memorable. Memorable logos have vivid colors or utilize clever graphics. When viewing a logo your audience should instantly recognize it, interpret the message, and be able to distinguish you from the others in the industry.



**COLOR.** Contrast is key in achieving a focal point for your logo. Color should be limited to more than 3 or 4 colors and include minimal gradients and effects. How colors are perceived is also important to consider. Certain colors evoke certain feelings. For example, red is an anxious, powerful color used in a lot of advertising for its eye catching quality.



**COMPOSITION.** Combining the text and image together for your logo's composition is a challenge. The font should complement the image, use the same colors as the image, or somehow be incorporated into the image. Sometimes it works very well for the image to actually be a part of some element of the name.



Name: \_\_\_\_\_

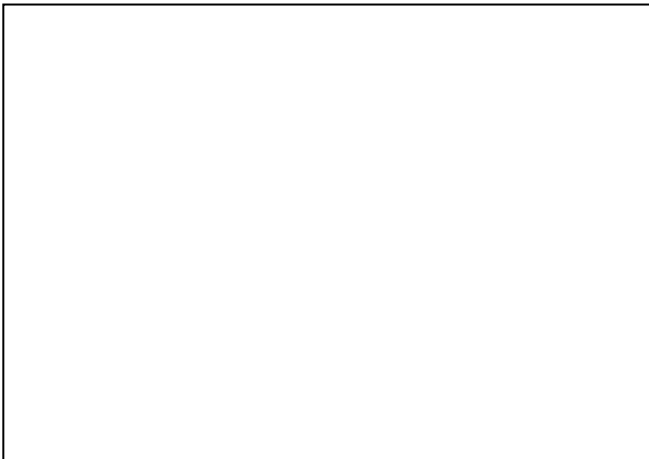
# LOGO DESIGN

Now that you know what a “logo” is and have seen a number of examples, it is time for you to develop some logos of your own.

Follow the guidelines below when beginning to develop your ideas.

- **The logo can be for you, a band, a product, a company, etc.**
- **Each design must be COMPLETELY original (make something up!)**
- **Each must incorporate text and imagery (consider a theme)**

Develop at least 3 logos using the rest of this page. Each logo will be for the SAME thing, just different combinations of text and imagery. You may look on the internet for examples.



# Logo Design Assessment Rubric

Name \_\_\_\_\_

	<b>5 Exceptional</b>	<b>4 Good</b>	<b>3 Satisfactory</b>	<b>2 Minimal</b>	<b>1 Unacceptable</b>	Total
Originality	Original Vision/ Good Artist Voice. Effective pursuit of an original idea.	Engagement with a good idea or visual theme.  Competent level of Artistic Voice.	Good level of Artistic Voice. Some idea(s) cliché or derivative.	Little investigation. Weak investment in any idea. Low level of Artistic Voice/ Cliché, plagiarized or derivative.	Little or no Artistic Voice is discernible/ Cliché, plagiarized or derivative.	X4=20
Time, effort, precision	Time and effort was used to be extremely detailed and precise with Photoshop	Time and effort was used to be detailed and precise with Photoshop (could use a little more)	Some time and effort was used to create a detailed, precise project, more was needed	Little to no effort or time was put into being precise or detailed.	No effort or time was put into being detailed and precise	X4=20
Composition	Strong Composition. Meaningful use of Design Principles. Great integration of concept and drawing skills.	Competent Composition. Competent use of Design Principles. Beginning integration of concept and drawing skills.	Basic Composition, and Design Principles. Drawing technique and skills could use more time to make improvements.	Ineffective/ awkward Composition, Art Elements and Design Principles.	No Thought was given to composition and /or the elements and principles of art.	X4=20
Photoshop Use of Tools	Mastery of technique/ tools Photoshop. Informed risk- taking/ experimentation in the creation of a successful logo.	Competent use of techniques/ tools Photoshop. Regular risk-taking/ experimentation in the creation of a successful logo.	Use of techniques/ tool skills need more practice for improvement. Limited risk- taking/ experimentation.	Some growth is evident, but consistently weak use of techniques/ tool skills is demonstrated.	Little use of Tools/ Techniques in Photoshop to draw or enhance logo in Photoshop.	X4=20
Craftsmanship / Combination of Text & images	Overall craftsmanship is extremely, neat and professional. The text and images work extremely well together and let the viewer know instantly what it stands for.	Craftsmanship is neat and professional. The text and images work well together and the viewer is able to figure out the connection between them and the product/service	Craftsmanship is mediocre, more could have been done to create a neater logo. Text and images were used but may not be fully integrated.	Craftsmanship is lacking and the final product suffers. Text and images were not used successfully. Viewer is unable to determine what product/ service the logo stands for	No craftsmanship is present, final product is extremely unprofessional. Text and images were not used together.	X4=20
	A= 90-100	B= 80-89	C= 70-79	D= 60-69	Total	/100

Comments

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