

Logotype Development

The purpose of this project is to show the thinking and inquiry process of designing logos. You will take a list of supplied words and using these words you will go through the design process and fill in a chart with logos at varying degrees of doneness. This is an excellent project to keep and insert in any creative portfolio. In fact this project is a blatant rip-off of a college level project.

You may use my logo template to organize your work. You can download this from <http://www.nathanbeyerle.com> Feel free to modify this template in any way. This template will fit 5 words only, so you will have to use it twice.

Procedure:

First you insert the word or term into the first empty field in the “Word Only” column. Type in black for this field and use the same font for every term under the “Word Only” heading.

Secondly, look at the word and choose a font that best matches what the word visually says to you. Typeset the word under the “Word with Font Only” heading. Type in black for this as well.

Thirdly, in the next field you will take the font, modify certain letters, kern, stretch, change the case and alter the word. You will also include some form of graphic element. Remember to modify letters in Illustrator you must first “Create Outlines.” Keep this black or greyscale.

The fourth step is to create colour swatches. What colours would best suit this word/logo. Limit the colours to three colours plus black. Create a square swatch with each colour used and draw this in the fourth column.

In the fifth column insert your completed logo with everything in place and everything with the proper colours.

Word Only	Word with Font Only	Modified Font with Additional Graphics	Colour Swatches	Final Logo
string bean	<i>string bean</i>	<i>String Bean</i> }}		<i>String Bean</i> }}

The following are the 2 sets of ten words that you will create a logo for: (ask what set to use)

Set 1:

pie, ordinary, jingle, water colour, Iceland, gladiator, pingpong, bride, vapour, pile

Set 2:

scream, pile, poltergeist, chipotle, winged, surf ‘n turf, galaxy, octopus, ringing, escape

Expectations:

- Completed using CMYK colour space
- Modify the template to personalize it.
- Keep things neat and professional remember **presentation** is key.
- All logos created should be unique.
- KISS, Keep it self contained, no JPGS/TIFF/GIFS

	Level 4 Demonstrated a very high understanding of concepts completing all expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Achievement Not Demonstrated
Final logos designs	10	8	6	5	0
Progression from word to logo	10	8	6	5	0
Professionalism and presentation followed all instructions	10	8	6	5	0

Total: /30