

LOGO DESIGN BASICS

OBJECTIVE:

- This is an introduction to graphic design 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.**

Graphic Design

Is the practice or profession of creating print or electronic forms of visual information for areas such as publications, advertisement, packaging, or websites.

Beginnings

- **19th Century:** many consider William Morris the father of modern graphics. In the second half of 19th century his Kelmscott Press produced many of the graphic designs, and created a collector market for this kind of art. In Oxford he was associated with artists like Morris, Burne-Jones, and Dante Gabriel Rossetti. Together they formed the Pre-Raphaelites group, which their ideas influenced the modern graphic design considerably

Examples:



This fabric design called Peacock and Dragon, which is the work of William Morris (1873) is an example of decorative graphic design. Such designs were revived during the 1960s with the emergence of the hippie movement.



This Morris Tulip and Willow design (1873) is another example of decorative graphics. By using a diagonal blue, with only some suggestion of orange the artist tries to create a harmonious color scheme that could be used effectively in the design of a poster or other graphic design media.



This is the first page of *The Nature of Gothic* by John Ruskin which was published by Kelmscott Press of William Morris. The decorative design was the revival of the Gothic style in graphic design.



This book of poetry, called *Rubaiyat*, by the famous Persian poet Omar Khayyam, is an example of early modern graphic design cooperation. The graphic composition of calligraphy and its decorative design are by Morris and the painting is by Burne Jones.

Serif Font:

Is a serifs are semi-structural details on the ends of some of the strokes that make up letters and symbols. A typeface that has serifs is called a serif typeface.

(Ex: Times New Roman font)

Beginnings

- Serifs are thought to have originated in the Roman alphabet with inscriptional lettering—words carved into stone in Roman antiquity.
- 1968 Book *The Origin of the Serif* by Father Edward Catich is now broadly but not universally accepted: the Roman letter outlines were first painted onto stone, and the stone carvers followed the brush marks which flared at stroke ends and corners, creating serifs.

Examples:

The Quick Brown
Fox Jumps Over
The Lazy Dog.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The Adobe Garamond typeface, an example of
an *old-style* serif

The Quick Brown
Fox Jumps Over
The Lazy Dog.



abcdefghijklmnopqrstuvwxyz 0123456789 [] () { } / \ < > ?

The Times New Roman typeface, an example of
a *transitional* serif

The Quick Brown
Fox Jumps Over
The Lazy Dog.



abcdefghijklmnopqrstuvwxyz 0123456789 [] () { } / \ < > ?

The Bodoni typeface, an example of a *modern*
serif

Sans Serif Font:

Is a sans-serif typeface is one that does not have the small features called serifs at the end of strokes. The term comes from the Latin word “sans”, meaning "without". (Example: Arial font)

Beginnings

- 5th Century: sans-serif letter forms can be found in Latin, Etruscan, and Greek inscriptions.
- 1723: The first known usage of Etruscan sans-serif foundry types was from Thomas Dempster's *De Etruria regali libri VII*.
- 1745: Caslon foundry made its the first sans-serif types for Etruscan languages, which was used by University Press, Oxford, for pamphlets written by Etruscan scholar John Swinton.

Franklin Gothic:
The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

The Franklin Gothic typeface (Grotesque)

Examples:

Helvetica:
The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

The Helvetica typeface (Neo-grotesque)

Tahoma:
The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

The Tahoma typeface (Humanist)

Futura:
The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

The Futura typeface (Geometric)



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



- Too many logos
 - Every company, corporation, product, service, agency..... Has a logo
- Name Design

Google™



YAHOO!®



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.



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

sans serif

novelty

going public

Minion Regular

going public

Chalet Paris

gp

GOING PUBLIC

Brooklyn Kid

Going Public

Minion Bold

Going Public

Gotham Book

GP

GOING PUBLIC

LCD Italic

going public

Didot Regular

going public

Chalet Tokyo

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

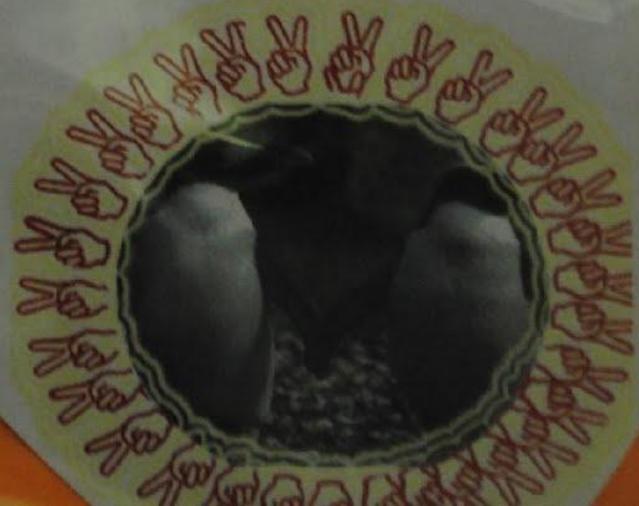
Teacher: Baxter

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!



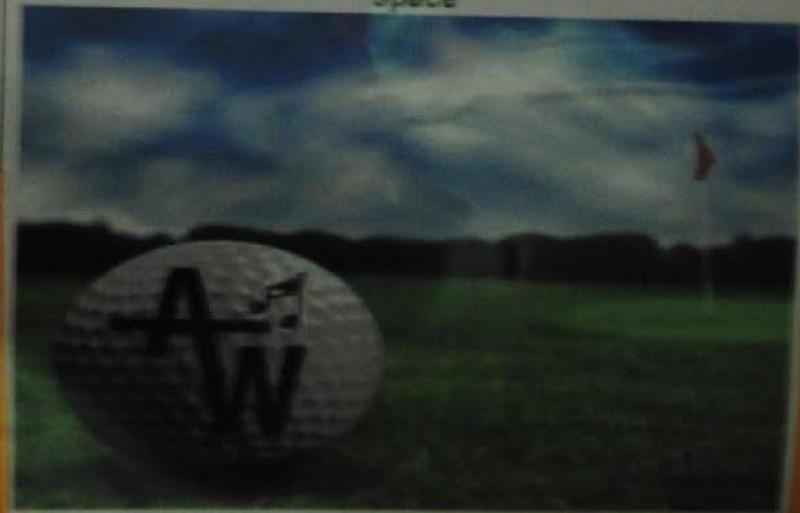
Small Version - Insert -Your Logo Here
Make it as **BIG** as you can in this space



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





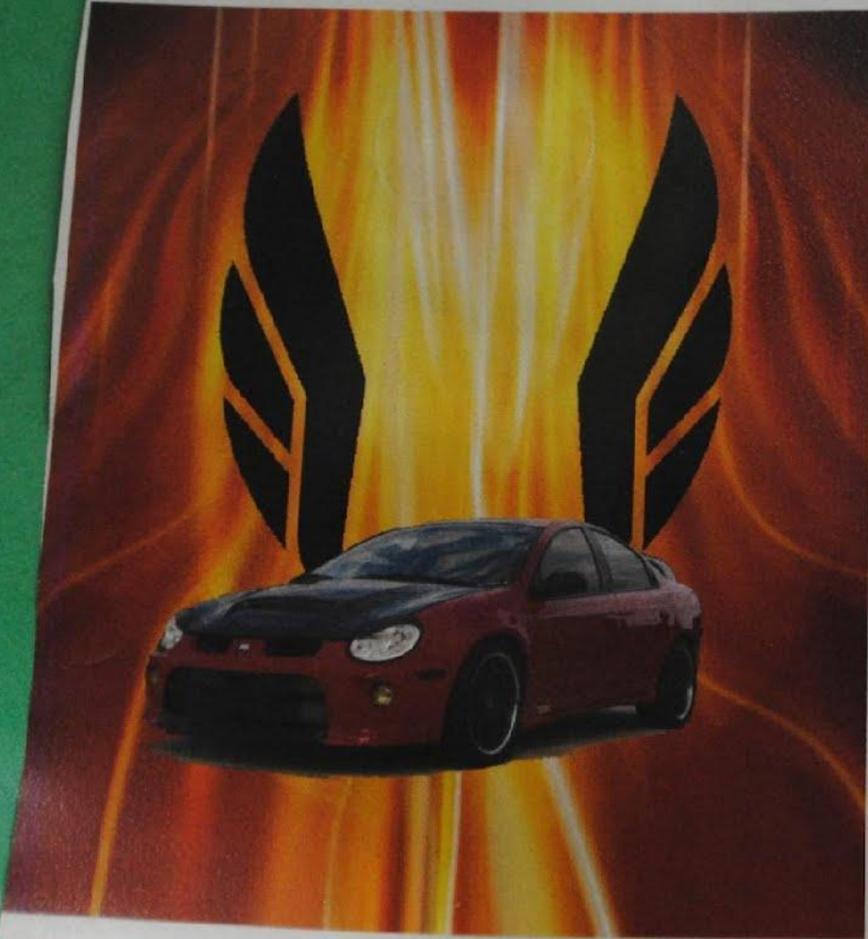
Name: Asa
Reeves
Subject: EG-TP-3

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

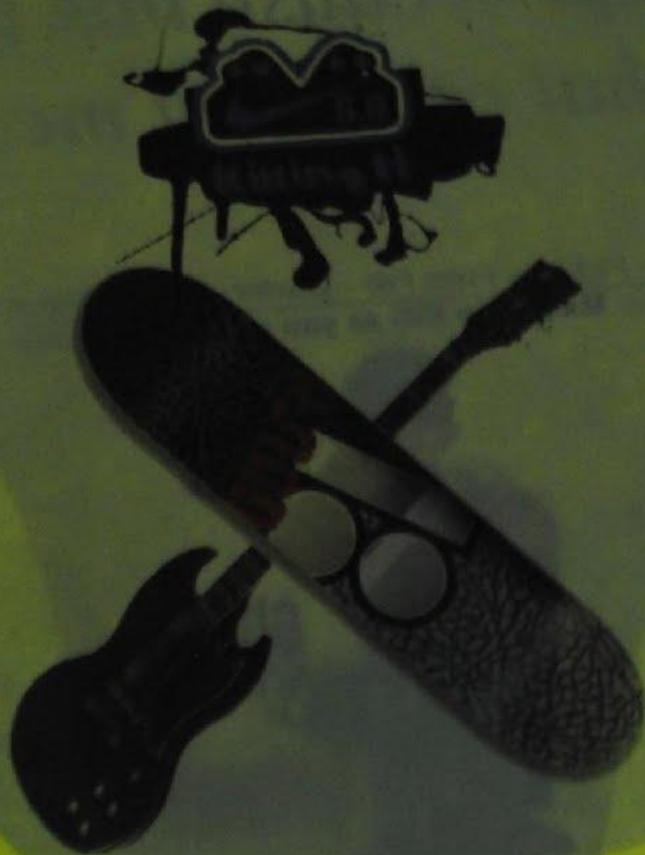
How or Why this is your personal logo:
This is my personal logo because I like cars and red is my favorite color. The wings remind me of running because some cross country and track logos have a shoe with a wing.

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

KAN



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

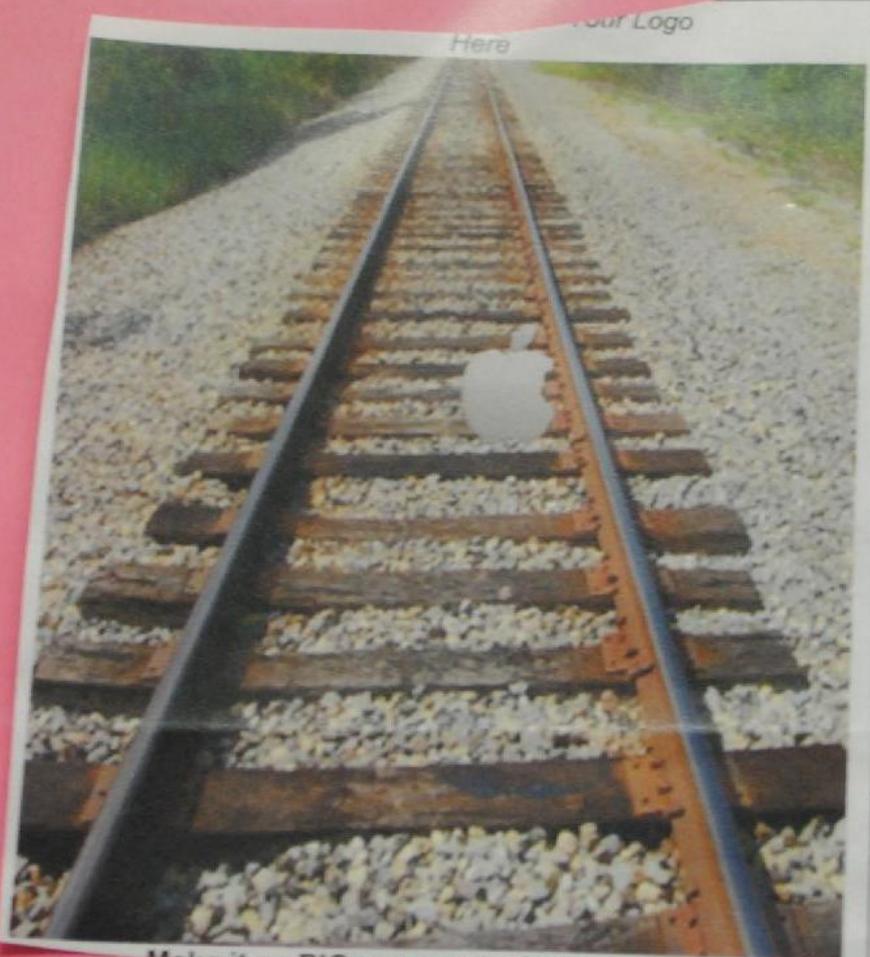
How or Why this is your personal logo:
This is my personal logo because
it has my initials and because it
has every thing I like to do. It also
has my favorite brands.

Insert - Picture - From File - Baxter - Per # - Your Logo
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!*



Make it as BIG as you can in this space

Small Version - Insert -

