

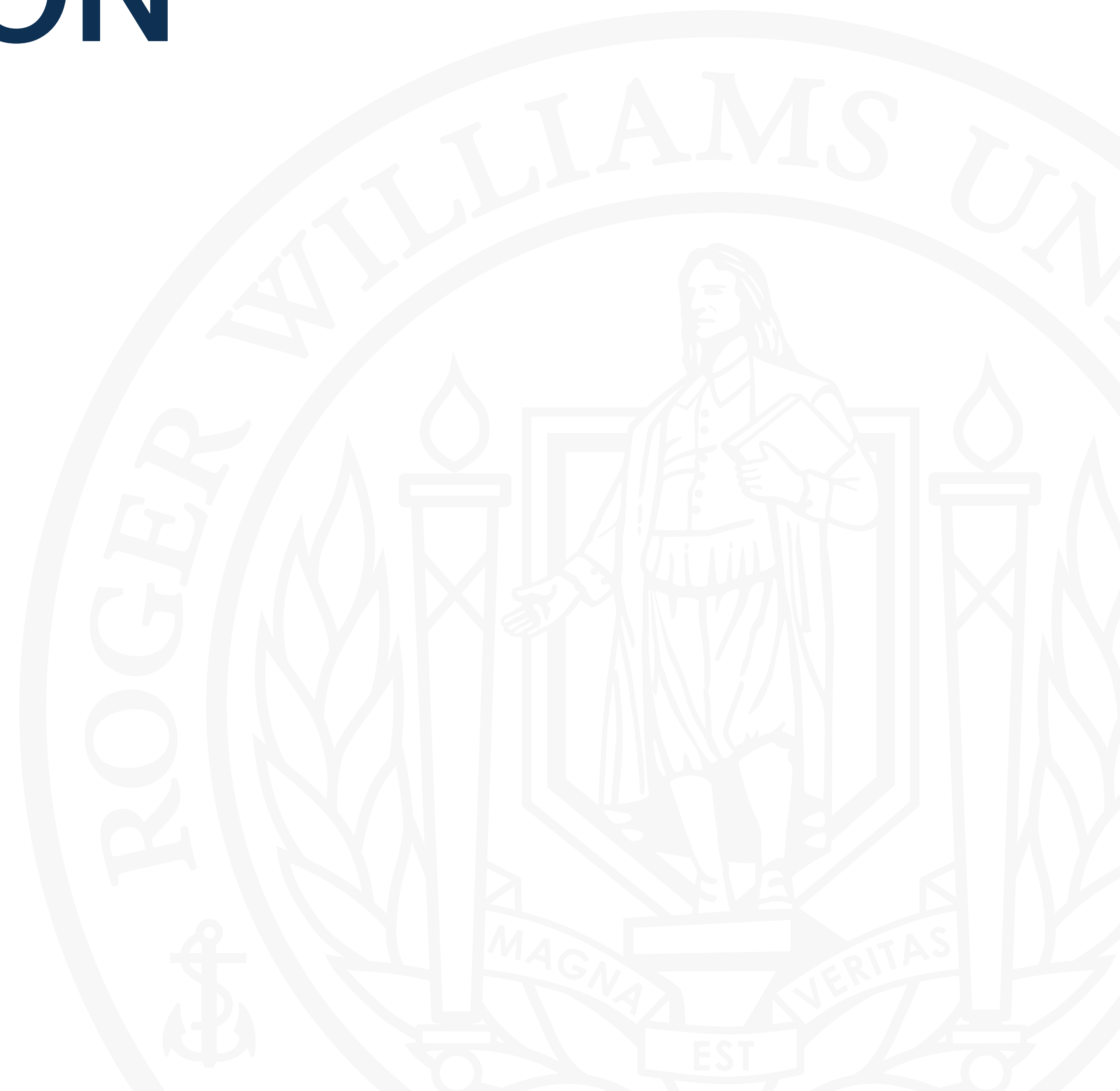


LOGO DEVELOPMENT FOR ORGANIZATION

Project Start | **30 August**

Project Class Crit | **27 September**

Project Due | **02 October**



project overview

This project will focus on a local [to the area in Bristol or a place near your home town] non profit organization. You are asked to develop the re-branding of a company that incorporates a mark/icon with the type treatment. This icon could then become the staple in all other designed elements. Think about the imagery that is synonymous with the service this company provides. Think about the colors and typefaces that would help people connect this brand with the services and industry that it serves. As the logo becomes solidified, apply rules you have developed to create the subsequent design pieces to strengthen the visual brand.

five full color logo option



black and white logo option



one color logo option



black and white logo option



project requirements

- new logo development
 - color version - no more than 3 spot colors
 - black and white logo
 - one color version
 - reversed on black background

- business cards that also serves as informational / marketing tool
 - two sided design that is set up for print utilizing
 - proper bleeds / margins / sizing
 - name of an individual with the organization
 - address / phone / email / url
 - back of design should focus on the services of this organization
 - you must identify the print service you will be using for these cards

- one page website that responds to both tablet/laptops and phones -
mock up only

used to illustrate this project requirements of combining a mark and type while breaking down the color options

<https://slack.com/media-kit>

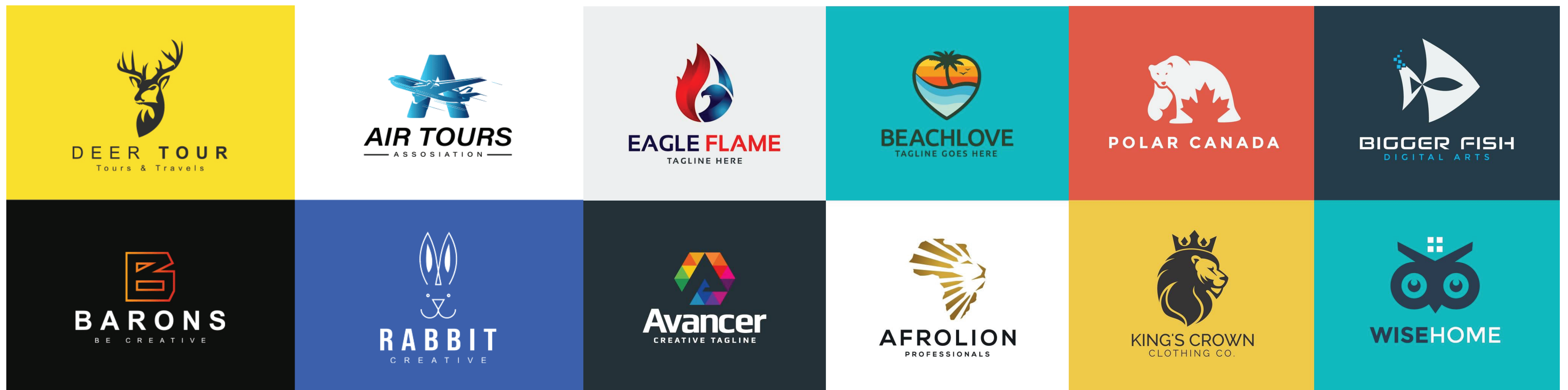
gained knowledge

At the conclusion of this project, you will have created an entire set of rules and a system for a company identity. You will understand the importance of consistency for building a brand and how these rules are enforced. You will better understand how to use Illustrator in creating files for both print and screen use and how to use certain tools to create a logo with a branding guideline. You will have used both Illustrator and Photoshop to develop designs that strengthen the visual brand while working in both a vector and pixel environment.

- type tool and multiple ways of inserting text
- looking at typefaces and characteristics for each chosen face
- using the paragraph options
- pen tool
- different selection tools and when each are used
- rectangle tool and use of guides
- color books along with spot colors

grading scheme

- ● ● ● ● the quality and aesthetic appeal of the logo itself
showed four versions of the finished logo
- milestone | showing mood board / research
- ● ● ● uniqueness & creativeness of the design
how well was the design problem solved
- ● ● strength of all the pieces as a whole - consistency
business card and responding website mockup
- milestone | uploaded logo breakdown
- ● research/process of the project - mood board
- ● following project specifications
- ● preparedness & participation



schedule for project 01



a useful site to look at for revamped branding logos

<https://www.underconsideration.com/brandnew/>

30 08

project one overview | after picking the organization you will be working with, start looking at logos within the industry - colors, typefaces used, imagery [both illustration and photography]

- choose an organization and research the industry
- create a mood board or file to contain all of your findings and notes
- look at logo designs, colors and typefaces used - are there similarities? why?

04 09

no class | labor day - have a nice long weekend

06 09

class 02 of 08 | come to class with a organization chosen

- continue looking at existing organization
- sketch out ideas and concepts
- begin thinking about how unique glyphs in the name form and create combinations - how an icon can compliment the name

11 09

class 03 of 08 | come to class with progress on your logo design

- look at both caps or mixed or all minuscule glyphs
- start developing your logo and integrating an icon
- start working on the logo and integrating an icon through sketching and notes first, then bring into the computer
- think about how this logo can transform into different orientations and still hold the brand intact
- start thinking what color schemes will place your shop into the scene while providing separation from competitors

13 09

class 04 of 08 | come to class with progress on your logo design showing three **UNIQUE** ideas

- continue developing your logo and integrating an icon
- start thinking about the business card design
- finalize the color scheme

milestone one | upload your mood board at the end of class - **wednesday, 13th september**



18 09

class 05 of 08 | come to class with progress on the business card

- finalize the logo and begin thinking how the logo can respond to different orientation applications
- continue working on the business card - think about how this card will be used
- work on the website concept - what elements should be incorporated - use existing site as a foundation

20 09

class 06 of 08 | come to class with progress on the website design concept

- continue working on the business card - who would be printing this card - make sure the specs are correct
- continue to work on the website and think about how the design will change from a wider screen to a narrow phone
- ask who would be visiting the website and for what reason?

milestone two | upload your logo broken down into the four versions - all in one file



25 09

class 07 of 08 | come to class with answers to who will be using the website and for what reasons

- with those questions answered - **does the design serve those needs**
- does the business card back design play into those needs and help become a tool for the organization
- are the two design pieces playing off one another and begin to build a visual brand
- does the logo remain strong across both design pieces

27 09

class 08 of 08 | class crit second half of class

- take time during the first half to wrap up your work and prepare for the crit
 - every single piece must be completed to receive credit for participation** - only the business card needs to be printed
- allow time to reflect on the feedback and how it may help strengthen your project
 - sponge and brick metaphor

<http://responsivelogos.co.uk>

02 10

projects are due - uploaded to the google drive

- upload your designs to the google drive IN A SINGLE PDF