Project 3 Logo Design

Objectives Concept development
Typographic design
Effective use of color

Format Logo design ≈ 5” X 3”
Icon 120 X 120 pixels
For presentations leave ≈ 2” margin around all logo edges

Color Two colors

Copy Logo: Company name
Icon: Initial or symbol

Company Name Choose one from this list
1| Toro  (Tapas restaurant)
2| gogo  (Navigation app)
3| Zeus  (Greek restaurant)
4| Intermural Sports Team

Final Presentation Full color, full size design (= 5 X 3) trim paper to ≈ 9 X 7
Icon 120 X 120 pixels trim paper to = 4 X 4
Mount both on one 11 X 14 presentation board

Schedule 3.15 Logo Concept Development
Read Graphic Design Essentials Chapter 6
Brainstorm
Thumbnail sketch ideas for layouts
Select one sketch; create in Illustrator
Refine designs
Modify the logo to appear as an icon
3.22 Critique Project | Visual Themes | InDesign
3.29 Submit Project 3