Project 3 
Logo Design

Objectives 
Concept development
Typographic design
Effective use of color

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

Color 
Two colors

Copy 
Logo: Company name

Company Name 
Choose one from this list
1] Roja  (Tapas restaurant)
2] GOGO (Navigation app)
3] Juju  (Juice Bar)
4] Intermural Sports Team

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

Schedule 
3.25  Logo Concept Development
Read Graphic Design Essentials Chapter 6
Brainstorm
Thumbnail sketch ideas for layouts
Select one sketch; create in Illustrator
Refine designs
4.01  Critique Project | Visual Themes | InDesign
4.08  Submit Project 3