**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 | Rouge (Tapas restaurant)  
2 | gogo (Navigation app)  
3 | Arancia (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