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
3.21 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
3.28 Critique Project | Visual Themes | InDesign
4.04 Submit Project 3