

Boston University
College of Communication
Design Strategy & Software II
CM529
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P3 | The Logo

please note:

Logo design is not required in Spring 2020.

Objective Design a logo for your client

Important Dates
2.06.20 Begin logo design
2.13.20 Present draft for critique
2.20.20 Present final logo in the midterm presentation

Color Use two colors for the logo, and in the projects
Show the logo in one color and use in the projects

Size Approximately 3" X 5" if rectangular; Approximately 4" X 4" if square or circular
Scale the logo as appropriate in the pages of the document, website and app

Present Full size as part of the document used for the midterm presentation
Include the logo in the designs of the client campaign document, the website and app

Process

- 1 Reread Chapter 6
- 2 Research your client
- 3 Explore fonts
- 4 Sketch
- 5 Try fonts in all capitals, title case and lower case
- 6 Use colors that convey meaning
- 7 Revise after the critique
- 8 Save to your assets folder