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 & Tag line
Icon: Initial or symbol and no tag line

Company Name  Choose one from this list
1| Verde (Juice bar)
   Tag line: squeeze the day
2| Quikli (Navigation app)
   Tag line: go fast
3| Feta (Greek restaurant)
   Tag line: Greek Taverna
4| Co-ed Local Sports Team (Use sport name for logo)
   Use the town or sponsor name for the tag line

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  10.25  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
11.01  Critique Project | Visual Themes | InDesign
11.08  Submit Project 3