Project 3

Logo Design Contest
Design a logo for the Boston University General Education Hub
Signature Project: The Cross College Challenge

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
Use one, two or three colors
If red is used, it must be the BU red: Pantone 186 | CMYK 0, 100, 75, 4

Copy
Boston University Hub or BU Hub or BU
Cross College Challenge or XCC

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

Schedule
03.23 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

03.30 Critique Project | Visual Themes | InDesign

04.06 Submit Project 3