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 \(\approx 5'' \times 3''\)
For presentations leave \(\approx 2''\) 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

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

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

Schedule
3.17 Logo Concept Development
   Read Graphic Design Essentials Chapter 6
   Brainstorm
   Thumbnail sketch ideas for layouts
   Select one sketch; create in Illustrator
   Refine designs
3.24 Critique Project | Visual Themes | InDesign
3.31 Submit Project 3