



student name

period

date

Designing Logos

• A _____ is a unique graphic symbol used to represent a company, organization, or product.

• Hundreds of logos are fighting for attention with hundreds of other logos every day. If your logo design is going to have a chance of being noticed, it needs to have a _____ personality that people will not only notice, but _____.

• Before you can begin your design, you really need to think about what the logo will _____.

Successful logos are meaningful _____ of the company.

Start by thinking about what kind of _____, _____ and _____ would best represent the company.

• You will design five basic types of logos:

1. _____

2. _____

3. _____

4. _____

5. _____

Many logos use nothing more than _____. But just because a logo is all type doesn't mean it didn't take creativity and skill to put it together. If you use nothing but characters, you had better be sure you're using excellent _____; check your letter-spacing, line spacing, word spacing, the placement of hyphens or dashes, true apostrophes, etc.

Try using two different _____. The key to using two (or more) different typefaces is _____. Avoid using fonts that create a _____, such as two different fonts from the same type group, two scripts or two Romans.

Often logos involve _____ a letter form. This can be a very simple addition or subtraction to a character, or it might involve an illustrative technique.

Having letter forms interact with each other, as many of these do, adds _____ and makes a typographic design more unique.

Many logos have simple _____ shapes or a symbol attached to the type. The combination of _____, _____, and _____ is the key.

_____ fonts and _____ can provide a good starting place for an illustration that can be adapted for a logo design. Of course, you can draw your

own. The key is to try to make the illustration work as a _____. It's always good to have the illustration represent the idea, but don't forget to make it graphically interesting as well. Be sure to consider how the picture interacts with the type.

_____ pictures usually work best.

Many logos use a frame or border to establish a _____ . A frame can turn a well-done typographic logo into a more illustrative and powerful graphic. The

Boston Market logo is a great example of the use of a _____ .

Logos are the first and most important graphic impression a company can make.

The job of the designer is to create a simple _____ of what

the company is all about. Logos must be designed to successfully function in

_____. Often you will have to create

different _____ of the basic logo to work successfully in different situations.

For example, a logo with fancy, soft shadows that looks great in an expensive full color brochure, will not print well for a simple black and white copy. When designing logos

for the web you will need to consider browser safe colors. The designer can develop

and _____ a single logo design to fit these various situations. Either

Adobe Illustrator or Adobe Photoshop can be used to design logos. Though, you have

to consider how the final logo will be _____. For example, a logo that will be

cut out on a vinyl cutter will require paths drawn in Illustrator.