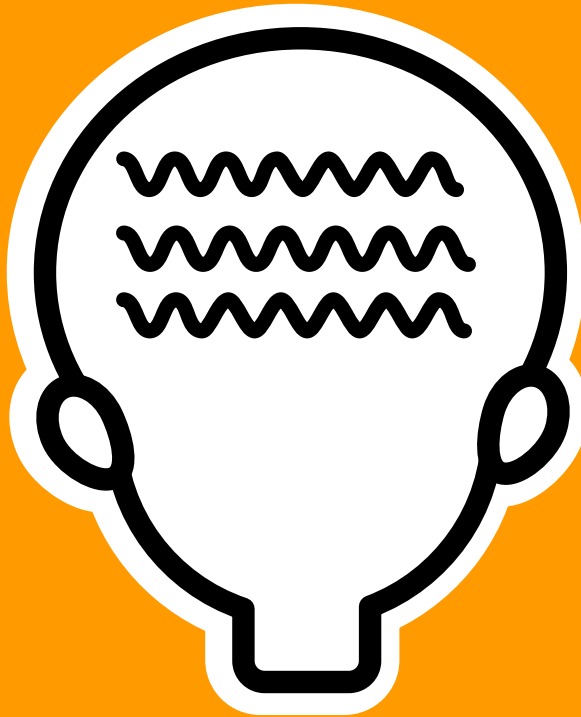
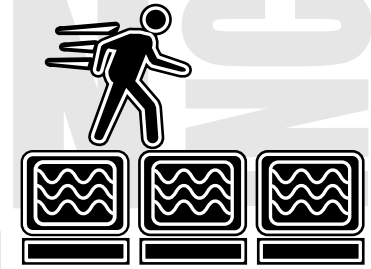


IMAG

INATION'S

EXPLORATIONS



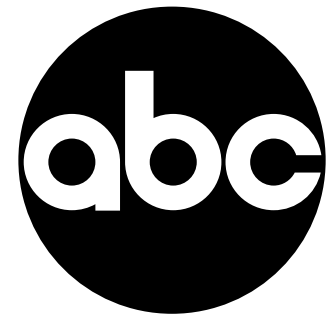
designing logos



What is a logo?



ACURA



A **Logo** 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 unique personality that people will not only notice, but remember.



Does your logo design represent the company?

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

What does the company do?

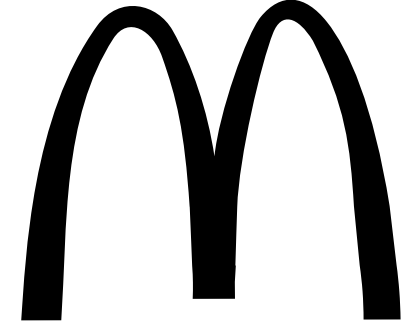
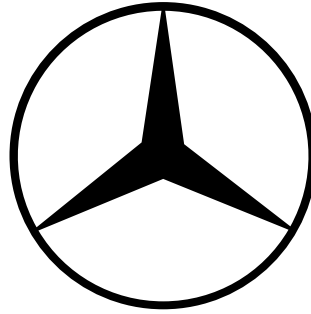
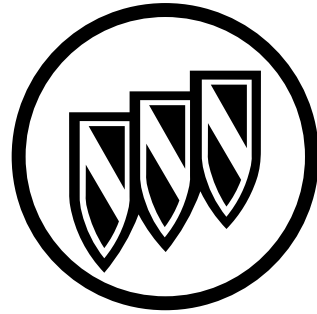
What positive personality traits could you associate with it?

What do you want people to think about when they see it?

In a sense, you want to apply a visual theme to the logo.

Successful logos are meaningful graphic representations of the company.

Start by thinking about what kind of fonts, color combinations and graphic style would best represent the company.



Many of the most famous logos do not include any words at all, rather they depend on public recognition of a powerful graphic symbol. Research has shown that graphic symbol logos require a great deal of advertising dollars to successfully gain that recognition in the public eye.

For this assignment, we will concentrate on logos that include the name of the company. You will design five basic types of logos:

- type only
- modified type logo
- abstract element logo
- illustration logo
- decorative frame

Logo #1 / Type Only Logo



Digi**Tech**
C O R P O R A T I O N

Fashion
RANCH

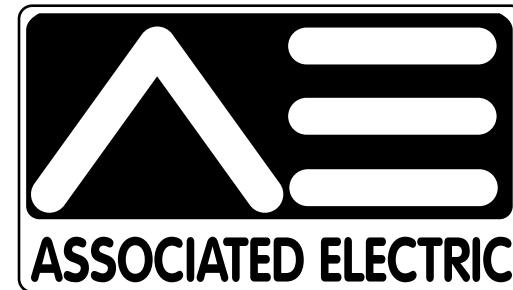
Many logos use nothing more than type. But just because a logo is all type doesn't mean it didn't take creativity and skill to put it together. If you use nothing but characters, you had better be sure you're using excellent typography; check your letter-spacing, line spacing, word spacing, the placement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

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

Logo #2 / Modified Typeface Logo



ART @ DESIGN



Often logos involve modifying 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 visual interest and makes a typographic design more unique.

Logo #3 /Abstract Element Logo

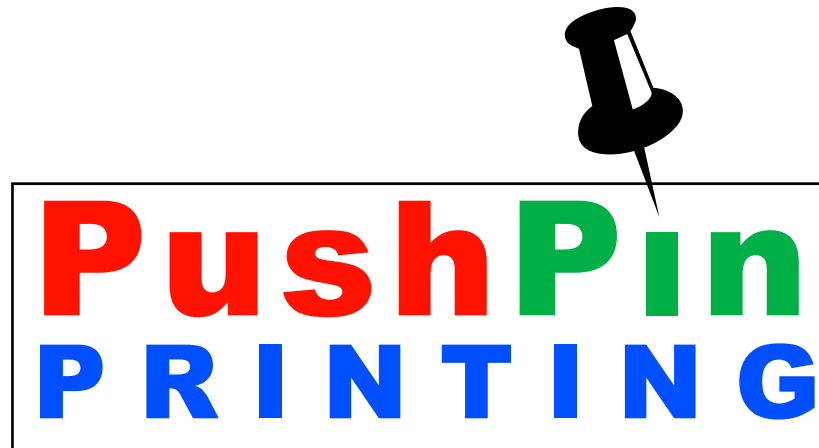


Many logos have simple geometric shapes or a symbol attached to the type.

The combination of symbol, typeface, and name is the key.



Logo #4 /Illustration Logo



Picture fonts and clip art 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 symbol. 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. Simple pictures usually work best.



Logo #5 /Decorative Frame Logo



Many logos use a frame or border to establish a format. 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 frame.



Is the logo design adaptable?

Logos are the first and most important graphic impression a company can make. The job of the designer is to create a simple representation of what the company is all about. Logos must be designed to successfully function in different situations.



Often you will have to create different variations 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 adapt 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 used. For example, a logo that will be cut out on a vinyl cutter will require paths drawn in Illustrator.

iMAG Resources



There are many additional resources about Logo design that you can explore. Check out the books about logo design in the iMAG classroom, plus the samples included on the iMAG site and other sites on the web. Be sure to check out the quick web page, “How Logos Evolve”

The five basic types of logos covered in this presentation are:

- **type only**
- **modified type logo**
- **abstract element logo**
- **illustration logo**
- **decorative frame**