

## Logo 2: multiple fonts

Today we're going to continue to refine our logo **by creating an Inkscape file with 3 logos for the same company that each uses multiple fonts.**

Remember our general guidelines:

You personally need to create what you turn in.

You will ultimately be putting your logo on some things (via vinyl, laser, or CNC) so try to create designs that are pleasing to look at and that following our overall logo design principles from last week:

1. A logo must be describable.
2. A logo must be memorable.
3. A logo must be effective without color.
4. A logo must be scalable. So it should look good at 12" by 12" or 2" by 2".

You should have already created three versions of your single font logo (Logo 1: single font, also on our Google Classroom, this was due last class). Today you are making a new Inkscape file that has three multiple font logos that you create **for the same company that you used before. We're using the same company for all of these assignments now.**

Here's today's assignment:

Logo 2: multiple fonts: Make 3 logos that each use 2 or more different fonts. Make your font choices strategic to add emphasis and draw attention. You can use a variety of colors and sizes as well as different fonts, but your logos today are 100% made up of fonts (no extra symbols or graphics are allowed.) See examples below.

Save the three logos in a single Inkscape file, one above the other, not too far apart. Select all and choose "Object to Path" from the Path menu so the font shapes get preserved. Name your file yournameLogo2.svg. Turn this in to the Google Classroom for this assignment.

**Be sure to put your name clearly in the file name.** If you do not, I will not give you full credit. If you need help or don't understand the assignment, ask for help.

Examples here to the right. Each uses at least two fonts, and only text to make three different logos for the same company.

A logo consisting of the word "HAYSCO" in a bold, black, serif font. The letters are all the same size and weight.A logo consisting of the word "HAYSCO" in a black, serif font, with "Educational Services" in a smaller, black, sans-serif font underneath it.A logo consisting of the word "haysCO" in a black, sans-serif font. The letters "hays" are lowercase and the letters "CO" are uppercase and colored red.