

## Logo Project Intro

Due 4th period, Thursday 11/5/20 by midnight  
3rd & 7th periods, Friday 11/6/20 by midnight

Over the next several classes you will be creating a family of logos based on a company or organization of your creation. Said another way: you are going to make up a pretend company and make some logos for it.






You get to choose what you want organization, group, or business, provided it is school appropriate. You will first sketch logos on paper and later create the logos in Gravit and Tinkercad.

Overview:

The following are some basic rules and principles of logo design that we are going to try to follow:

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".

Today's is a brainstorming session to get us started. However, before we start drawing or creating logos I first want to talk about the types of logos we'll be making. Below are the types with examples:

1. Single font	
2. Two or three fonts	
3. Fonts with simple abstract graphic.	
4. Single font with more relevant graphic.	
5. Shape or symbol dominant with fonts.	

Today's assignment is simple: brainstorm possible company/organization names and start exploring possible logo ideas, all in a quick/brainstorming manner.

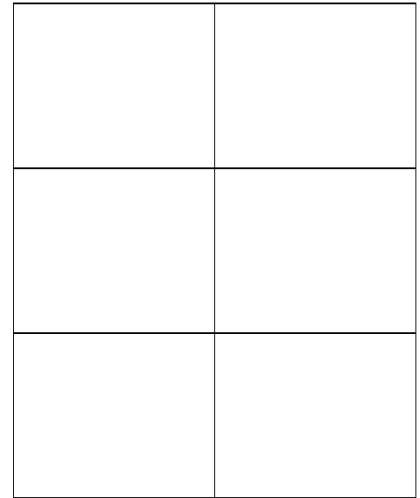
That means you spend 10 minutes or less and create 6 different ideas/names/companies/logos. Whatever you do, this has to be something YOU create (for example, you can't make a family of logos for In-n-out Burger or Safeway, you need to make up a company or organization and design your own themes and look and feel.)

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On a blank piece of paper, brainstorm 6 logo ideas for one or more imaginary companies or organizations. For today make half of them include a graphic of some kind, make one use just text, a single font, and make one use more than one typeface/font/size. Today we're just playing around, trying on ideas, you won't be locked in to anything you do today.

Divide the paper as shown to the right.

Put one idea into each rectangle. Or if you're overflowing with ideas, put more than one in each, that's fine. The point is, we'd like at least six ideas on your paper when you are done.



Checklist:

- Brainstorm possible company or organization names (write down several possible ideas); you don't have to decide on a single one for today, this is just getting your creative juices flowing. Write down a bunch of things.
- Sketch one quick logo that is text-only, using a single type style or font
- Sketch one quick logo that is text-only using two or more type styles or fonts/font sizes
- Sketch two logos that include both graphics and text
- Sketch two more logos, any style

By "sketch" I mean do it quickly, not worrying about making anything perfect. Next time you'll be asked to decide on a company or organization and then you'll begin work on making a family of logos for that one company. Today it's just brainstorm/idea time. Have some fun with it.

When you are done, take a photo of your paper and turn that in on the Google Classroom. That's it for today.