

Logo version 1: Single font

Due 4th period, Monday 11/9/20 by midnight

3rd & 7th periods, Tuesday 11/10/20 by midnight

Today we decide on a company or organization to work with and we create three text-only versions, see below for details.

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 (but you may use color if that helps).
4. A logo must be scalable. So it should look good at 12" by 12" or 2" by 2".

First, decide what company you will use for your logo. This is a made-up organization or company that you will use for making all of your logos for the next several assignments. It cannot be a real company. It must be something you have made up. See the instructions for the Intro/Brainstorm assignment from last week if you aren't sure what I'm talking about. Also, if you are stuck, talk to me.

Use that one company for today's logos and all logos moving forward.

The assignment today is to create 3 single-font text-only logo versions for the same company in a single Gravit file. You can use color and size to make the logos interesting, but each logo must use only a single font.

Your Gravit document will contain 3 logos for the same company that each uses a single font. See example here:

HaysCo

HaysCo

HAYSCO

Save the three logos in a single Gravit file, one above the other, not too far apart. Name your file "Your name Logo 1". Turn in a share link on the Google Classroom.