

Logo 1: Single font

Due: Tuesday 3/28/23 (4th) Wednesday 3/29/23 (5th)

Look over your brainstorming ideas from the first day (what you did in your notebook). **Choose a company and general theme that you are willing to use for the rest of this project (over the several classes).** Everything you do from now on will be with a single company, the same company for the next two weeks.

Today we start creating Inkscape versions of our logos.

The # 1 rule here is the following: 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 (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".

Your task today is to begin creating Inkscape versions of your logo. **The assignment today is to create three single font text-only versions of your logo in a single Inkscape file.**

Assignment:

Single font: Make a logo that uses a single font *in a single size and style*. Pay attention to spacing between your letters. Think of clever ways you can make a single font logo have impact. Think about design elements of color, proximity and contrast to your advantage.

Create three logos using a different font for each one. Each logo uses a single font in a single size. Do not edit nodes or add any special text effects to specific letters.

All three logos should be in an Inkscape file, neatly arranged one above the other.

Add your name at the top in text with the title "Logo 1: single font".

Save the three logos in a single Inkscape file, one above the other, not too far apart. Choose Object to Path for each so that the font image is preserved even on a computer with different fonts. Add your name at the top in text with the title "Logo 1: single font". Name your file YourNameLogo1.svg. Turn in for "Logo 1: single font" on the Google Classroom.