1-2 Understanding and Creating Logos

Important design elements on how ionic logos should be created:

1. *Describable*
2. *Memorable*
3. *Effective without colour – if use of colour - why*
4. *Scalable i.e. work when just an inch in size*
5. *Relevant to the industry in question*

Points one and two go hand-in-hand — if you can’t describe what a logo looks like then how can you accurately remember it? Point three is important because colour is secondary to shape and form. I leave colour to near the end of the design process — if the mark doesn’t work in black only, no amount of colour will rescue the idea. Point four is vital for things like stationery and favicons — those brand items that tend to be smaller in size. Lastly, the design should be relevant for the business it identifies. This is accomplished through in-depth research into the industry in question, and helps to differentiate from closely-associated competitors.

**1. Why are Logos Important*: research and put into your own words***

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**2. Can you identify one effective logo and one that is ineffective?**

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| --- | --- |
| Effective | Ineffective |
|  |  |
| *Why?* | *Why?* |

**3. Can you identify these logos and tell me why they are effective?**

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| Macintosh HD:Users:lance_kraus:Desktop:imgres.png | Macintosh HD:Users:lance_kraus:Desktop:imgres.png | Macintosh HD:Users:lance_kraus:Desktop:images.jpg | Macintosh HD:Users:lance_kraus:Desktop:imgres-1.jpg | Macintosh HD:Users:lance_kraus:Desktop:imgres-2.jpg |
| ***The Olympics***  Each ring represents a continent. It was designed in 1912 by **Baron Pierre de Coubertin**, co-founder of the modern Olympic Games. The colours were selected as they represent every country’s flag that competed. |  |  |  |  |
| Macintosh HD:Users:lance_kraus:Desktop:imgres-1.png | Macintosh HD:Users:lance_kraus:Desktop:imgres-1.png | Macintosh HD:Users:lance_kraus:Desktop:imgres-3.jpg | Macintosh HD:Users:lance_kraus:Desktop:imgres-2.png | Macintosh HD:Users:lance_kraus:Desktop:images.png |
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**4. Can you create a logo in 3 different styles/formats?**

Each of the following may be started by hand but the good copy must be done on computer. The challenge is to find a program that will allow you to create and manipulate graphics. Take a look on various letterheads before deciding which you like. This can be in your area of interest: service based, product based. Brainstorm ideas in class.

*i. graphic only*

*ii. graphic with name*

*iii. graphic with name and colour*

*Extension: (bonus) put logo on a letter head with graphic and company contact*

You should have a story behind what you design – metaphor, etc.

You may have to group your image together and then save it as a jpeg to keep the design consistent. Try using free aps such as WordSwag.

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| **Bonus Challenge: Can you create a MRSS Golf Classic Logo – used for letterhead,**  **business cards, etc.** |

***Assigned Date:***  *September 18, 2017*

***Due Date:*** *October 04, 2017*