Logo Design

The Steps to Creating a Logo

What is a Logo?

◆ A logo is a graphical element (symbol, emblem, icon, sign) that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand for a company.

How are Logos Used

Companies have logos so that they have immediate recognition of their brand. A logo can be used in many different forms, sizes and contexts. For example, the logo for Starbucks is printed on coffee cups, letterhead, embroidered on uniforms, printed in advertisement, illuminated on signs on their buildings, printed on products they sale, etc.

What are the Basic Qualities of a Logo?

◆ **Timeless:** The logo must be timeless, which means that it shouldn't be designed with any sort of current fad or style that is likely to go out of style.

◆ **Simplicity:** A logo should be simple so that it is clear to recognize in different settings, faster to read, and easier to remember. If it is too complicated the details might be lost when reduced in scale.

What are the Basic Qualities of a Logo?

◆ **Unique:** A logo is the identity of a company. Therefore, it must be creative, imaginative and original.

◆ **Immediate Impression:** A logo must make an immediate and memorable impression with the audience. The first time someone sees the logo they should remember it and associate it with that business or entity.

◆ **Audience:** The logo must also appeal to the target audience for that company. The target audience is a defined group of people at which a product or service is aimed (example: women, men, teenagers, married female, children, etc.). The target audience must find the logo interesting, appealing and alluring to be successful.
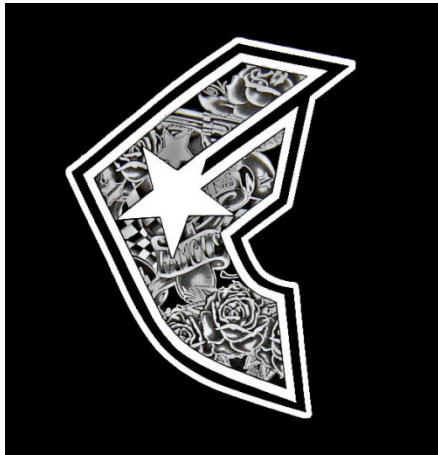
What are the Basic Qualities of a Logo?

◆ **Represents the Company:** A successful logo will accurately represent the image and personality of the business or entity.

◆ **Clear:** The logo must be clear and make sense. The target audience should be able to understand the symbols, colors, or ideas that are incorporated into the logo.

Go to the following link and look at the resources on logo design. Be prepared two report out two things you found that were helpful.

http://www.logodesignlove.com/obama-o8-logo-design-options

Step 1

◆ **Name:** What name must appear in the logo? What could appear in the logo?

▪ Example

Must Appear: Rivard Design or JR Design

Could Appear: Company, Graphic

JR Design, JR Graphic Design, Rivard Design, Rivard Graphic Design, JR Design Company, Rivard Design Company, etc.

Step 2

◆ **Images:** What are some images that you would associate with the business, person, or organization you are designing the logo for?

- Example for JR Design:
    - pencil
    - light bulb
    - art brush
    - computer
   - beret
    - palette
    - paint
    - brain

Step 3

◆ **Describing words:** What are some words you could use to describe the business, person or organization you are designing the logo for?

▪ Example for JR Design:

- Creative
- Respected
- Friendly
- Right Brained
- Honest
- Reliable
- Smart

Step 4

◆ **Describing Images:** What are some images you could associate with the describing words in Step 3?

- Example for JR Design:
  - Creative (light bulb, eye, brain, pencil, paintbrush, palette, plant growing, web)
  - Respected (structured, tree)
  - Friendly (smiley face)
  - Right Brained (brain)
  - Honest (Abraham Lincoln, heart)
  - Reliable (structured, positive sign,
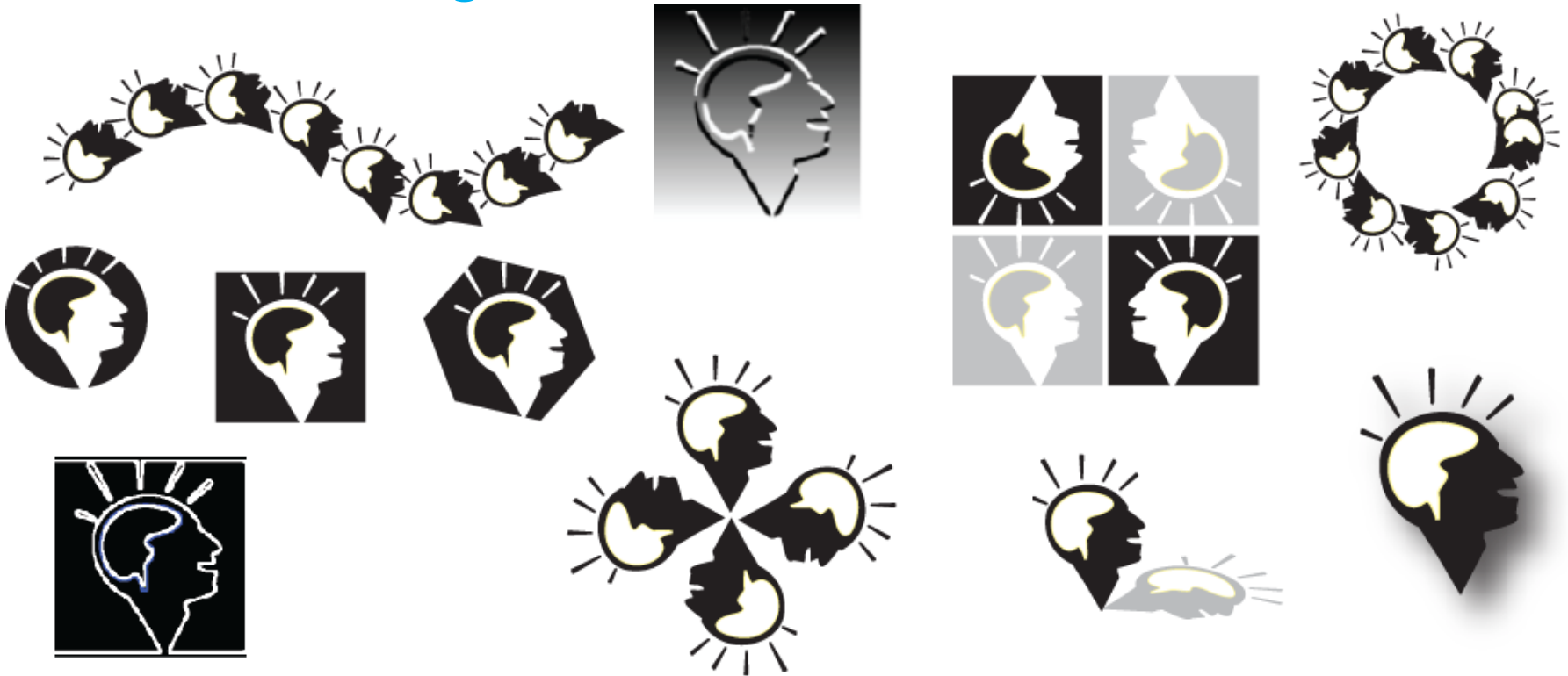 - Smart (brain, person thinking, light bulb)

◆ **Manipulate the type**: Think about the letters that are unique to the logo. Sketch out some ways you could manipulate the letters or words of the logo.
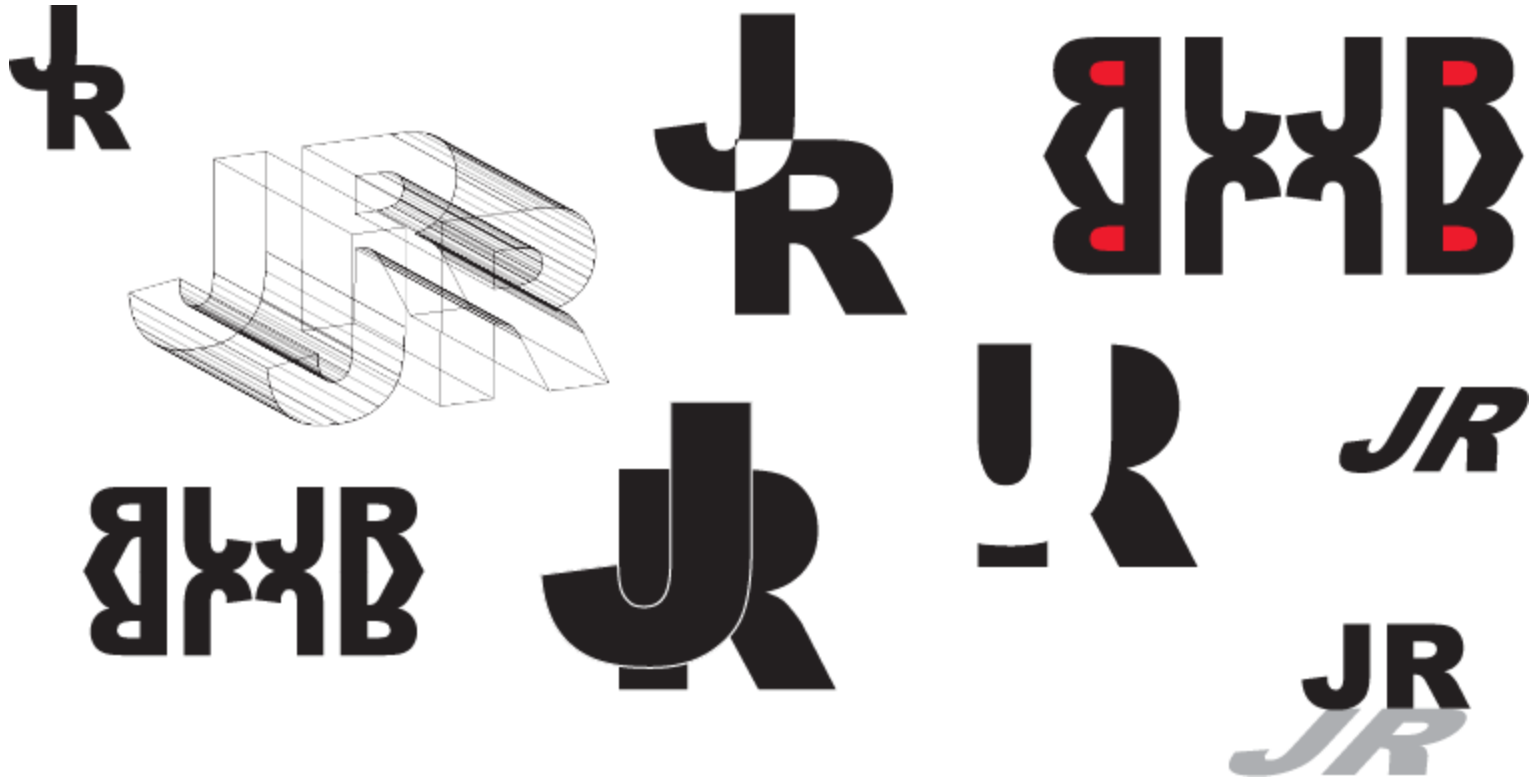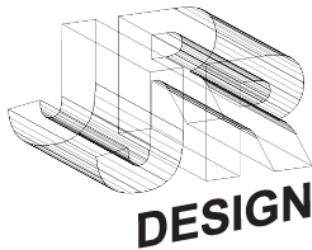
◆ **Manipulate the images:** Look at the images from step 2 and step 4. Sketch out some graphic versions of those images.

◆ **Manipulate the images more.** Look at the images from step 5 and 6. Try combining, manipulating images, changing proportions, changing styles, etc.

Step 8

◆ **Final Logo Choices.** Complete three logo designs to present to the client.

Rivard Design

RIVARD DESIGN

DESIGN