(CREATING BRAND IDENTITY)
LOGOTYPE/WORDMARK

The smallest decisions you make in design say mountains about who you are; what your identity is. Which Font you choose in representing yourself to the public can speak volumes about your personality, identity and preferences. Check out this link for a more in-depth explanation and lots of examples:
https://looka.com/blog/wordmark-logo-design/

Imagine that you are creating a website or a blog. It can be about anything you want – just use your imagination.
Choose a name to use to identify yourself and your blog. This should, of course be some version of your own name and extend to a name for your blog.

EG: Dean Long   Dean Long Design Blog
        Dean T Long   Dean T Long Loves Design
        D. Long   D Long Design
        Long   Long Blog All About Design

LOGOTYPE:

Is a literal representation of your name, styled in such a way to give indication of your strengths or culture as a designer or brand.

Different fonts can relate different moods, feelings or verbs. Generally speaking, **Serif** fonts are more classical whereas **sans serif** fonts are more modern. Blocky fonts are bold and strong and cursive fonts are elegant and sophisticated.

Try your name in at least 5 different fonts. Have them typed on a piece of paper in at least 50 point font (or whatever will fit in one line☺)
Below each version of your name, in identical font but much smaller point, type at least three descriptors that accurately represent that version.
Also include the name of the font.
Make sure that all 3 groups of information within each version are distinct and separate.

Using the border tool in the "paragraph" section of your tool bar, create a box around the font style you have chosen as your final Logotype. If you are feeling inspired, you can use your design skills to present your work in a snazzier way or establish that visual hierarchy in a way other than just putting a box around the best one!

Hand in.

This can now be used in the title section of your blog and in any appropriate capacity throughout the year.

Evaluation:

/15 – five versions of name with accurate and appropriate descriptors.

/5 – all criteria and instructions met and adhered to.

/5 - presentation and visual organization are clean, clear concise and effective.