COMMERCIAL DESIGN 12
(CREATING BRAND IDENTITY)
LOGO

A logo is a graphic symbol that is designed to represent the character of a company, product, service or other entity. It is a piece of type, a symbol, a picture, or any combination of these.

Come up with your own logo for your own company. The company can be anything you want! What are you interested in?

The logo should include text (the name of your company) combined with a symbol, icon or simple image.

The image should symbolically represent an idea that is important to you or indicative of the way you want your "brand" to be viewed.

The logo should be effective cross- platform meaning that it can be effective on a business card or on the side of a truck.

Refer to the "Logo Design Process" handout for instructions and process requirements.

Complete your final design using Illustrator.

You must create a black and white version of your logo as well as a colour version.

Colour is up to you but it is suggested that you use a very limited colour palette.

The final logo should be an isolated image (meaning there is white space all around it)

LOGO

Evaluation:

/20   Process work:

In your sketchbook:
(At least)
1 page of written description, brainstorming.
1 page of font and script examples
1 page of inspirational examples of logos. Should have a strong connection to finished
            work.
1 page of reference images connected to development drawings and final design.
4 pages of process work. Multiple ideas developed to various stages of development. At
            least one final design refined and resolved. Refinement and resolution judged
            based on connection to final logo design.

        Final:

/20   Image: Final work reflects **invested application of process**. Symbolic
        meaning is clear, effective and relevant (your teacher may ask for a written
        explanation). Text and image have been effectively combined into a unified
        design. Image is clear, iconic and memorable. Image is usable cross
        platform and cross media.

/10   Presentation/Criteria: professional execution and presentation. Adobe
        Illustrator instructions have been followed. Project is handed in in proper
        format. Digital work and other presentation considerations are clean and well
        executed; professional. Logo is presented in such a way as to demonstrate
        usability in cross-platform applications.