

LOGO DESIGN PROCESS

STEP 1

Collecting:

- WHAT or for WHOM are you creating a logo for?
- What instructions do you have? What do you need to include? This may include the company name, important imagery (symbols or iconography), style, dimensions or colours. Write it down in your sketchbook. Anything that hasn't been addressed by design brief is open to you and your creative decisions.
- Start writing, drawing or collecting reference material that addresses the following elements of a logo:

1. **Name**

2. **Style** (*adjectives* that describe the client or their business can be included here)

3. **Imagery** - What images could you use to symbolically represent the company? Find images - photos or drawings - of these ideas and paste in your sketchbook.

4. **Inspirational examples** (maybe you have some cool examples of Logos that you'd like to use certain ideas or elements from)

5. **Colour**

This should take up 2-3 pages in your sketchbook. Try to come up with more ideas than you need.

STEP 2

Brainstorming

- Start drawing out ROUGHS.
- Start putting together ideas from the collection process above.
- Don't edit yourself.
- Try new things
- Don't be afraid to fail.
- Don't spend too long on any drawing.
- Try to get as many ideas as possible (at least 10)

This should take up at least another two pages of your sketchbook.

STEP 3:

Refinement:

- Choose one or two of your most successful designs and start refining them.
- These should also be quick drawings although you can start adding more detail and refinement as you go along.

- Most of the work should be happening in your brain. What goes on your paper are just shorthand; reminders of what you are thinking.
- Choose one or two elements to change for every new drawing.
- Again – don't edit. Make mistakes. Try every idea.
- You can start adding colour if you like but you don't have to
- Keep going until you feel you have enough to work with in your good copies.

STEP 4:

Good copy

- Start building your logo in Adobe Illustrator. (psst use the shape-builder tool)
- You could also do a drawing by hand, scan it in, load it into Illustrator then live trace it to create a vector file.
- Or you could work in Word, or Photoshop, then load it into Illustrator and live trace it.
- Remember that this is not yet a completed project, so stay open to new ideas that pop into your head. Don't blindly follow your rough draft if a new idea pops into your head.
- Create copies as you build so that you can try different permutations, go back to older versions, try new things, compare and contrast ideas.
- As you're working, your art board should get crowded with different versions and steps in the development of your logo.

STEP 5:

Colour

- Copy and paste your finished design into a new art board.
- Start trying different colour combinations, creating a new version every time.
- You should end up with an art board full of different coloured copies of your logo.

STEP 6:

Usability

- Attain Illustrator models of t-shirts, caps, billboards, business cards etc and try putting your logo onto each to make sure that it has cross-platform usability.
- Does it work small.
- Does it work big?
- Does it work in colour?
- Does it work in black and white?

Step7:

Presentation

Create a new art board with your final design.

Resize your Logo so that it occupies as much of your art board as possible.

Print out a good copy in colour.

You may want to mount it.

You may want to print out several versions/iterations of your design in order to give your clients some options or an idea of the flexibility of your design.