

# Project 2-Logo Design and Corporate Identity

Part A- As an artist in the in-house design department of your company, you have been given the task of creating a logo for the company. Refer to the description of the company that was given to you to develop your concepts.

Part B - Once the logo has been approved you will then be using the logo in a letterhead, business card and envelope to create the company corporate identity.

## Part A- Logo Design

### Logo Design

1. Research other logos of similar companies or anything that catches your eye. You may just like the use of text or the design itself. Cut out, glue to a sheet of paper. Or photocopy or print entire pages and turn in with the project. Look on the internet, in magazines, on business cards, letterheads or just about anywhere you would find logos. Also look in design magazines in Valencia's labs or libraries, such as *Communication Arts*, *Step By Step and Print*. Part of your grade will be determined by this planning and development part of the project. To receive full credit, research design magazines/books and find logos not just in any magazine.

2. Write down key words derived from the company name that come to mind that will reflect the philosophy of the company and/or what they do. Think about the overall image the company is trying to portray. Relate those words to visual images. Turn in as part of your creative processes.

3. Come up with a minimum of 8, though many more are suggested, pencil roughs. No computer roughs will be accepted at this stage. Design a logo in black and white. Shades of grey are OK but gradients are discouraged. **Do Not Use Color Yet.** Try different approaches, not just variations on one theme. Logo may be totally graphic, just text or a combination of both. Consider that fine lines and elaborate fonts may not reproduce well when reduced. Keep all of these and turn in for grading with the final project. Draw them on tracing or drawing paper.

4. Select from your pencil roughs, the one that you feel best reflects your earlier research and the company identity you have developed. At about 3 X 3 inches redraw it on drawing or tracing paper to reflect the areas that will be black, white, transparent and/or stroked.

### Drawing the Logo -

5. Create a new file in Illustrator, 11" wide X 8 1/2" high. Save in an Illustrator eps format. Name file your company name and your initials.eps (abbreviations recommended) put in a folder named your last name, first initial P2

6. Execute the final design. You can scan your rough and save as a jpg, gif, tif or eps file to be used as template layer to help you draw (this will be demonstrated) or you can draw from scratch. Initially create one logo at an average size of 3 X 3 inches. Then

make two more duplicates on the same page and size them down 50%, each one smaller than the other. Position the three logos balanced on the left side of the page. Remember a logo needs to be flexible and would even have to work for a sign. Save again.

7. Make a test print out on the b/w printer and proof. Mark corrections you plan to make, proof carefully, especially for paths that aren't connected and areas that haven't printed as expected, aren't readable or don't scale well.



### Applying color -

8. Have the same b/w file open. Drag copy another version your largest logo to the right of it. Using a minimum of 2 and a maximum of 3 PMS colors or black (use normal process black not a PMS black) as one of the colors, change the appropriate paths and/or strokes to colors. Remember to keep the color simple and appropriate for your company. Save this file again when you are finished. When complete make two more 50% version as you did for the b/w.

### Printing and On- Screen Presentation Critique

9. Once you are finished, print a final version of the black and white and color logos in all three sizes. on an 8.5" x 11" sheet of paper in



either black and white or color. Though a color proof is not mandatory, at minimum you need a b/w proof. You do not need to mount the logo at this point.

10. When directed put your file in the drop box for on screen display and critique. Prepare a justification for your design and color choices. Utilize information derived from lecture and presentation for terms.

11. Once you are finished make any corrections suggested and save again for completing Part B.

## Part B- Corporate Identity Design

Utilizing the color logo you created earlier in Part A and Adobe Illustrator you are now to design a letterhead, business card and envelope package. You can make any changes suggested you may feel are necessary to the logo prior to completing this, however it is not suggested that you completely redesign it. The layout of all the pieces should be consistent with each other and the design of the logo. The letterhead should have the company name (if it is not already part of the logo) address, email or website and phone numbers. The business card should have the same information and any employee of your choice and their title, for example: Debra Immerso, President. You can make up the name, but something comical or your own name is discouraged, especially if you plan to use this in your portfolio. The envelope should have the logo/company name, address at minimum. Other information is optional. It is strongly suggested that you only use one, maximum of two, typestyles and if two are used that they are compatible (see your Workbook and on-line presentations for suggestions on type usage). For hierarchy and variety use bold, italics, or a larger/smaller point size.

1. Collect samples and look at examples of other letterhead/bus card/env packages that are appealing to you. Search the web. Utilize examples you find as well as design magazines. Include these in the roughs you hand in as creative research. Try some traditional, as well as unique layouts, just be consistent. Include in your Examples notebook.

2. Roughs should consist of variations of layouts using the logo and be done on drawing or tracing paper. 3 - 4 variations of each element in the same format are a minimum. For example sketch out all three pieces in the same style on a grid similar to one on the below.

3. After designing and layout out the three pieces, print out a laser print. Proof then make necessary changes. Once finished, print then mount the 3 pieces, along a color single logo, on black mount board. Examples will be shown. After critique, turn in all roughs/creative research, all proofs, grade sheet in an envelope for grading in addition to your mounted board prepared for presentation. Required files in a folder named your Last name, first initial P2, should be put in your instructors drop box

Specifications:

Size:

Letterhead: 8.5" X 11" vertical (optional size only upon approval)

Business card: 2" X 3.5" vertical or horizontal (optional size only upon approval)

Envelope: 4.125" X 9.5" horizontal (do not print anything other than a color block or screened graphic in the lower .5" of the envelope)

Color paper: your choice, though white is ok

Ink: Up to 3 and a minimum of 2 (PMS and black only)

This is an example of how layouts could be done. A vertical format is also acceptable. (you only have to do one business card format. Below is and alternative horizontal business card). Elements could overlap if they do not obscure design elements or information.

