

Module 07

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

– Antoine de Saint-Exupéry

ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 01

Activate, Assign, & Sort Typefaces

Activate these typefaces on fonts.adobe.com. These 10 (with Acumin below) represent the approved fonts for the logo project.

Once active, set each piece of text to any weight/font within that typeface.

Sort the fonts above into their category below. The first one has been done for you.



This letter R has serifs.
It is a **serif** typeface.

Place any other serif type below.

Adobe Jenson Pro
Baskerville URW
Bodoni URW
Clarendon URW



This letter R doesn't have serifs.
It is a **sans-serif** typeface.

Place any other sans-serif type below.

Acumin Variable Concept
Como
Condor
Neue Haas Grotesk



This letter R has thick straight
serifs. It is a **slab-serif** typeface.

Place any other slab-serif type below.

Museo Slab



This letter R has variable
thickness and looks like it
has been made by hand.
It is a **script** typeface.

Place any other script type below.

Bidham Script Pro

Created by
Gage D'Orlando

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.

ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 02

Play With Type

Type the big grey words below, set them to the font shown, and make them match the examples. *(See detailed instructions below.)*

Acumin Variable Concept - Extra Condensed Bold

Extra Condensed

Neue Haas Grotesk Display Pro - 95 Black

LETTER SPACE

Adobe Jensen Pro - Bold

SMALL CAPS

Bickham Script Pro 3 - Semibold

Glyphs

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 03

Communicate With Type

Amicus Motors logotype

*Amicus
Motors*

Jack and Jill logotype

Jack
and Jill

Astro Burger logotype

Astro
Burger

ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 03

Use Value **Contrast**

Amicus Motors logotype



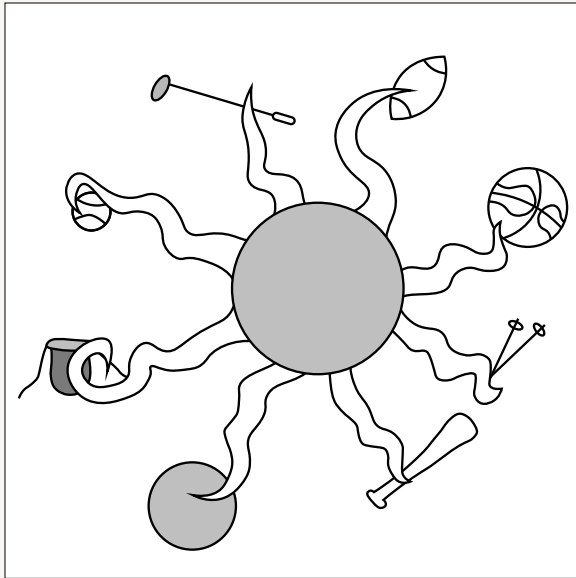
Jack and Jill logotype



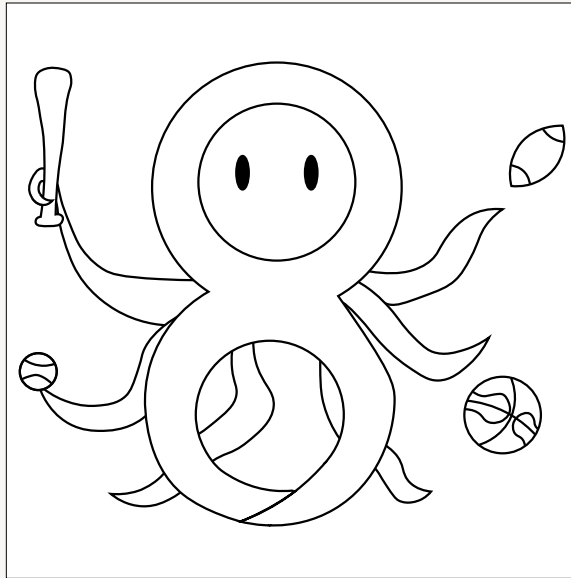
Astro Burger logotype



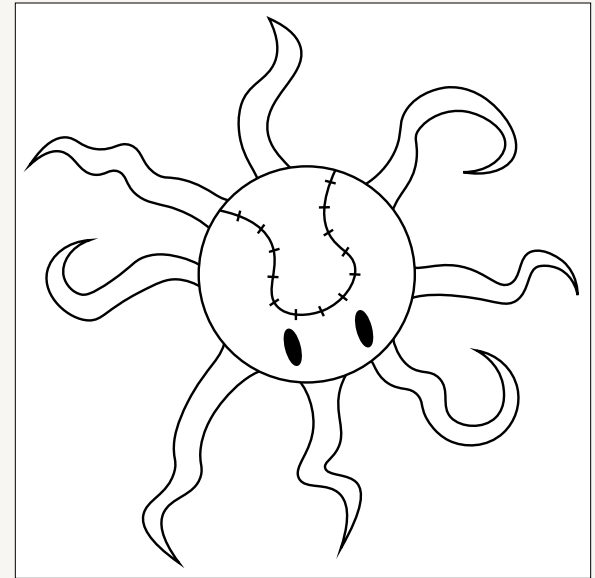
PROJECT | LOGO PROJECT: REFINEMENTS



1



2



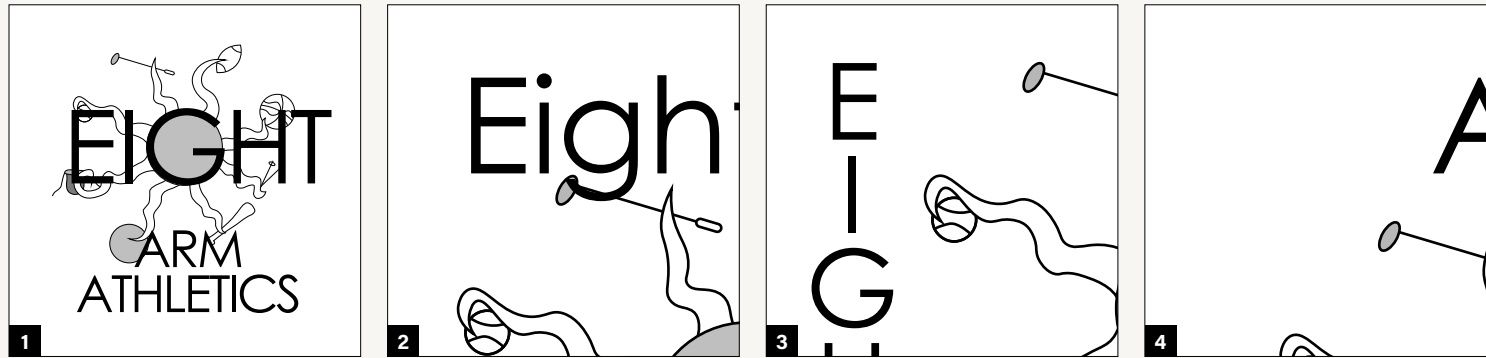
3

Best Logos

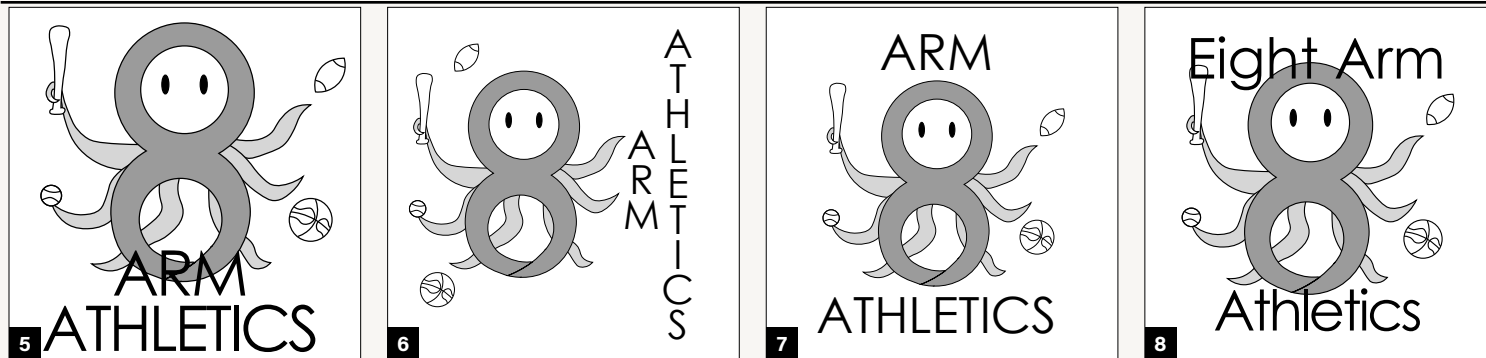
1. This logo has the symbols of sports items and an octopus head a lot of balance to communicate the general idea of the store.
2. This logo again uses balance with the imagery of an octopus in the shape of the number 8 and sports items to represent the store name and purpose.
3. This logo uses the imagery of an octopus with a baseball as a head to show that it's a fun store that sells sporting goods..

PROJECT | LOGO PROJECT: LOGO + TYPE VARIATIONS

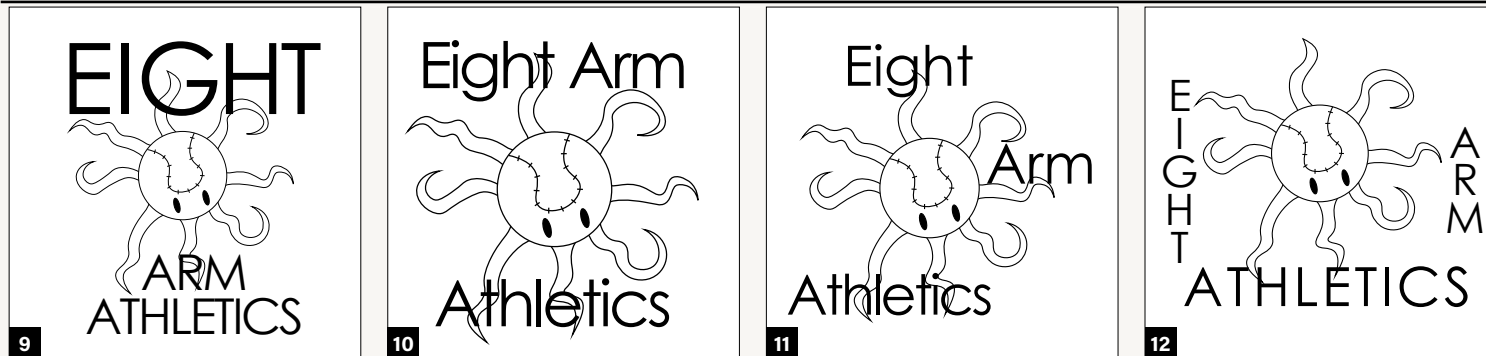
LOGO DIRECTION 1 - FOUR TYPE EXPLORATIONS



LOGO DIRECTION 2 - FOUR TYPE EXPLORATIONS

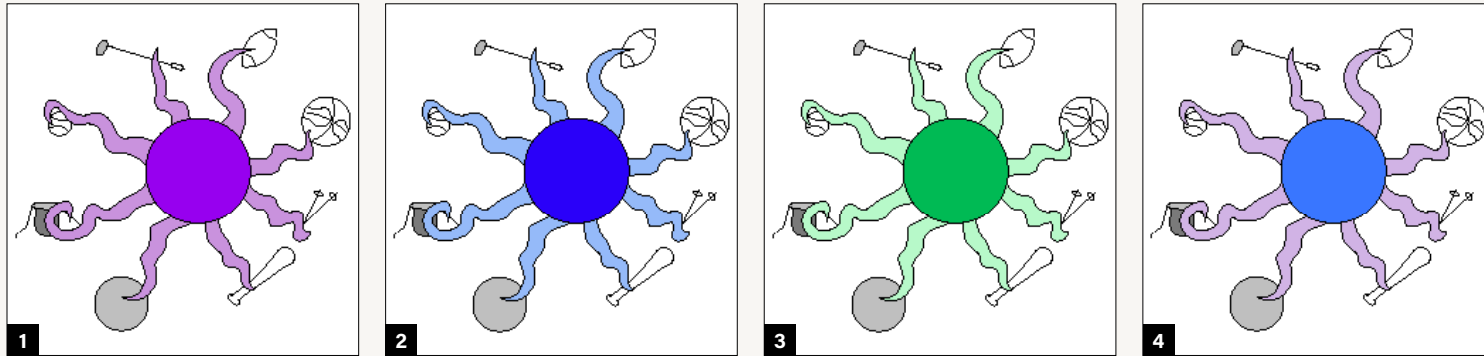


LOGO DIRECTION 3 - FOUR TYPE EXPLORATIONS

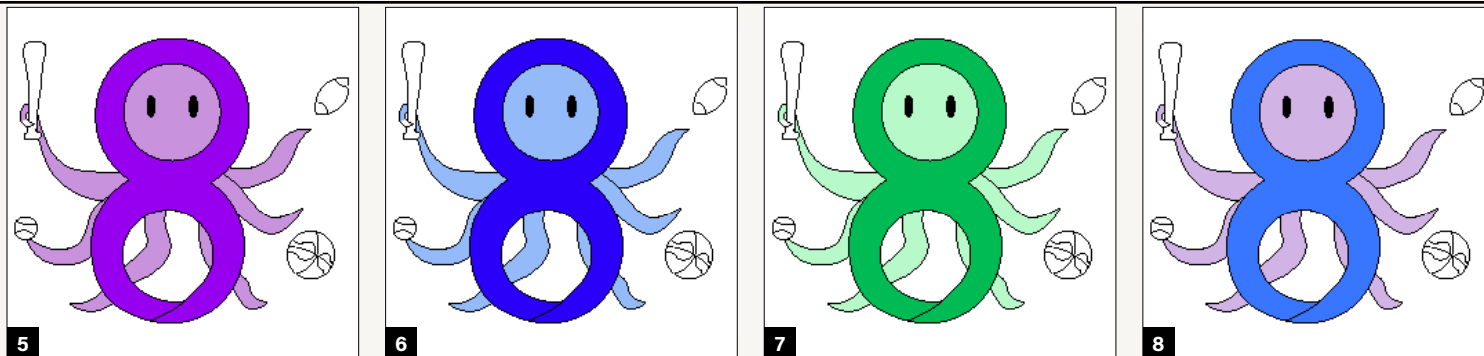


PROJECT | LOGO PROJECT: COLOR VARIATIONS

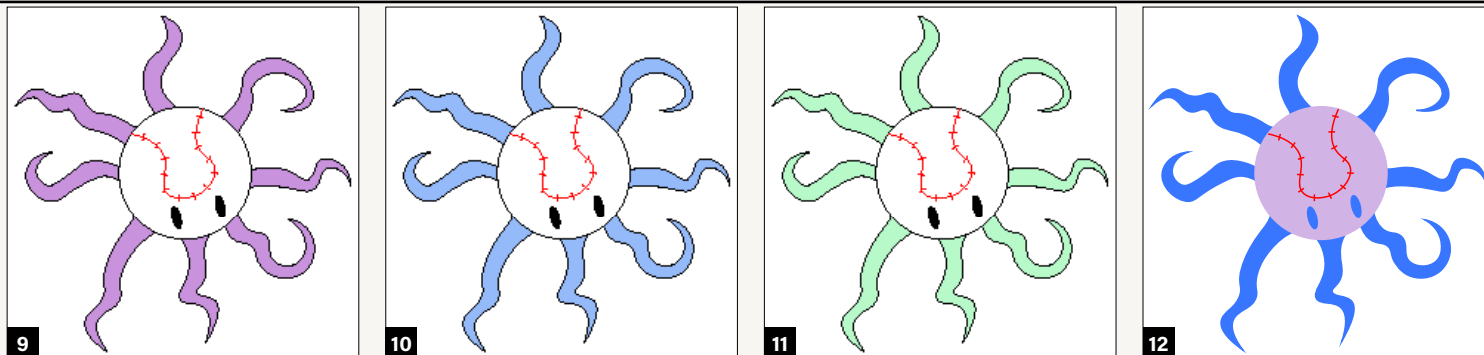
LOGO DIRECTION 1 - FOUR COLOR EXPLORATIONS



LOGO DIRECTION 2 - FOUR COLOR EXPLORATIONS



LOGO DIRECTION 3 - FOUR COLOR EXPLORATIONS



PONDER | MODULE 07

My favorite color is cobalt blue because it reminds me of a beautiful gemstone.

How have your logos improved?

I think adding color has helped to improve my logos a lot because it makes them a lot more obvious as being octopuses in my opinion. I think that before where it was a little hard to see what they were, having the colors gives more context to them.

What color or combination of colors best communicate your logo and why?

I really like the look of blue and purple because it gives a feeling of being calm and friendly, which is what I am going for by having a cartoonish octopus, so I think the colors just help bring that out more.

Why do logos usually only use one or two colors?

I think it helps with the recognizability and keeping the logo as simple as possible. It also helps make it scalable so that it can be used at many different sizes.

Why is value contrast important

It helps to make sure that everyone is able to see the message that you are trying to get across. In web development it is a huge focus when it comes to accessibility and making sure those that might have vision problems still get the same experience as everyone else.

Why is important to explore more than one option when it comes to color or typography?

I think it is important to explore different options because of the same reason that exploring different

sketches when coming up with the logo design is important. It helps to see different ideas that you might not have thought of right away and lets you have a better idea of what options are available before deciding on one.

Which typefaces worked best with your logo? Why?

I really only liked the sans serifs when it came to looking at typeface for my logo, and I chose century gothic because it had very circular Cs and Gs which I felt went well with the octopus imagery that I have. I think that serifs, slabserifs, and scripts take away from the friendly nature that I was trying to go with.

Can typefaces have personalities? How?



I really like cobalt blue, but sadly it doesn't get portrayed well in the CMYK color space. It is very rich and bright.

I think that typefaces can definitely have personality, but I also think that a lot of that personality is subjective and can be based on where you have seen similar typefaces throughout your life. Similar to how colors have different emotions depending on the culture that you are raised in.

Conclusion

I think it is interesting how much a different style of typography and colors can change how different your logo feels. I really want to learn more about color theory and learn how to invoke emotions more heavily with color, as I think it was just skimmed over in this week's videos and I think colors can be really important when trying to elicit different feelings from those viewing your designs.

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