

## 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](https://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

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Amicus Motors logotype

*Amicus  
Motors*

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Jack and Jill logotype

Jack  
and Jill

---

Astro Burger logotype

Astro  
Burger

## ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 03

### Use Value **Contrast**

Amicus Motors logotype



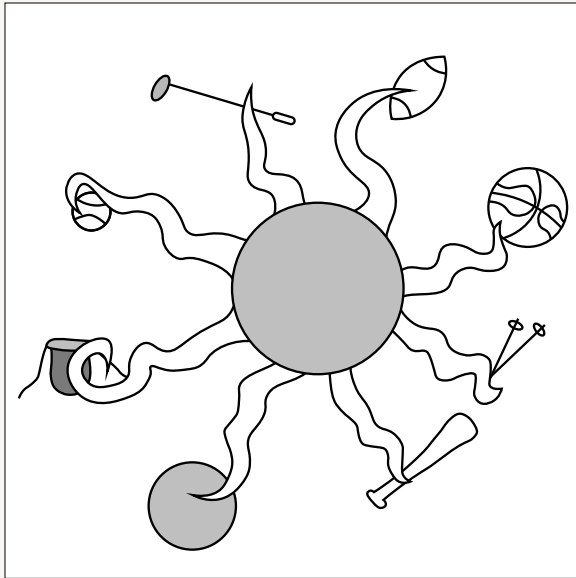
Jack and Jill logotype



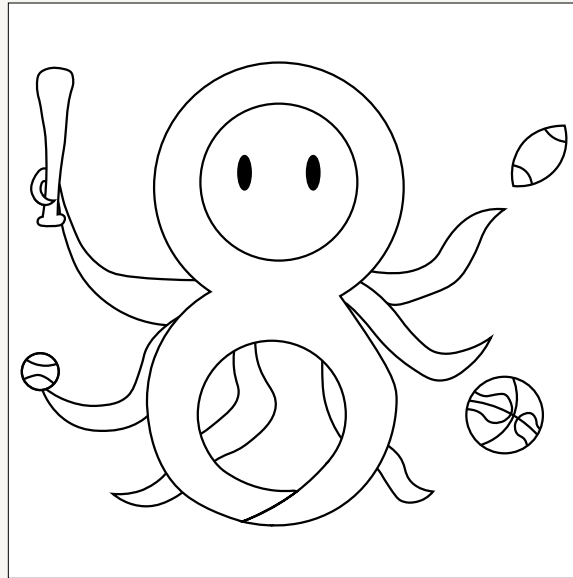
Astro Burger logotype



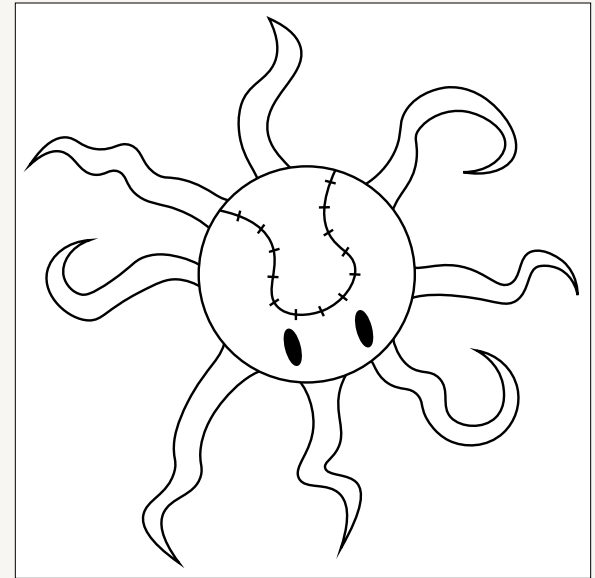
## PROJECT | LOGO PROJECT: REFINEMENTS



1



2



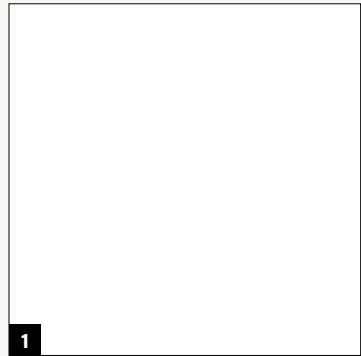
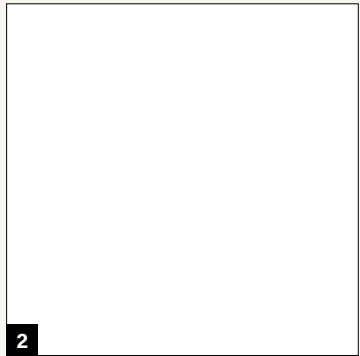
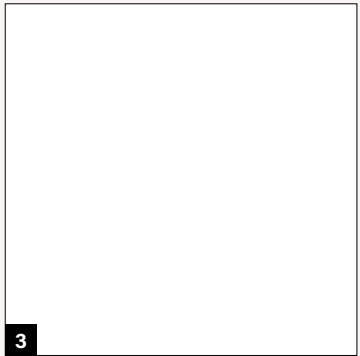
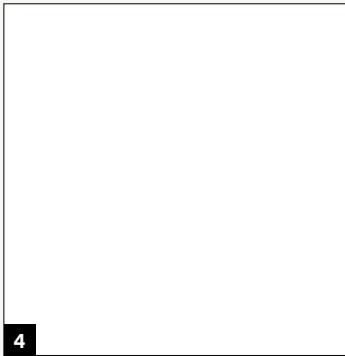
3

### Best Logos

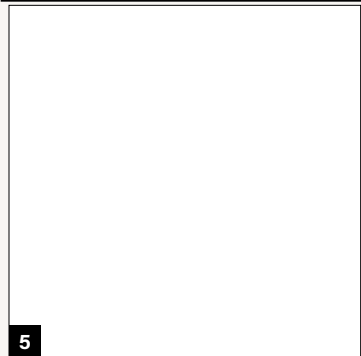
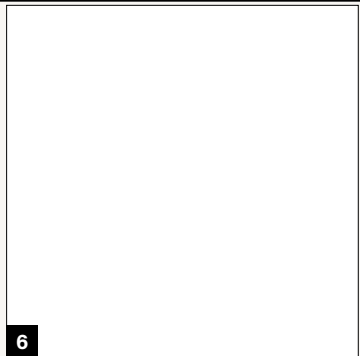
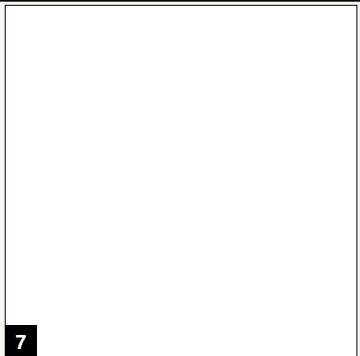
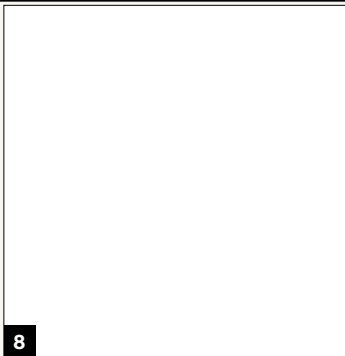
1. This logo has the symbols of sports items and an octopus head a lot of balance to communicate the general idea of the store.
2. This logo again uses balance with the imagery of an octopus in the shape of the number 8 and sports items to represent the store name and purpose.
3. This logo uses the imagery 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

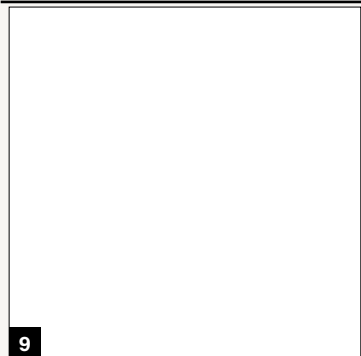
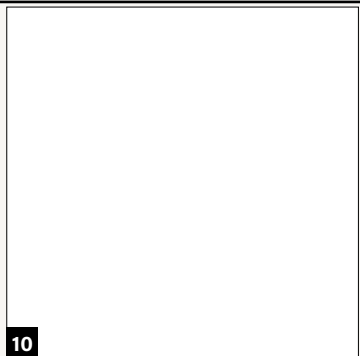
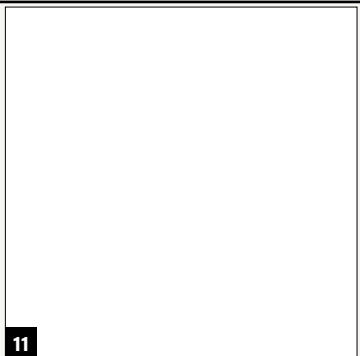

## LOGO DIRECTION 1 - FOUR TYPE EXPLORATIONS

			
1	2	3	4

## LOGO DIRECTION 2 - FOUR TYPE EXPLORATIONS

			
5	6	7	8

## LOGO DIRECTION 3 - FOUR TYPE EXPLORATIONS

			
9	10	11	12

# PROJECT | LOGO PROJECT: COLOR VARIATIONS

## LOGO DIRECTION 1 - FOUR COLOR EXPLORATIONS

1	2	3	4

## LOGO DIRECTION 2 - FOUR COLOR EXPLORATIONS

5	6	7	8

## LOGO DIRECTION 3 - FOUR COLOR EXPLORATIONS

9	10	11	12



## PONDER | MODULE 07

My favorite color is (fill in the blank) because it reminds me of (fill in the blank).

**How have your logos improved?**

Answer

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

Answer

**Why do logos usually only use one or two colors?**

Answer

**Why is value contrast important**

Answer

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

Answer

**Which typefaces worked best with your logo? Why?**

Answer

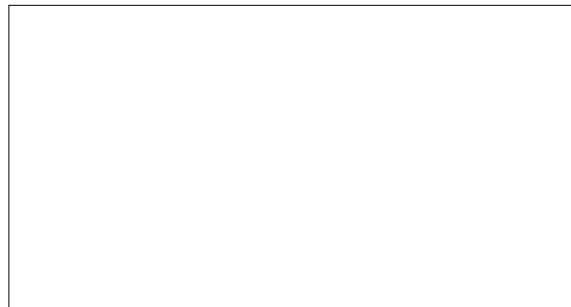
**Can typefaces have personalities? How?**

Answer

**Conclusion**

Answer

**A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.**



Take a photograph of your favorite color. Crop it and add it to this page with a caption.