**A COURSE WORK REPORT**

**ON**

**SWD327 (MANDATORY SKILL ACQUISITION)**

**WRITTEN BY:**

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**2023/HND/37287/CS**

**COMPUTER SCIENCE**

**SUBMITTED TO:**

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**LOGO PROJECT DOCUMENTATION**

Project overview

Project title: the brighter way logo design international private educational provider

Designer: lemchi Stephen chidindu

Date of completion: 12/ 08/ 2024

Logo elements

* Icon: Golden Eagle in flight
* Primary text: the brighter way (red, bold)
* Secondary text: international private educational provider(black, regular)

Color pallet

* Gold: FFD700(Eagle)
* Red: FF0000(primary text)
* Black: 000000(secondary text)

Typography

* Primary font:
* Secondary font:\

Design rationale

* Eagle Symbolism: represents aspiration, excellence, and freedom, reflecting the educational providers values.\
* Text Hierarchy: “the brighter way” in bold red to highlight the brand’s core message, with supporting text n black for clarity.
* Color Choice: gold symbolizes success and high quality red conveys energy and passion, and black adds a professional touch.

Usage instructions

* Color versions:
* Full color
* Black and white
* Minimum size: ensure legibility at reduced sizes.
* Clear space: maintain a clear space around the logo equal to the height of the eagle’s head.
* Background compatibility:
* Preferred: white or light backgrounds
* Avoid: clashing or busy backgrounds

Applications examples

* Print materials: business cards, letterheads, brochures.
* Digital Media: websites, social media profiles, email signatures.
* Merchandise: T-shirts, mugs pens.

File format provided

* Vector files: cdr (CorelDRAW), ai (Adobe Illustrator)
* Raster files: png, jpg (High resolution).

Maintenance and updates

* Version control: keep track of different versions of the logo for various uses .
* Future updates: guidelines for making updates to the logo, if necessary.

Contact information

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