

## PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet *before* you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

### COMPANY/EXHIBIT

Bookstore

### COMPANY/EXHIBIT DETAILS

Small bookstore with hard to find books. A place to browse for a while, sit and read.

### THEME

Cat

### TARGET AUDIENCE

Teens and Adults. Both male and female. People that like to read, and have some quiet time with a book. People that like to find books they haven't heard of and antiques.

### MOOD/IDEA CHARACTERISTICS

Myterious

Comfotable

Eclectic

Vintage

Calm

Relaxing

Curiosity

Try something new

Relax for a while

Learn something

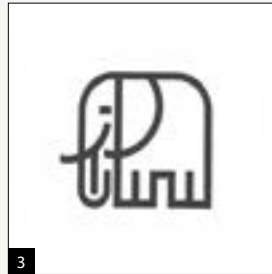
### COMPANY/EXHIBIT NAME

Atticus Books

### COMPANY TAGLINE

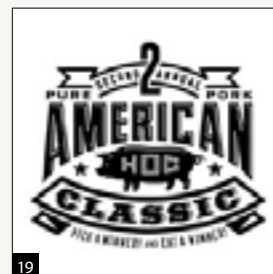
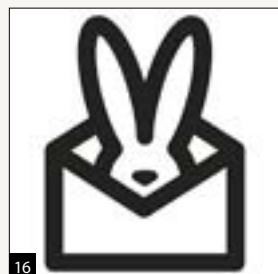
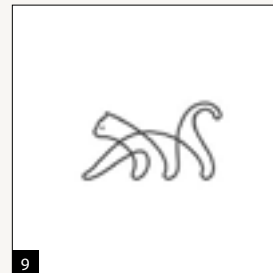
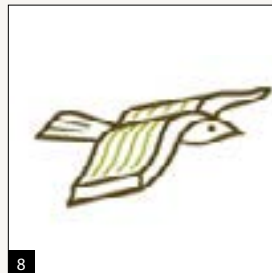
Find something unique

## ACTIVITY | LOGO: VISUAL RESEARCH

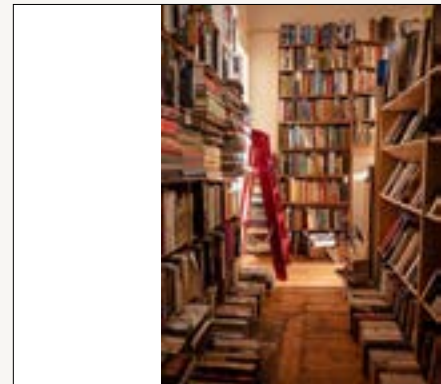
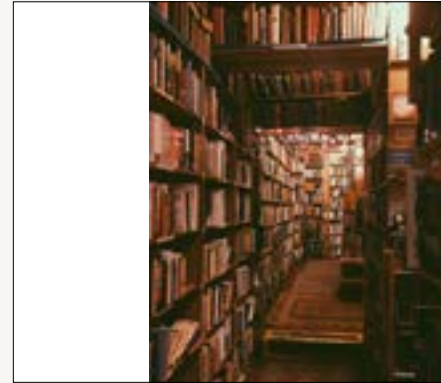
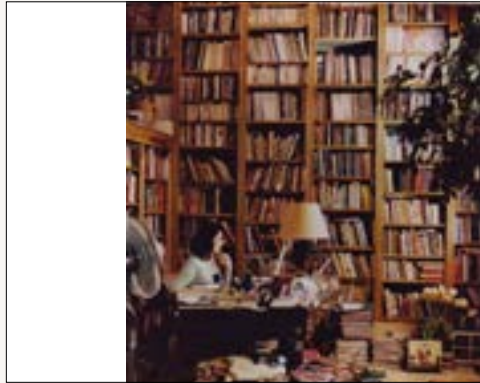


Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. The shade for the plunger is nice
2. I like the contrast of the bright orange and the serious man
3. I like the simple lines
4. I like the use of yarn to create the cat
5. The vintage colors are nice
6. I like the details of the circle engine and the typography
7. I like the modern maple leaf
8. I like the combination of a book into the wings
9. I like the simple lines
10. I like the alignment
11. The color is fun
12. I like the pop of color with the yellow to the side
13. Great use of typography
14. I like the exaggeration
15. I like the designs turned into a letter
16. I like the thick lines
17. I like the unexpectedness of the bear and the tiny cart
18. I like the double use of the logo with the whale tail and the face
19. I like the typography
20. I like the shade work

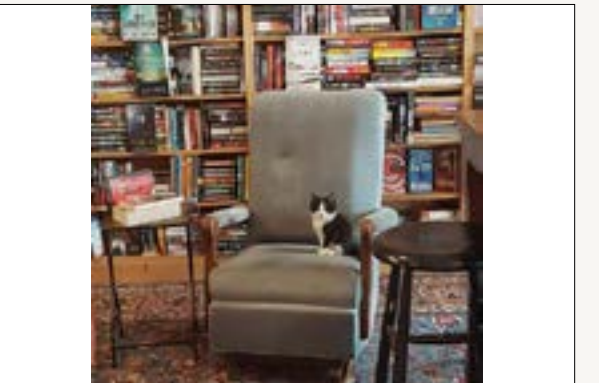


**PROJECT | LOGO CATEGORY: VISUAL RESEARCH (PHOTOS ETC.)**





## PROJECT | LOGO TOPIC: VISUAL RESEARCH (PHOTOS ETC.)



## PROJECT | LOGO PROJECT: WORD LISTS

A word list helps you explore ideas. Write every word you can think of that relates to your company or exhibit. Make sure you fill this page full of words. You may need the help of a thesaurus to complete this task. Once the page is full of words take some time to find and mark those words that could be turned into interesting logo sketches.

Lists

### **Books**

Bookstore

Antiques

Fiction

Nonfiction

Biographies

Essays

Vintage

### **Old**

Unique

Eclectic

Interesting

### **Chair**

Couch

Rug

Shelves

Wood

Smell

Comfortable

### **Relaxing**

New

Learn

Discover

Find

### **Mysterious**

Curiosity

Dream

Think

Explore

### **Paper**

Pen

Writing

Scroll

Store

Dark

Moody

Study

Quiet

Lost

Found

Dust

### **Uncover**

Hidden

Blanket

Tea

### **Morning**

Night

Late

Intellect

Grow

Cat

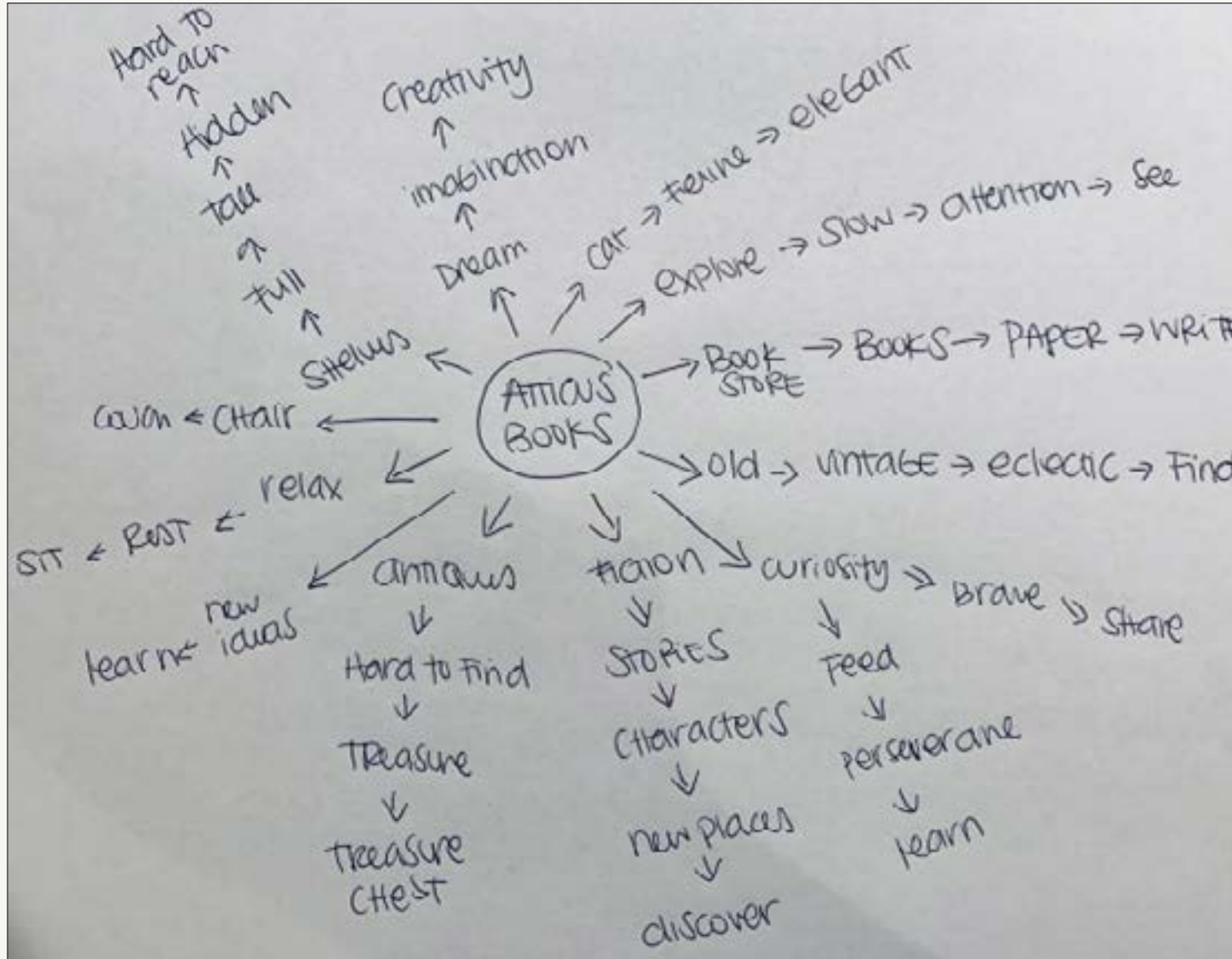
Feline

### **Elegant**

### **Peculiar**

Obscure

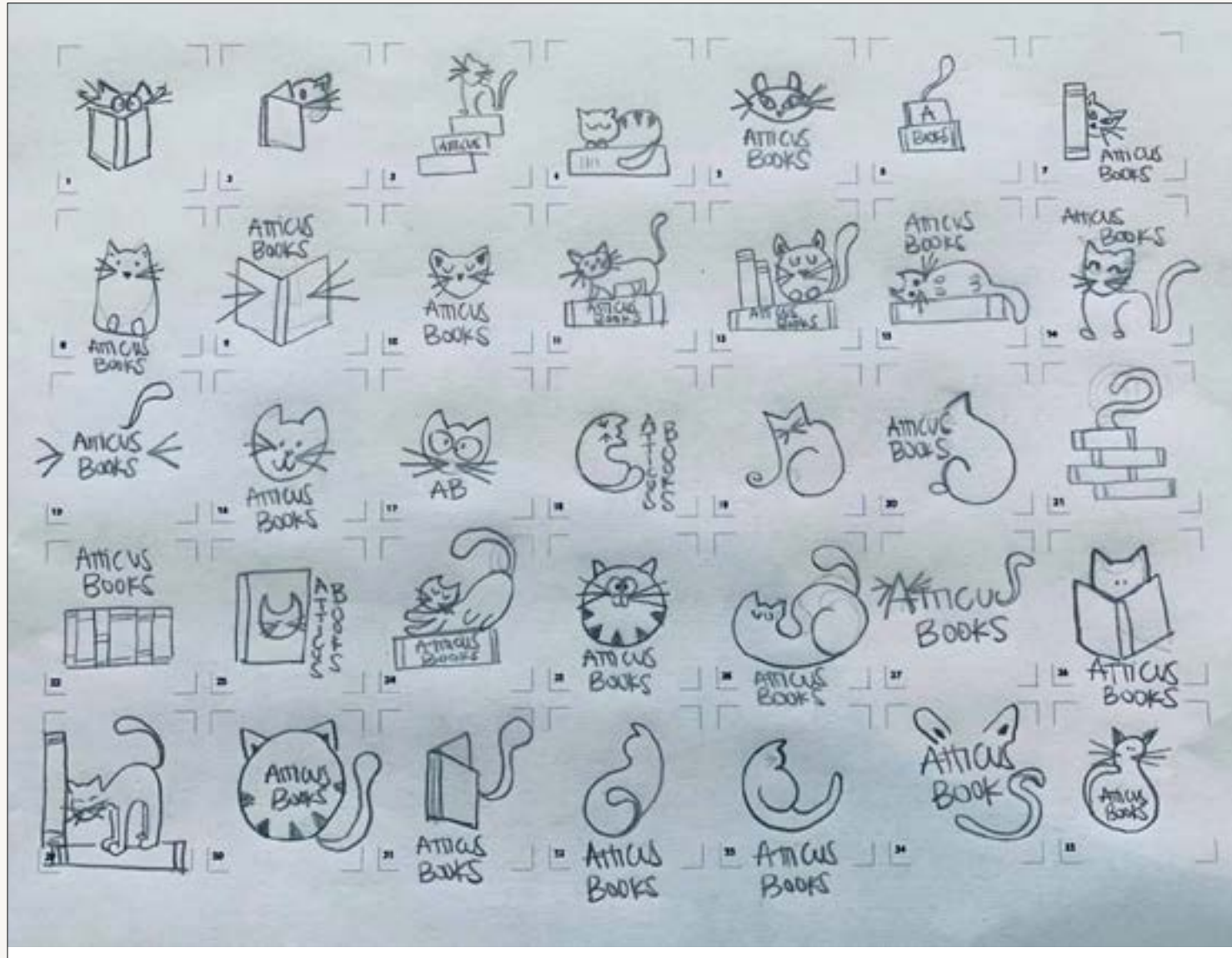
## PROJECT | LOGO: MIND MAP



Identify interesting connections

1. I like the connection of antiques with treasure
2. Curiosity and bravery are also a good connection
3. I like the connection between stories, characters and new places
4. I also like the connection between curiosity, feeding it and persevering
5. Tall shelves seems like an interesting idea for the logo
6. Exploring and paying attention are also good connections
7. caption
8. caption
9. caption
10. caption
11. caption
12. caption
13. caption
14. caption
15. caption
16. caption
17. caption
18. caption
19. caption
20. caption

## PROJECT | LOGO PROJECT: SYMBOL SKETCHES



Identify interesting connections

1. I noticed that the eyes of the cat can give out a whole different meaning, so that's something to consider in the final design
2. Sleeping cats seem real, but also maybe bored?
3. There are some sketches that are too complex for a logo
4. Whispers can be a fun idea
5. There are a lot of fun positions to draw a cat in, something to explore
6. Most Promising: 32, 18, 13