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Summer / 2008
Thursday, Room A4

OBJECT: Everyone needs an identity but most people / corporations do not know
what to do with one when they have it. Discussion will center on asset deliverables:
preparing files for different media and printing technologies. Branding and identity
issues such as legibility, uniqueness, reducibility, and staying power will be also dis-
cussed. And Self perceptions vrs. how one wishes to be perceived.

ASSIGNMENT: Design and render a monogram or logo that represents the student.
Work in pencil to a tight comp. Scan and render in Adobe Illustrator. Logo should
be solved in color and made to appear as consistent as possible in the six versions
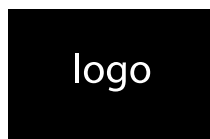described below.

FINISHED WORK:
Each word should be printed on high quality ink jet paper and mounted to illustration
board. 8"12" x 5-1/2" high. in the following 6 formats:

BLACK AND WHITE:
File naming convention should be "logo"_bw.ai
file type is used for black and white printing, laser cutting,
machining, sign making, and etching.

REVERSE (white on black background)
File naming conventions should be "logo"_rev.ai
Used when the logo appears against a dark background

SPOT COLOR*
file naming convention should be "logo"_spot.ai
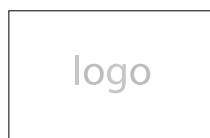Used for silk screening, embroidery, vinyl cutting or color
matching

RGB COLOR*
file nameing convention should be "logo"_rgb.ai
Used for monitors, ie web and video.

CMYK COLOR*
File naming convention should be "logo"_cmyk.ai
used for color printing on subtrates such as paper, and
canvas banners.

GRAY SCALE*
File naming convention should be "logo"_gray.ai
Used for one color printing such as phone book, directories,
programs etc.
This version should be a value reflection of the color ver-
sions.

*Each card with an asterisk should have a color legend on the back describing the
value of each color or value used in the logo. This will be demostrated in class.