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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 discussed. 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.

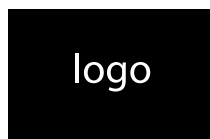
FINISHED WORK:

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



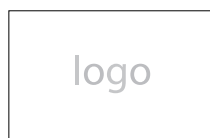
RGB COLOR*

file naming 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 substrates 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 versions.

*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 demonstrated in class.