

Type 1 Nils Lindstrom

Assignment 6 / Logotype

Logotypes must be designed to work in a variety of applications and environments. For example: signage, embroidered, vinyl, print, web and newspaper. Finished logos should be printed on glossy ink jet paper and flush mounted on 8-1/2" x 5-1/2" pieces of illustration board in the following six formats with color "specs" detailed on the back of each designated card.



- 1 Black on White: Hard edge black and white, no grays. This must be an Illustrator (vector) black and white file. No color specs.
- 2 White on Black: (Reversed) Hard edge black and white, no grays. file black and white file. No color specs.
- 3 Black and White Gray Scale: From Illustrator or Photoshop. Can include toned areas and gradations, dimensional effects in shades of gray. Include % of gray specs on back of card if you're using flat tones of gray. The gray card should reflect the perceived values of the color versions.
- 4 Spot Color: Flat spot colors or gradients of spot colors. file must be specific to ink colors (PMS or Pantone Solid Coated palette from Adobe Illustrator). Spot colors may not be blended together. Limit of 6 colors. Include PMS no. specs on the back of card.
- 5 CMYK: Cyan, Magenta, Yellow, Black: for offset printing purposes. Allows for a full range of tints, shades and blends. Include CMYK specs on the back of card for solid colors.
- 6 RGB: Web applications. Allows for a larger color range than CMYK. Include RGB value specs on the back of card for solid colors.

All six versions of the logotype should appear as similar to each other as possible. If your logo is a Monogram or acronym, please print the full name of what the letter stand for in 6 point type at the bottom of each card. Give your logo plenty of space. Do not crowd the card and be sure each version is the very same size and placement.