GDT 218

Graphic Production

Brand

Name?

Project brief

This event will be held the first week in October. The event needs to attract hundreds of thousands of guests to experience a nine-day event of color and excitement, that will celebrate the world's oldest aviation sport, ballooning.

A goal is to keep guests and vendors returning year after year.

We want to connect with balloon enthusiasts. Whether this is an individual or a family.

The sport is quiet, with the lack of a feeling of movement, and spectacular views.

The event is color-full, entertaining, and exciting.

The objective is to brand the event, with a timeless look that will sustain and carry it forward.

SPECS: one or two-color (Pantone)

Three logo concept ideas for each

1. Logotype
2. Icon
3. Combination

Resource link\_12 rules when designing a logo

http://www.webdesignerdepot.com/2009/06/12-essential-rules-to-follow-when-designing-a-logo/