

LOGO
design

**CONTENT
CREATION**

Logo theory

- logo = label

“It conveys a message about values and quality of the brand/company”

A fusion of business, communication and design

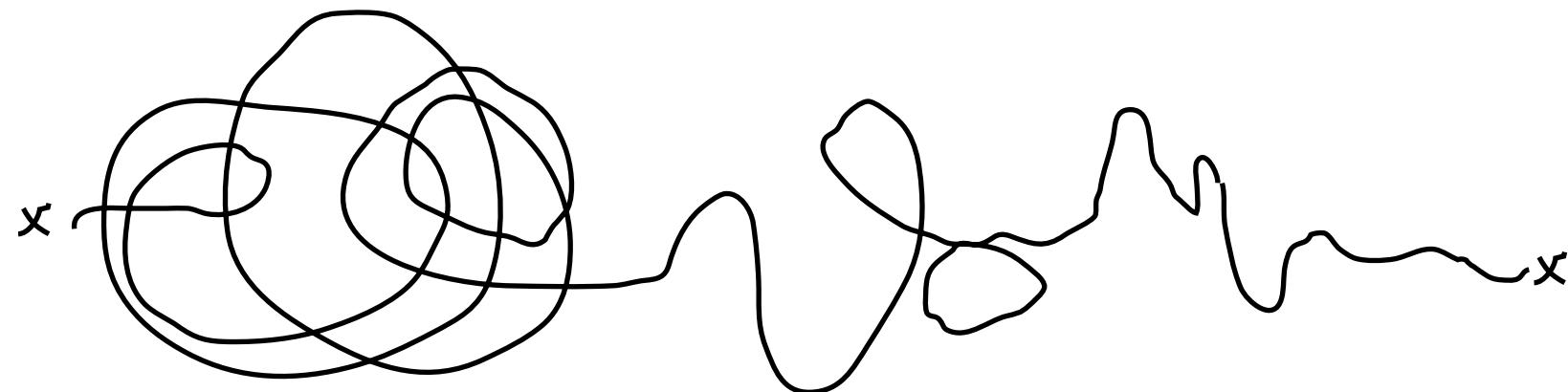
*"A logo is the smallest canvas
for storytelling"*

Gui Borchert

CONTENT
CREATION

Logo design process

- filled with iterations and setbacks

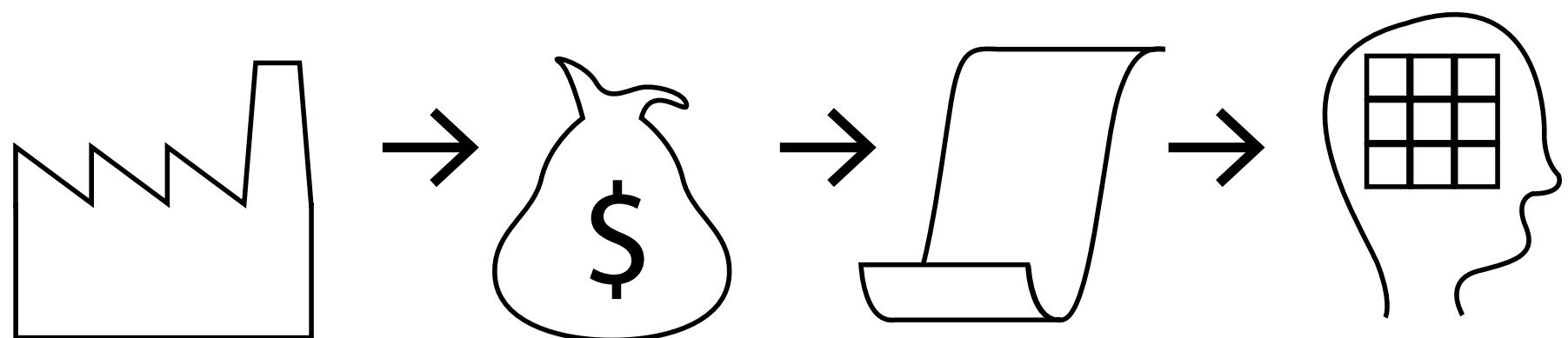


**CONTENT
CREATION**

Visual identity - purpose

- ensures a sustainable presence and position in the market place
- key stone in corporate identity is the logo
it carries enormous value

Visual identity = branding



- a strong brand barriers competition

What is the definition of a brand

- customers perception

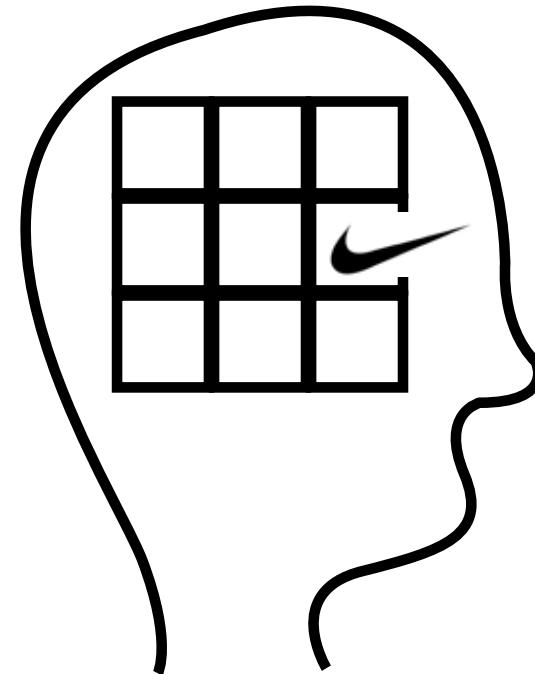
it is a persons gut feeling about a product

- Martin Neumeier

- provide one voice and one face!

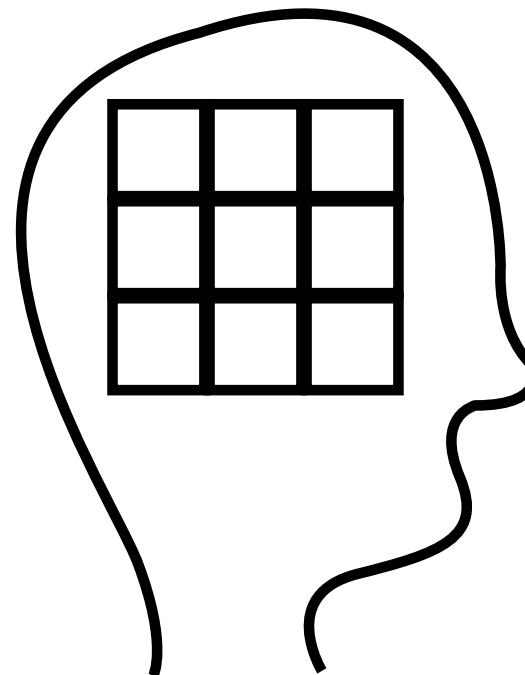
A charismatic brand

- no substitutes
- the brain filters
- labels and stores
- frames



CONTENT
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What do you consider charismatic brands?

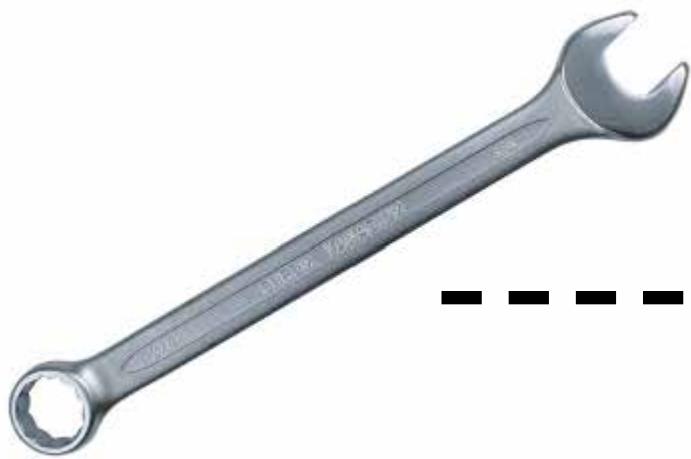


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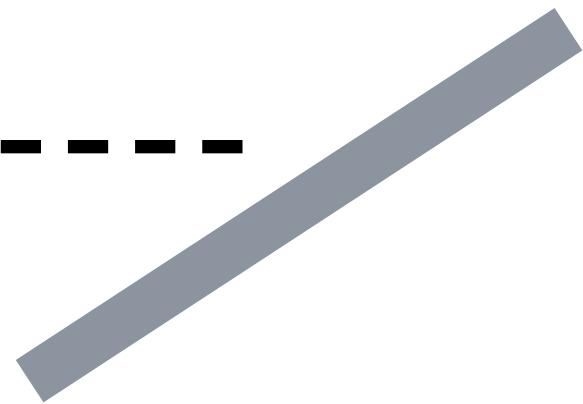


organized religion is akin to a massive global brand

**CONTENT
CREATION**



Abstract - o - meter
logo



CONTENT
CREATION

LOGO

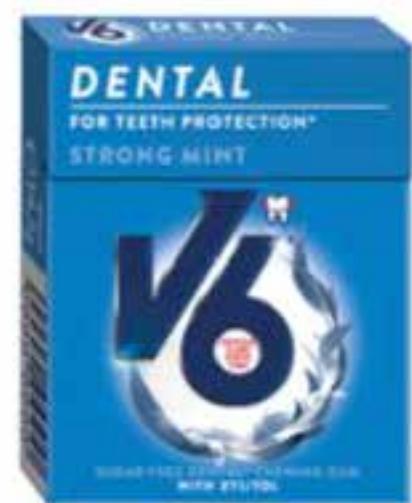
Start by

- generating a design concept
- identify what the company is about

“create a sustainable world”

“give families an experience”

“we create winners”



CONTENT
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A LOGO IS
A MENTAL
TRIGGER

Identify what the organisation is about

Old logo



**ESBJERG
KRISECENTER**

New logo



Esbjerg Krisecenter

**CONTENT
CREATION**

Don't be literal



**CONTENT
CREATION**



MURERMESTER TTN

ALT I MURER/FLISEARBEJDE

CONTENT
CREATION



MURERMESTER
WILKEN

**CONTENT
CREATION**

Ex:



“This message is reinforced through marketing, other graphics designs, advertising and performance”

**CONTENT
CREATION**

A logos purpose

- a unique identifying symbol
mark, identifier or trademark

IMMEDIATE RECOGNITION!



CBS





Logo types

- ***wordmark***: name spelled out in unique lettering

CONTENT
CREATION



Logo types

- ***wordmark***: name spelled out in unique lettering
- ***lettermark***: created by using initials



Logo types

- ***wordmark***: name spelled out in unique lettering
- ***lettermark***: created by using initials
- ***symbol mark***: abstract, nonrepresentational visual or pictorial visual



Logo types

- ***word mark***: name spelled out in unique lettering
- ***letter mark***: created by using initials
- ***symbol mark***: abstract, nonrepresentational visual or pictorial visual
- ***combination mark***

Also remember:

- stand alone
- element symbolism
- black n' white test



FedEx®

**CONTENT
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“a logo should become synonymous with
the client and distinguish from competitors

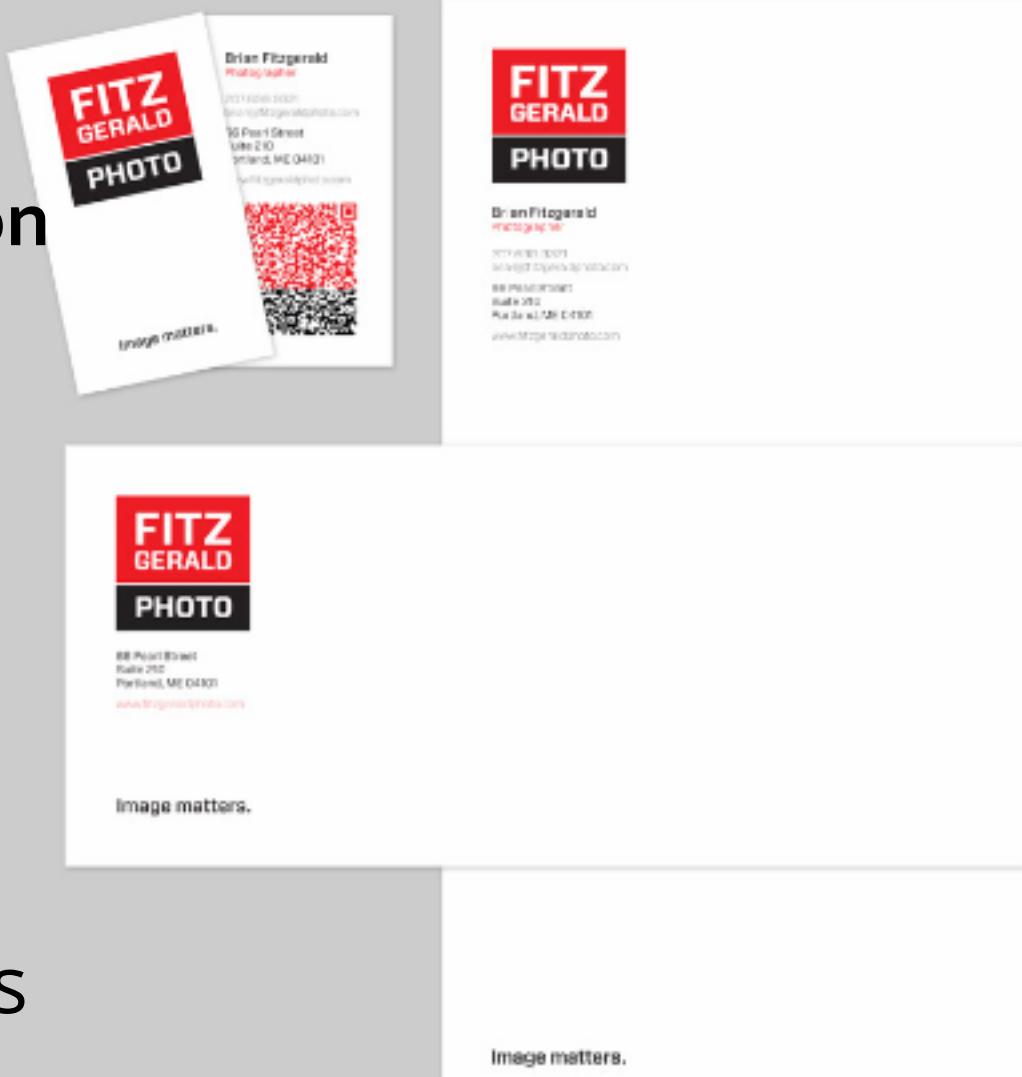
”



CONTENT
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**Consistent use ->
immediate recognition**

- **letterhead**
room for
correspondance
- **business card**
- **envelopes**
postal regulations



**CONTENT
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**You need a really strong brand and logo
to be apple to vary...**



**CONTENT
CREATION**

**You need a really strong brand and logo
to be apple to vary...**

Logo evolution ->



**CONTENT
CREATION**

What is the
LOGO
design
process
?



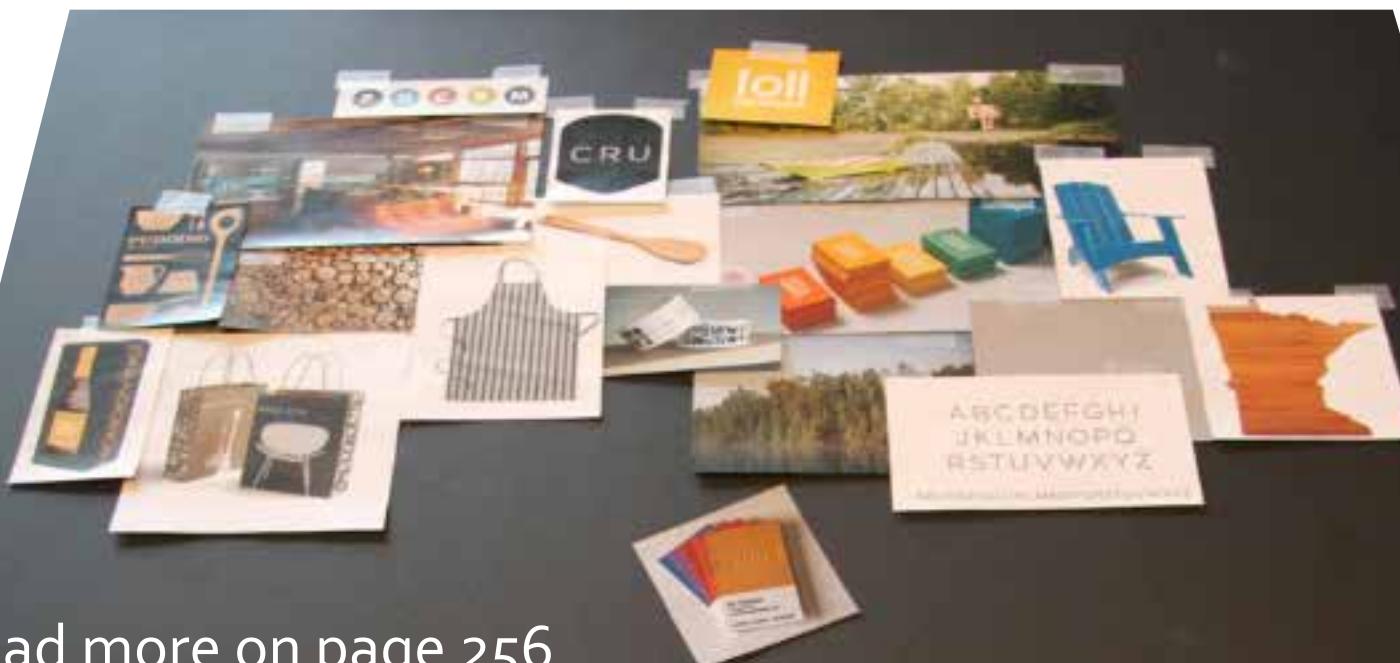
CONTENT
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Research to create an appropriate logo style

- write an objective statement
- define purpose and function
- message
- personality/values
- or get it in writing (brief)

Visual brief collage board

Sketch and find examples of
*look, mood, personality, colors, images,
type faces*

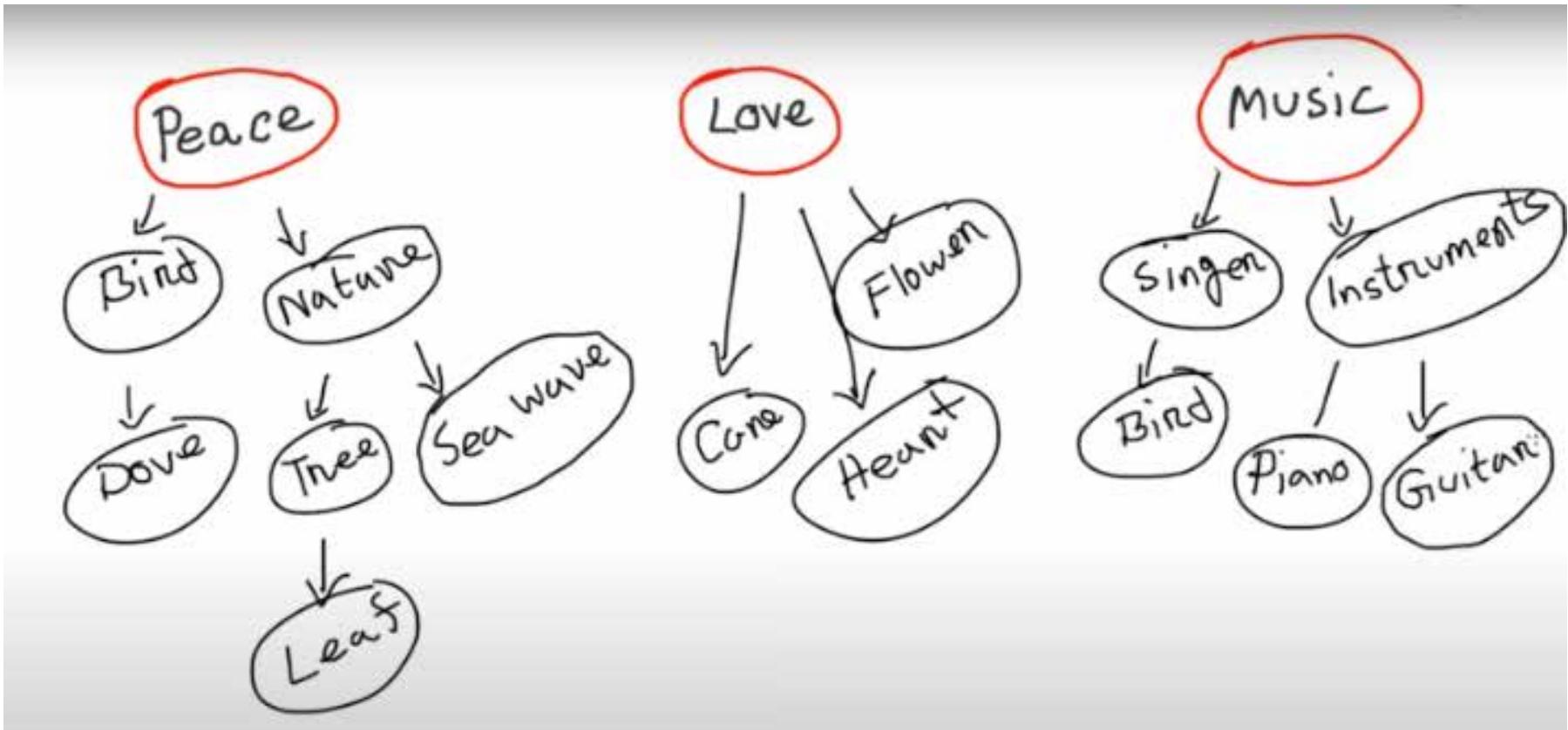


read more on page 256

Idea generation, Sketching, Concept development, and illustration:

[https://www.youtube.com/
watch?v=Tbqa-LB5Fx8](https://www.youtube.com/watch?v=Tbqa-LB5Fx8)

Expand and sketch out your own idea

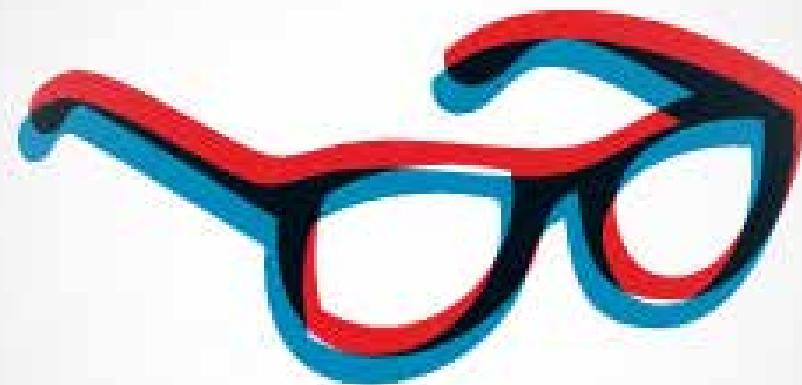


Visual identity

Examples :-)



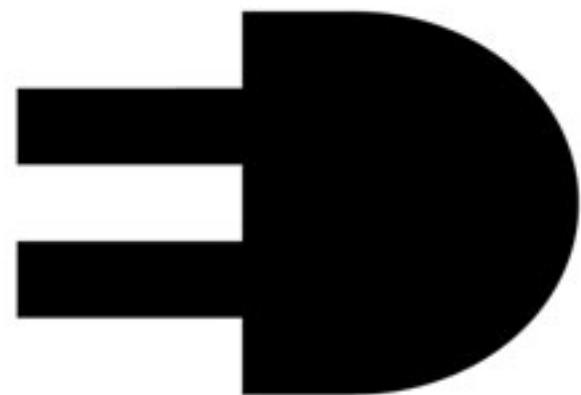
CONTENT
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DOUBLE · VISION
FILM STUDIOS

**CONTENT
CREATION**

ED - Electro Domestic - home appliances



EightTM

CONTENT
CREATION



CONTENT
CREATION



yoga australia



NORTHWEST
AIRLINES

CONTENT
CREATION

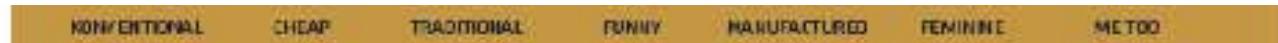
Pakuy - packaging company



CONTENT
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**ALWAYS MAKE
LOGOs IN
ILLUSTRATOR!**

**CONTENT
CREATION**



CONTENT CREATION

salling
Princip



Gælder fra fredag d. 24. marts til og med lørdag d. 8. april.

Se åbningstider i din lokale føtex eller på fotex.dk

LOGO ASSIGNMENT

Find the brief on Moodle w41

THIS IS THE PROCES YOU MUST FOLLOW:

RESEARCH

- write an objective statement
- define purpose and function
- message
- personality/values
- start your visual process with making sketches (PAPER and PEN) then make prototypes in illustrator.
- Use the template from last page when you hand-in (save as .pdf)

Make it in writing
(If not already in the logo design brief)

CONTENT
CREATION

PRESENTATION TEMPLATE



.SVG
.EPS
.PDF
.PNG
.JPG

File formats for the client when done