

**LOGO**  
**design**

**CONTENT  
CREATION**

## Logo theory

- logo = label

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

A fusion of bussiness, communication and design

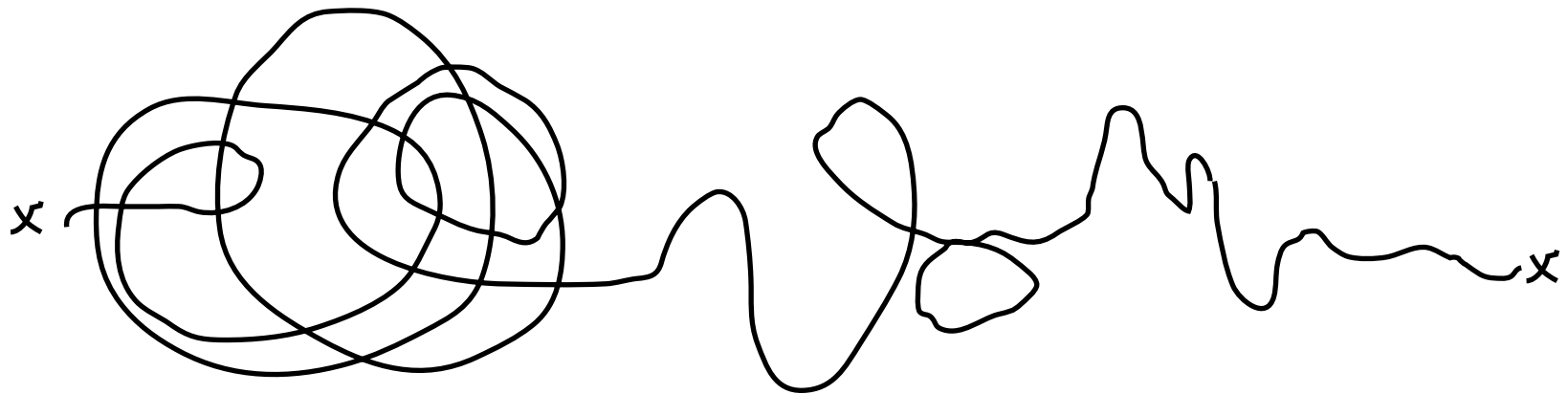
***"A logo is the smallest canvas  
for storytelling"***

Gui Borchert

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# Logo design process

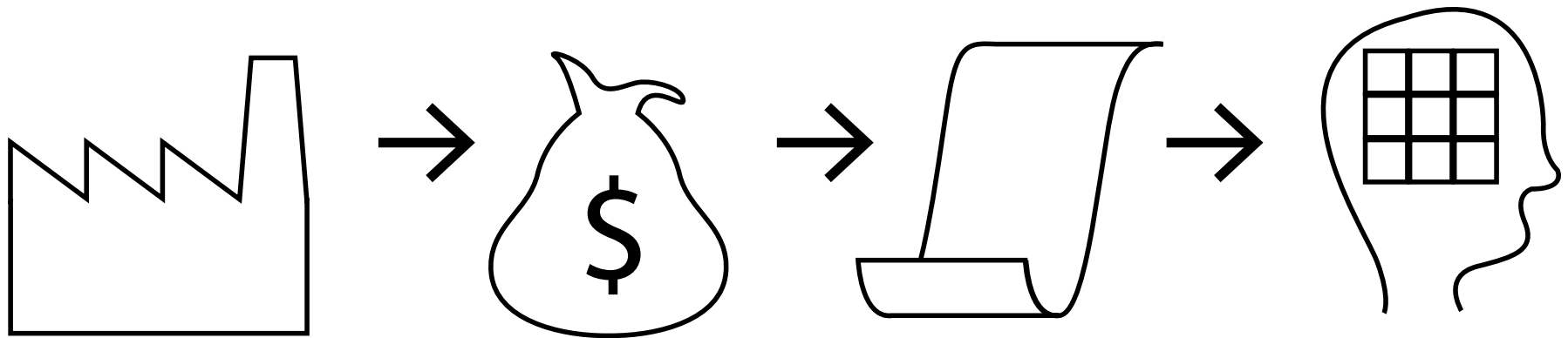
- filled with iterations and setbacks



## 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

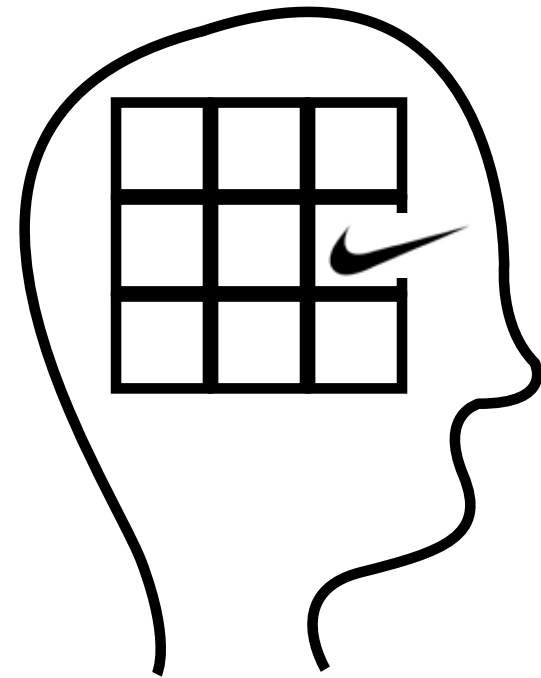
**it is a persons gut feeling about a product**

- Martin Neumeier

- provide one voice and one face!

## A charismatic brand

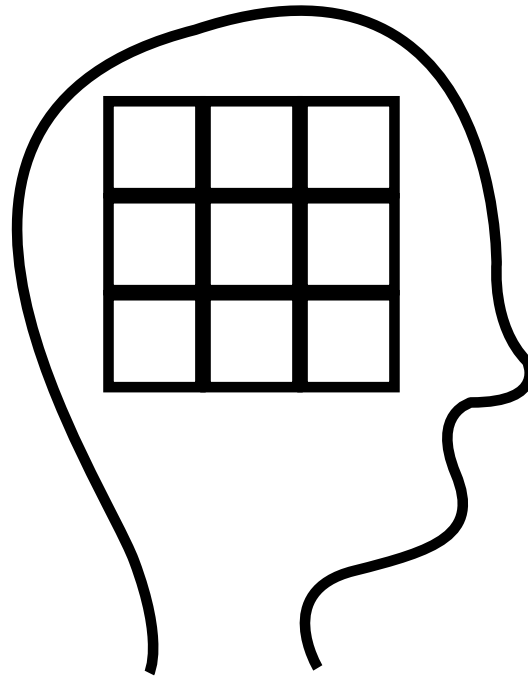
- no substitutes
- the brain filters
- labels and stores
- frames



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# What do you consider charismatic brands?



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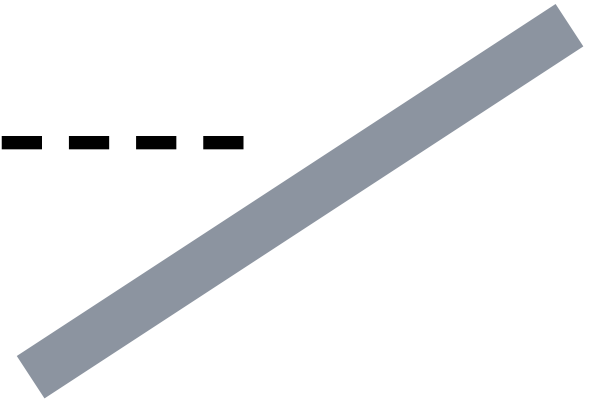


*organized religion is akin to a massive global brand*

**CONTENT  
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Abstract - o - meter  
logo



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LOGO

## Start by

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

“create a sustainable world”

“give families an experience”

“we create winners”



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A LOGO IS  
A MENTAL  
TRIGGER

# Identify what the organisation is about

Old logo



**ESBJERG  
KRISECENTER**

New logo



Esbjerg Krisecenter

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Don't be literal



CONTENT  
CREATION



**MURERMESTER TTN**

ALT | MURER/FLISEARBEJDE

**CONTENT  
CREATION**



MURERMESTER  
WILKEN

CONTENT  
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**Ex:**



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

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## **A logos purpose**

- a unique identifying symbol mark, identifier or trademark

# IMMEDIATE RECOGNITION!





## Logo types

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



## Logo types

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





## Logo types

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



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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



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



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

**Logo evolution ->**



**CONTENT  
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What is the  
LOGO  
**design**  
proces  
?



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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***

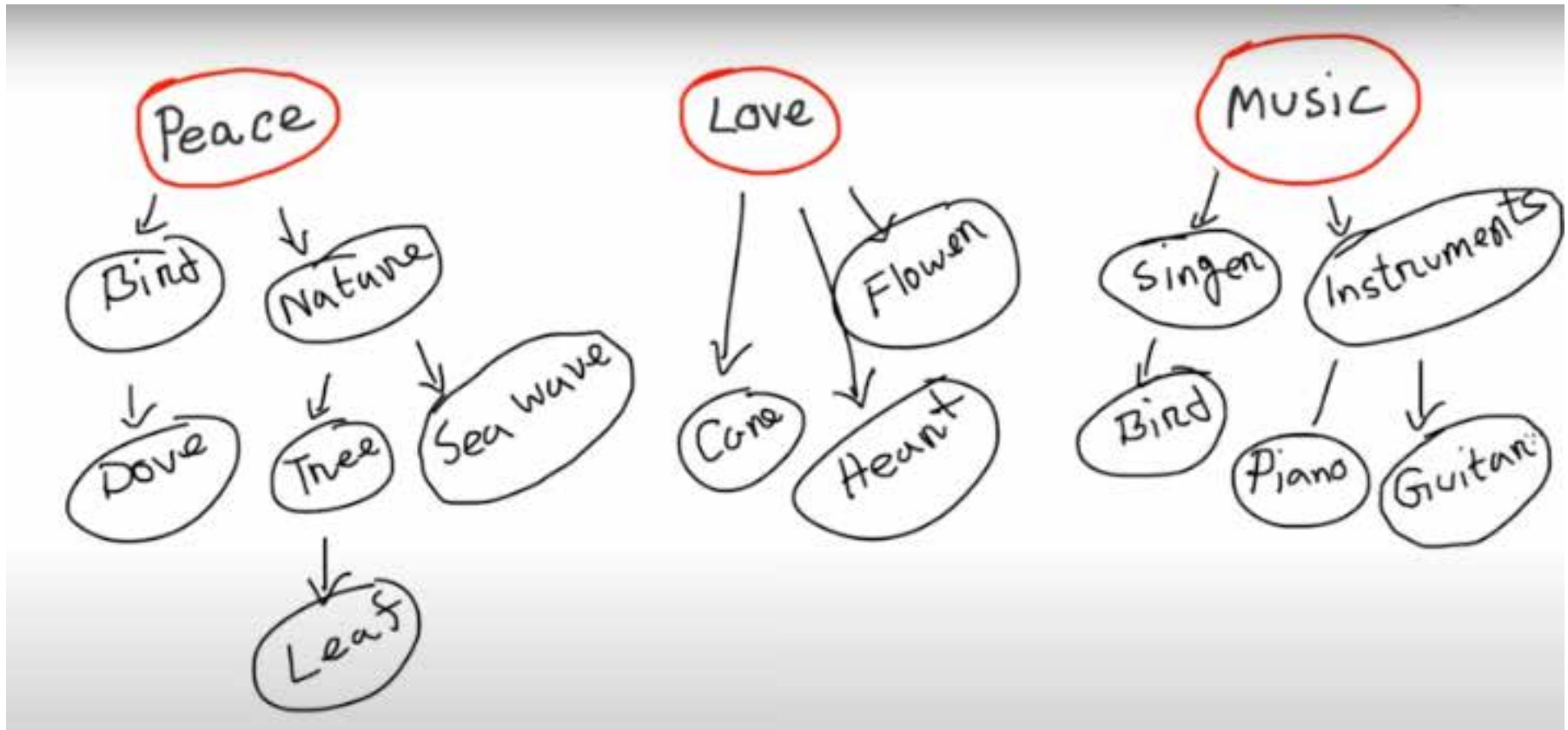


read more on page 256

**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



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# Visual identity

Examples :-)

**amazon.com.**

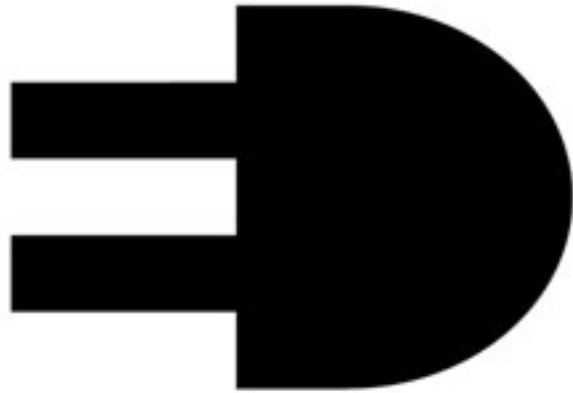
The Amazon logo, featuring a curved orange arrow pointing from the letter 'a' to the letter 'z'.

**CONTENT  
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**CONTENT  
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ED - Electro Domestic - home appliances



**ናግኦት™**

# CONTENT CREATION



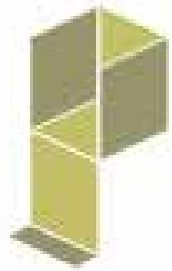
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Pakuy - packaging company



pakuy™

LOGOREVIEW™

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**ALWAYS MAKE  
LOGOs IN  
ILLUSTRATOR!**

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# 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](http://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)

# PRESENTATION TEMPLATE



*File formats for the client when done*

**.SVG**

**.EPS**

**.PDF**

**.PNG**

**.JPG**