

PR 486: INTRO TO DIGITAL DESIGN TOOLS

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THE ART OF LOGOS

## LOGOS, IN A NUTSHELL

- ▶ Are a visual mark/representation of your company.
- ▶ Should be somewhat memorable so that when it's seen, people immediately associate it with your company.
- ▶ Should be able to be rendered in all sorts of conditions, hospitable or not:
  - ▶ Tiny sizes to large sizes (even on billboards)
  - ▶ Different mediums (from paper to embroidery to even buildings and floors)
  - ▶ Color / black and white / grayscale

**Sticker version**



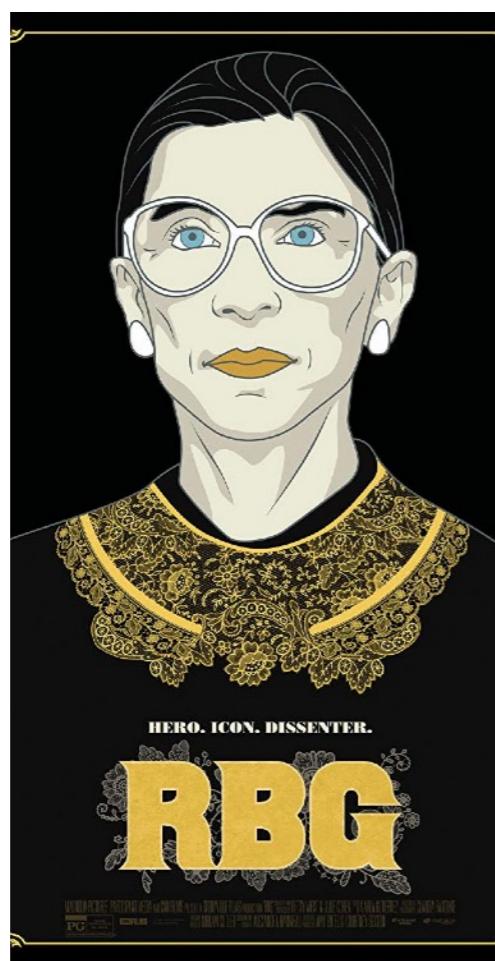
**Embroidered version**



## THINGS TO THINK ABOUT WHEN CREATING A LOGO

### Photographs rarely make a good logo.

- ▶ There's too much detail in a photograph. This can hinder blowing it up for large-scale use, or using it for tiny purposes. It can also be difficult to replicate for certain mediums.
- ▶ Your inspiration can come from a photograph, but you should keep it simple and either create a line art version, or take certain distinguishing elements and work with that, like a distinctive hairstyle or eyeglasses or a piece of a landscape?



## THINGS TO THINK ABOUT WHEN CREATING A LOGO

### **Simplicity is your friend.**

- ▶ Simple shapes can go a long way, especially if you feel like you're not good at drawing.
- ▶ A mixture of shapes and letters/words and make your logo visually interesting and still not be terribly difficult to execute.









## THINGS TO THINK ABOUT WHEN CREATING A LOGO

**Play with the concept of positive and negative space.**

- ▶ Sometimes it is the absence of something that draws someone's eye to something.
- ▶ These can be among the most fun and interesting logos you can create, and you can convey hidden meaning if you wish.



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CONFERENCE

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**GET INSPIRED!**



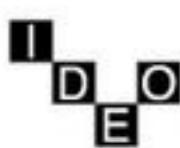
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FAMOUS LOGOS.



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