

Module 07

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

— Antoine de Saint-Exupéry

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 01

Module 07 Activity | Part 01

Typography

R

This letter R has serifs.
It is a serif typeface

R

This letter R doesn't have serifs.
It is a sans serif typeface

R

This letter R has thick straight
serifs. It is a slab serif typeface

Type the names of the **serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Trade Gothic

Type the names of the **sans serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Bembo Book MT Pro

Type the names of the **slab serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Source Code Variable

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 02

Module 07 Activity | Part 02

Typography

The space between letters is just as important as the letters themselves. This space establishes a rhythm for the letters in a word. You can adjust the space between letters to change the feel of the word. In Adobe Illustrator you can adjust this space using the Tracking control in the Character palette.

Note: It is always a good idea to increase the letter space for words set in all capital letters. But you should almost NEVER increase the letter space for words set in lower case letters. Doing this often makes words harder to read.

Recreate the word below using Avenir Next Bold (downloaded from fonts.com). Adjust the letter spacing using the Tracking control in the Character palette. Place your word directly over the outlined word below. Fill your word a solid black with no stroke.

LETTER SPACE

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 03

Module 07 Activity | Part 03

Typography

In the space below create logotypes for three different companies:

1. Amicus Motors is a high end car dealership. The image that they want to portray is expensive and luxurious.
2. Jack and Jill Clothing is a children's clothing store. They sell simple, classic clothing that never goes out of style.
3. Astro Burger is a fast food restaurant. They are a retro, family-focused diner.

Parameters

- The logotypes need to be entirely typographic (do not add pictorial elements).
- All logos must be created in grayscale (only use black, white, and gray).
- Only use typefaces you received from fonts.com to complete this activity. Rely on your type choice to create the feel that each company is looking for. Don't forget that you can adjust the letter space in your logotypes. You can also set the names of the companies in all capital letters, all lowercase letters, or a mix of both to help you convey the mood of each company.

Amicus Motors logotype

Amicus Motors

Jack and Jill logotype

Jack and Jill Clothing

Astro Burger logotype

ASTRO BURGER

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 04

Module 07 Activity | Part 05

Color and Value Contrast

While it is important for a designer to understand how color works it is even more important for them to understand how value and value contrast affects design. Value involves the lightness or darkness of an object. Colors like yellow have a light value while colors like purple have a dark value. Value contrast involves the lightness or darkness of an object in relation to its background. If a light colored object is placed on a light colored background there is a low value contrast between the object and the background. This will make the object hard to see.

Directions

- Select each black circle and fill it with a gray value that matches the value of the colored circle on top of it.
- Use the Proof Colors tool to check your work. Set the Proof Colors tool to grayscale by navigating to:
 1. View > Proof Setup > Customize. The Proof Setup window will appear on your screen.
 2. Select the top drop down menu in the Proof Setup window (it should currently say something like Working CMYK-U.S. web coated...) and scroll all the way down to the bottom of the list.
 3. Select Generic Gray from the list of grayscale options and click on the OK button.
 4. Check the gray values you filled the black circles with against the values of the color circles. Adjust your values to match the values of the color circles.
 5. You can toggle the Proof Colors setting on and off by navigating to View > Proof Colors.



ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 05

Module 07 Activity | Part 04

Color and Value Contrast

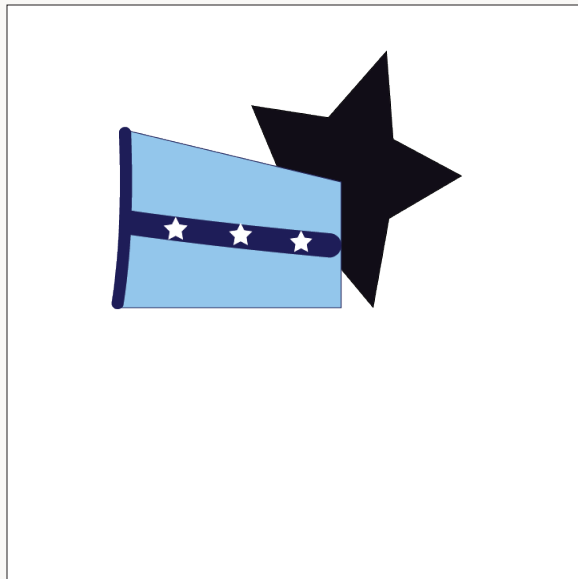
Create copies of the logotypes you created in part 03 of this activity. Place each logotype on one of the color swatches below (one logotype per swatch). Pick colors for each of the logotypes that allow high value contrast between the logotype and the color background

Amicus Motors

Jack and Jill Clothing

ASTRO BURGER

PROJECT | LOGO PROJECT: REFINEMENTS



1.



2.



3.

Best Logos

1. This composition uses overlapping and scale to contrast a piece of cake with a star.
2. This composition plays with scale, visual hierarchy, and focal points. It does so to emphasize the idea of a drink coupled with stars, fitting in with the name of the cafe.
3. This composition uses overlapping and contrast to combine the ideas of a cup of tea with stars.

STUDIO | LOGO PROJECT: BRANDMARK-LOGOTYPE VARIATIONS PART 01 OF 02



1.



2.



3.



4.



5.



6.



7.



8.

STUDIO | LOGO PROJECT: BRANDMARK-LOGOTYPE VARIATIONS PART 02 OF 02



9.



10.



11.



12.



13.



14.



15.



16.

STUDIO | LOGO PROJECT: COLOR VARIATIONS PART 01 OF 02



1.



2.



3.



4.



5.



6.



7.



8.

STUDIO | LOGO PROJECT: COLOR VARIATIONS PART 02 OF 02



9.



10.



11.



12.



13.



14.



15.



16.

PONDER | MODULE 07

My favorite color is any shade of blue because it reminds me of the ocean.

Which typefaces worked best with your logo? Why?

I felt that the font Stempel Garamond worked best with my logo. I felt the subdued curves helped portray a tone of simple elegance, which works with the theme of the cafe.

Can typefaces have personalities? How?

I think typefaces can have personalities. By the subtle details like how lines end, a typeface can give off a certain tone. In that way, each typeface has a different personality.

What did you learn about value contrast?

I learned that value contrast is what makes a color pop and it's what makes certain colors work together.

Why do logos usually only use one or two colors?

Logos are meant to be simple representations of a company. Too many colors can distract from the meaning of a logo and make it less attractive to viewers.

Logos are meant to be simple representations of a company. Too many colors can distract from the meaning of a logo and make it less attractive to viewers.



I love all the shades of blue and cream in this image.