Logotype

OVERVIEW

A logotype is an identity deisgn that uses only typography. For this project, you will design a logo for one of these companies/events:

Fixture (high-end hardware store)
Formati (furniture store)
TypeCon (typography and design conference)

SPECS

» Your logo does not need to be a specific size, but it should work at a variety of sizes from very small to very large (be scalable).
» You may use color but it must also work in black and white.
» You may use lines and simple shapes (circle, rounded rectangle) but not images unless they are a typographic ornament.
» You may alter a letterform (create outlines and, for example, extend a leg), but do not skew, stretch, or distort the intention of the typeface.
» You may hand letter or create your own type.
» Business card should be 3.5 x 2 inches. Color or B&W.

SCHEDULE

9/25   Project introduced. Research. Begin collecting inspiration and creating sketches
        (shoot for more ideas than you think possible. Like 50!) Design 3-5 concepts for critique

9/27   Be prepared to fully describe your client and your audience.
        Critique 3-5 designed concepts (B&W) only.

10/2   Critique 1-2 refined design concepts at 100%. B&W only.

10/4   Critique revised logo. B&W and color (optional). Business card design.

10/9   Turn in print and digital file saved as **logo_yourlastname.pdf**.

GRADING

This project is worth 50 points

10 - professionalism (hitting deadlines)
10 - concept
10 - attention to detail
10 - typography
10- participation in critiques