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ADOBE
ILLUSTRATOR
GRAPHICS

# 

- » EX. 6 DUE
- » Logos
- » Project 3: Logo Makeover
- » SOQs



































































































MasterCard









































































**LOGOS: KEEP IT SIMPLE** 

# **LOGOMARKS**



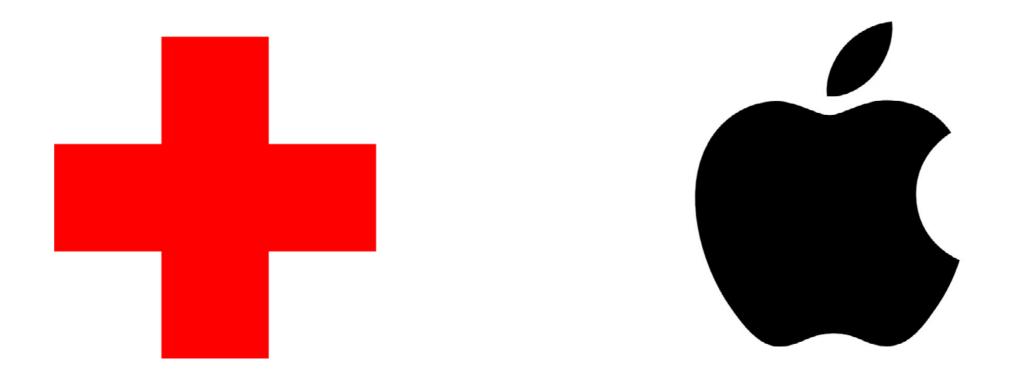




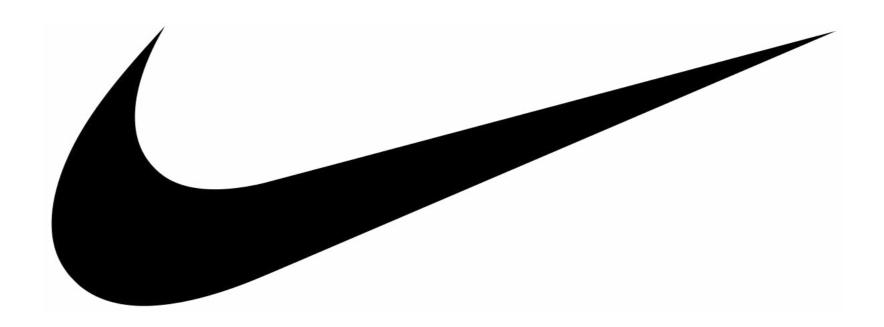




# NAME ICONS (LOGOMARKS)



# **SYMBOLIC ICONS (LOGOMARKS)**



### **LOGOTYPES**











## **LOGOS WITH HIDDEN MEANINGS**









### **LOGOS WITH HIDDEN MEANINGS**



### **COLOR PSYCHOLOGY**



- YELLOW
- OPTIMISTIC AND YOUTHFUL OFTEN USED TO GRAB ATTENTION OF WINDOW SHOPPERS



- RED
- > ENERGY INCREASES HEART RATE CREATES URGENCY OFTEN SEEN IN CLEARANCE SALES



- BLUE
- CREATES THE SENSATIONAL OF TRUST AND SECURITY OFTEN SEEN WITH BANKS AND BUSINESSES



- GREEN
- ASSOCIATED WITH WEALTHY
  THE EASIEST COLOR FOR THE
  EYES TO PROCESS
  USED TO RELAX IN STORES



- ORANGE
- > AGGRESSIVE CREATES A CALL TO ACTION: SUBSCRIBE, BUY, OR SELL



- PINK
- NOMANTIC AND FEMININE
  USED TO MARKET PRODUCTS
  TO WOMAN AND YOUNG GIRLS



- **▶** BLACK
- > POWERFUL AND SLEEK USED TO MARKET LUXURY PRODUCTS



- ▶ PURPLE
- > IS USED TO SOOTHE & CALM OFTEN SEEN IN BEAUTY OR ANTI-AGING PRODUCTS

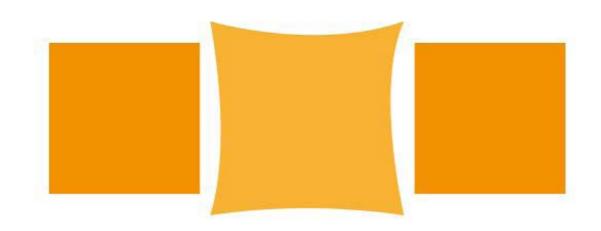


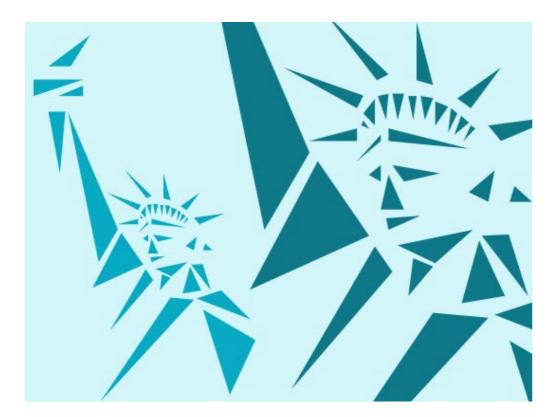
# COLOR EMOTION GUIDE



# **GESTALT THEORY**

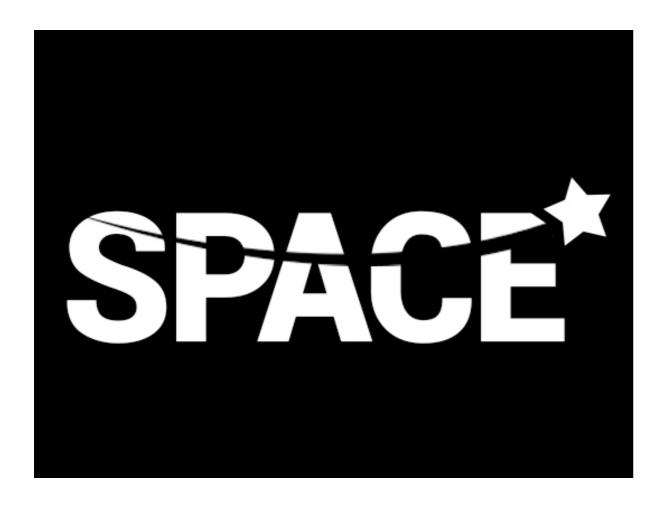
# **SIMILARITY**

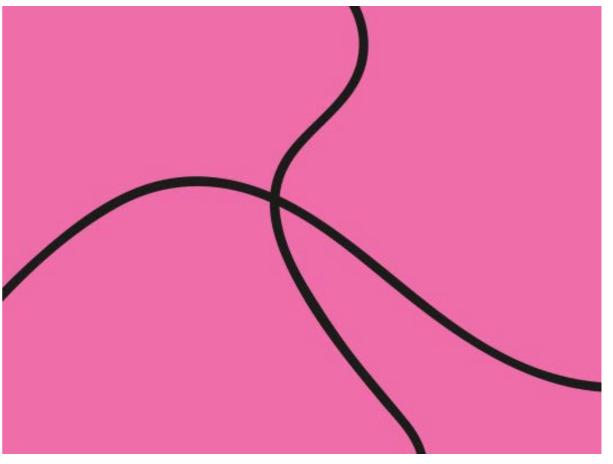






# **CONTINUATION**



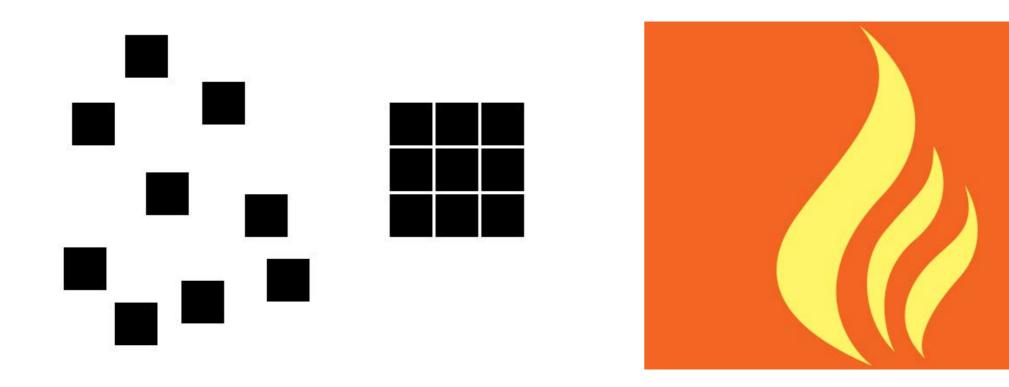


### **CLOSURE**

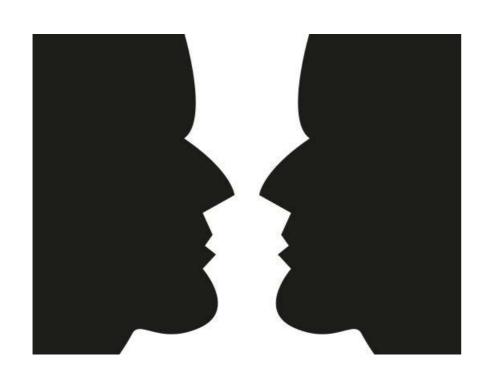


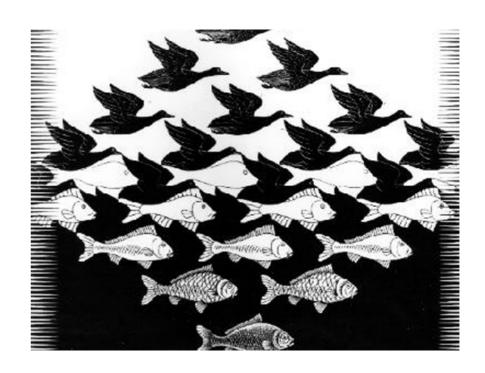


# **UNITY & PROXIMITY**



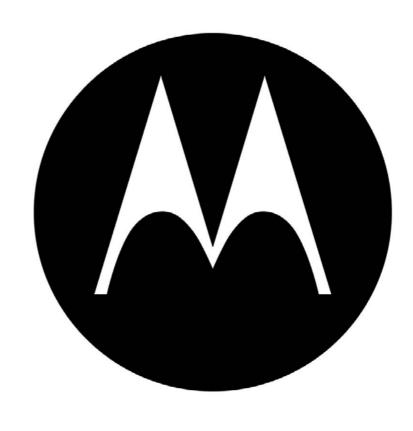
# FIGURE & GROUND





# **SYMMETRY**





### **HELPFUL LINKS**

**LOGO DESIGN LOVE** 

WHAT MAKES A GREAT LOGO?

**CREATE 3D OBJECTS** 

THE SYMBOLS PANEL

## **TODAY IN CLASS**

**>>** 

» Exploration 6 DUE

### **HOMEWORK**

- » Work on PROJECT 3 CRITIQUE ON 11/27
- » Make sure to brainstorm and sketch
- » Have a great break!