

**ARTS**253  
Graphic Design Branding



# LOGO

A Logo is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark)



Lets take a brief look at

# SHAPES



# Sequence of Cognition

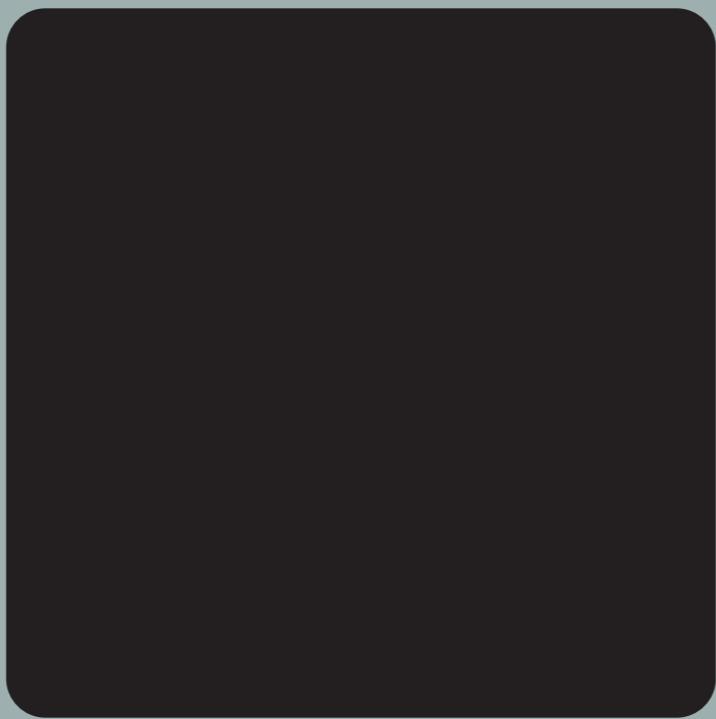
**The science of perception examines how individuals recognize and interpret sensory stimuli.**

**The brain acknowledges and remembers shapes first.**

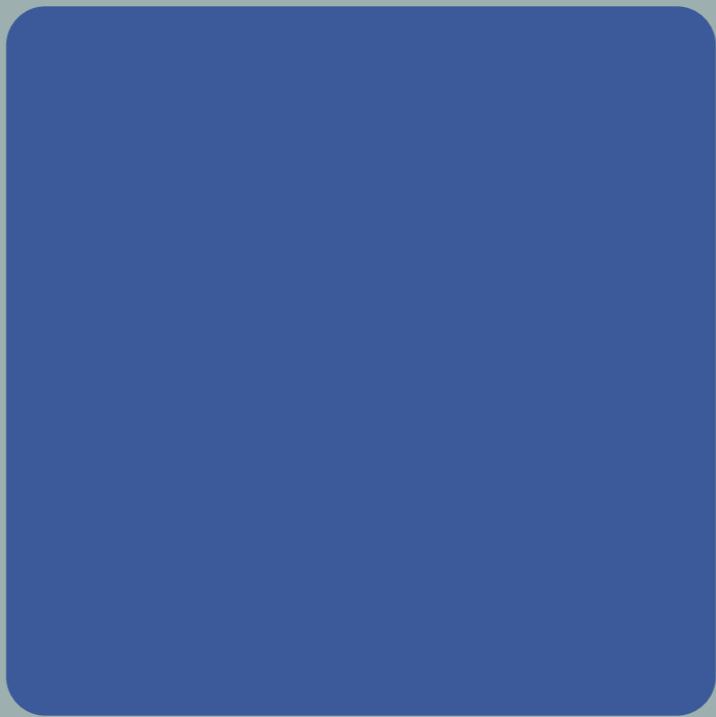
**Visual images can be remembered and recognized directly while words must be decoded into meaning.**



# Sequence of Cognition **SHAPE**



**Sequence of Cognition**  
**COLOR**



**Sequence of Cognition**  
**FORM**



Lets play a game

# SHAPE TRIVIA



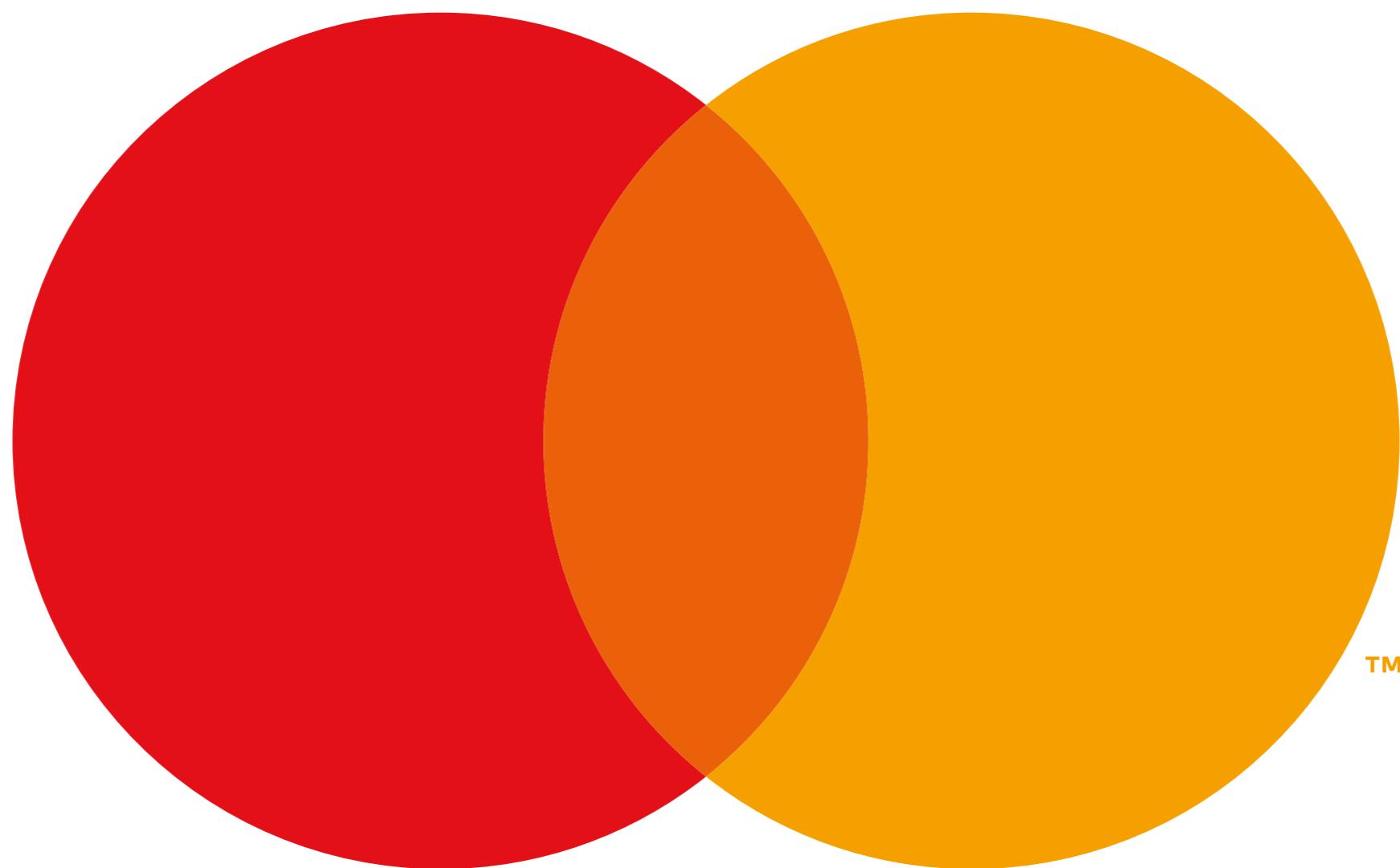


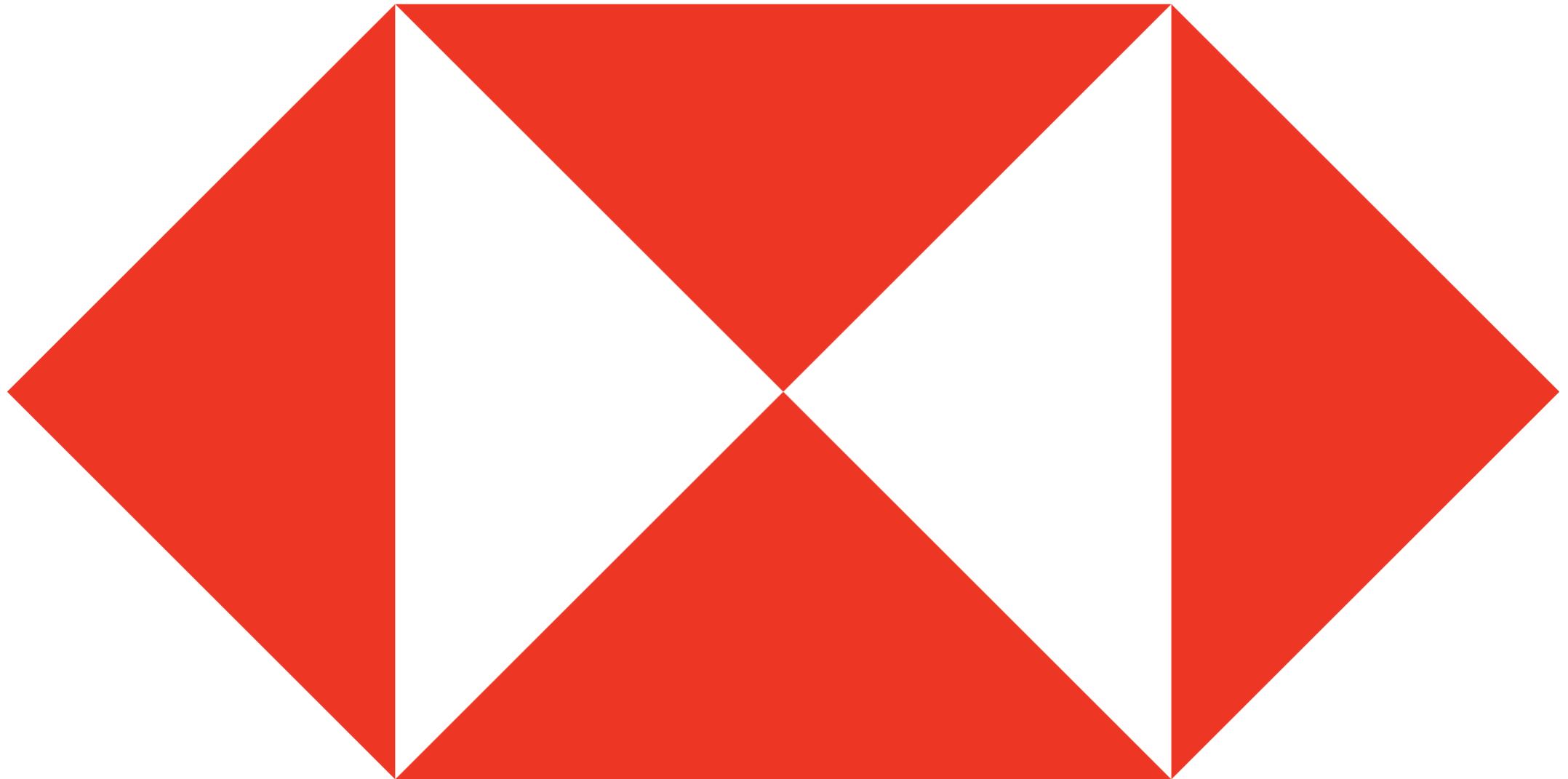




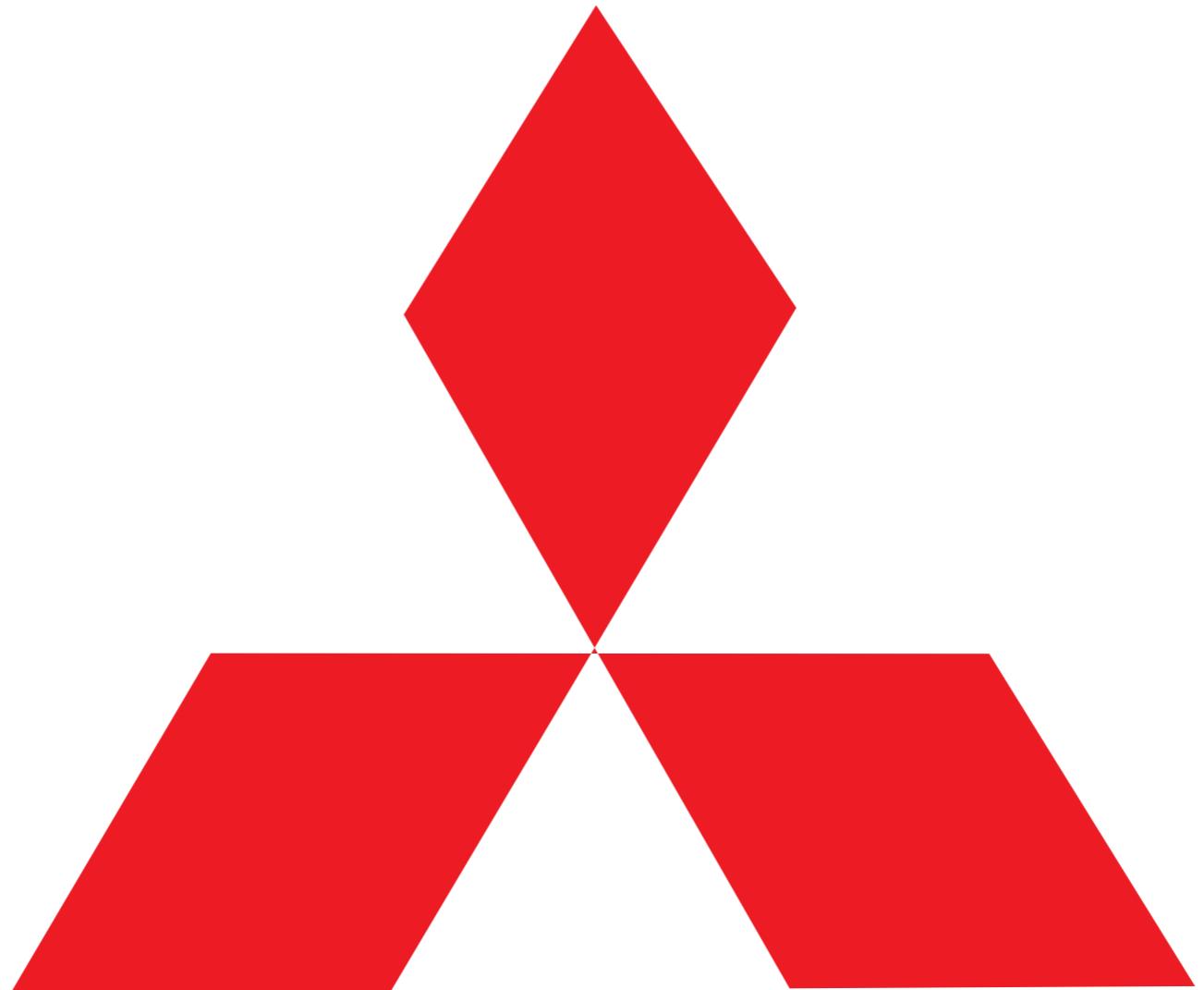








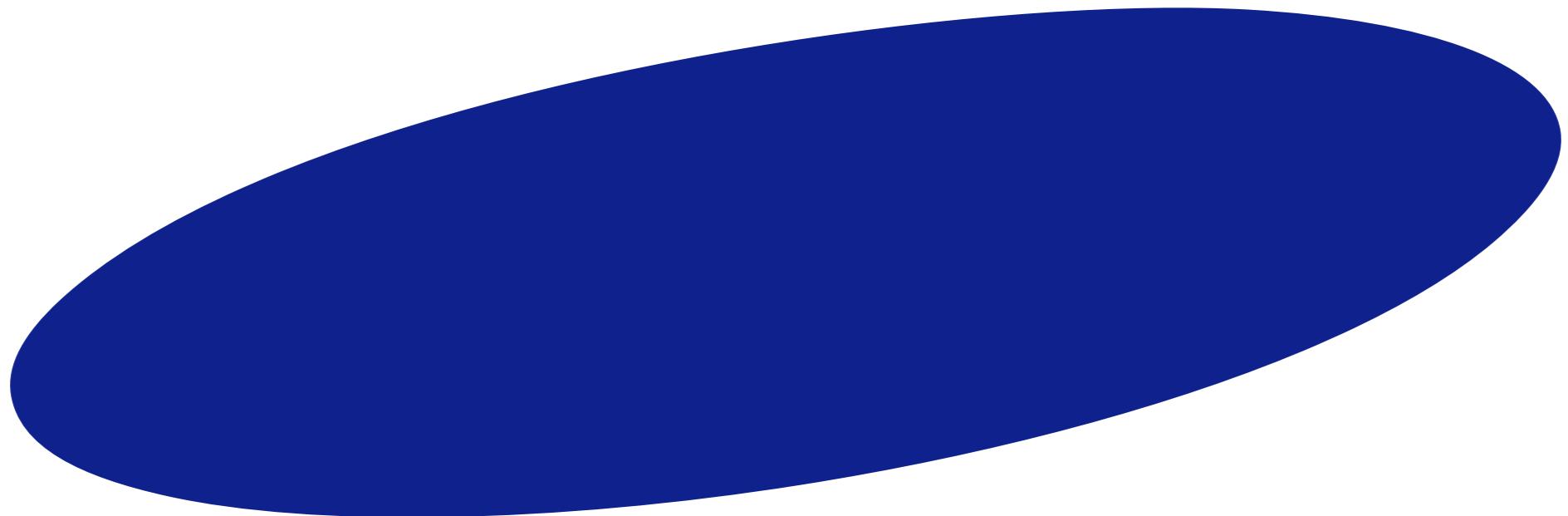








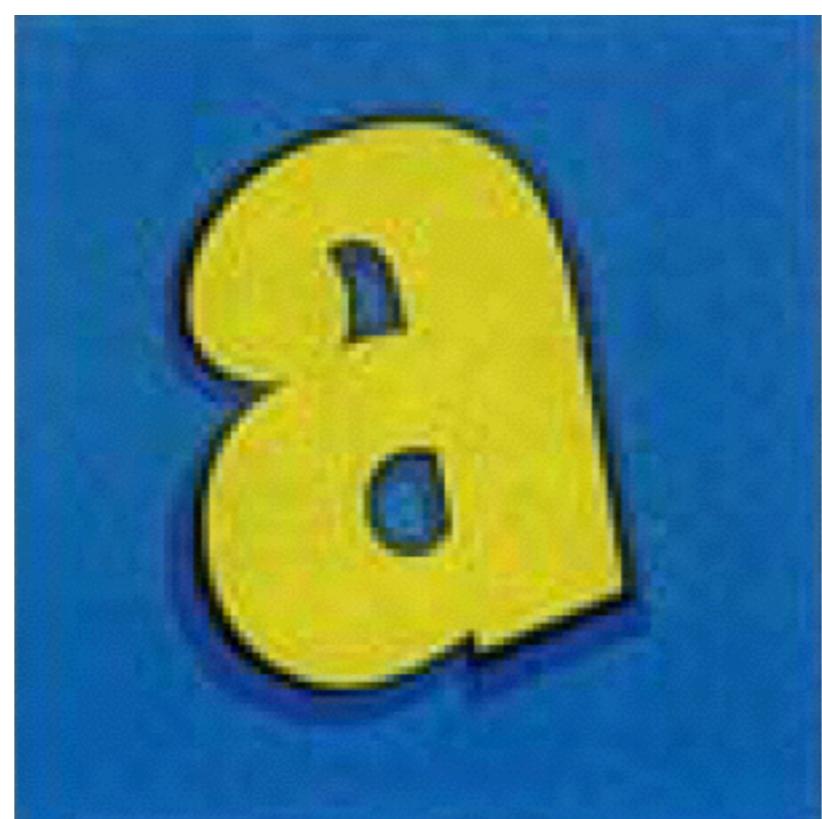


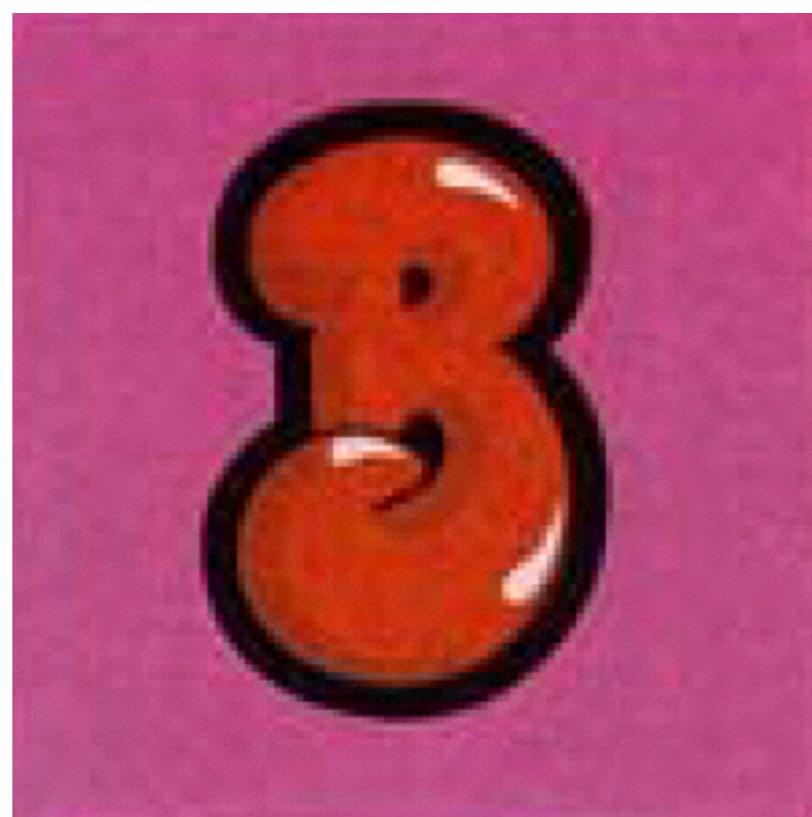


Lets play another game

# LETTER TRIVIA



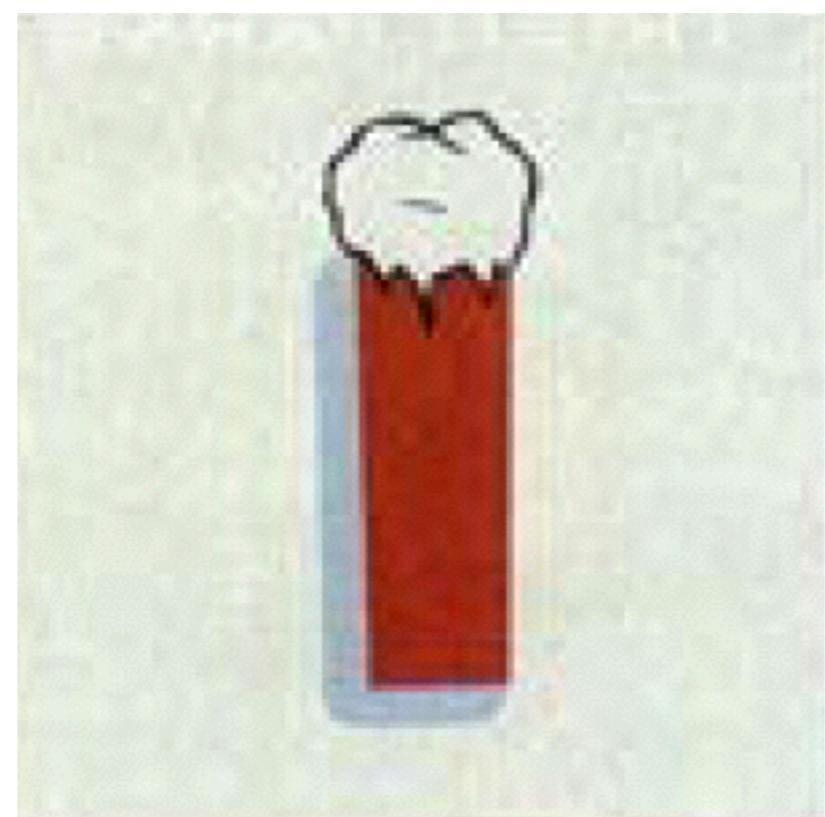


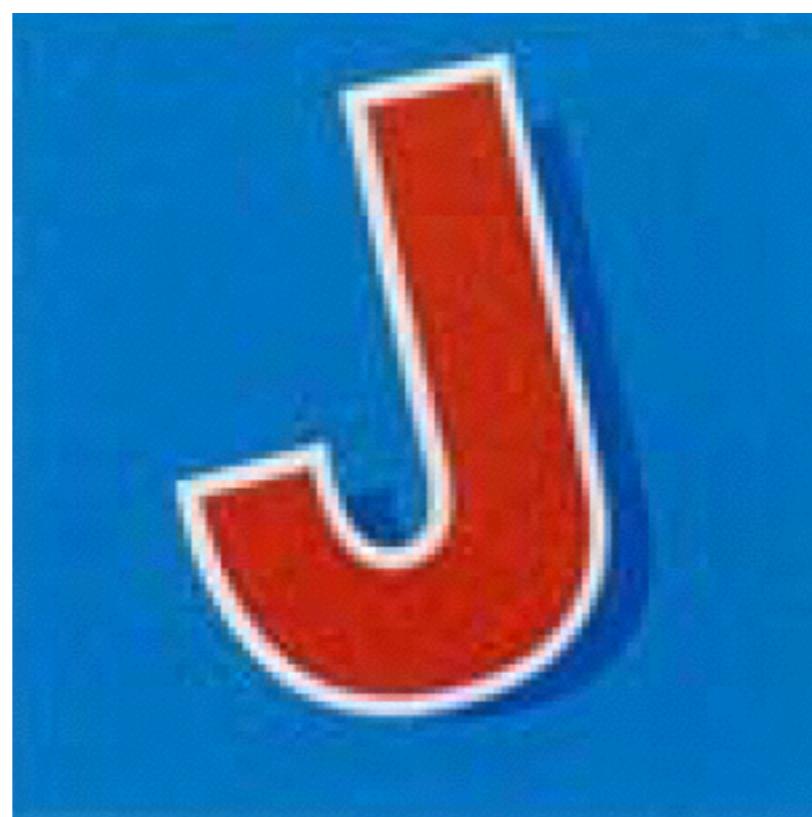






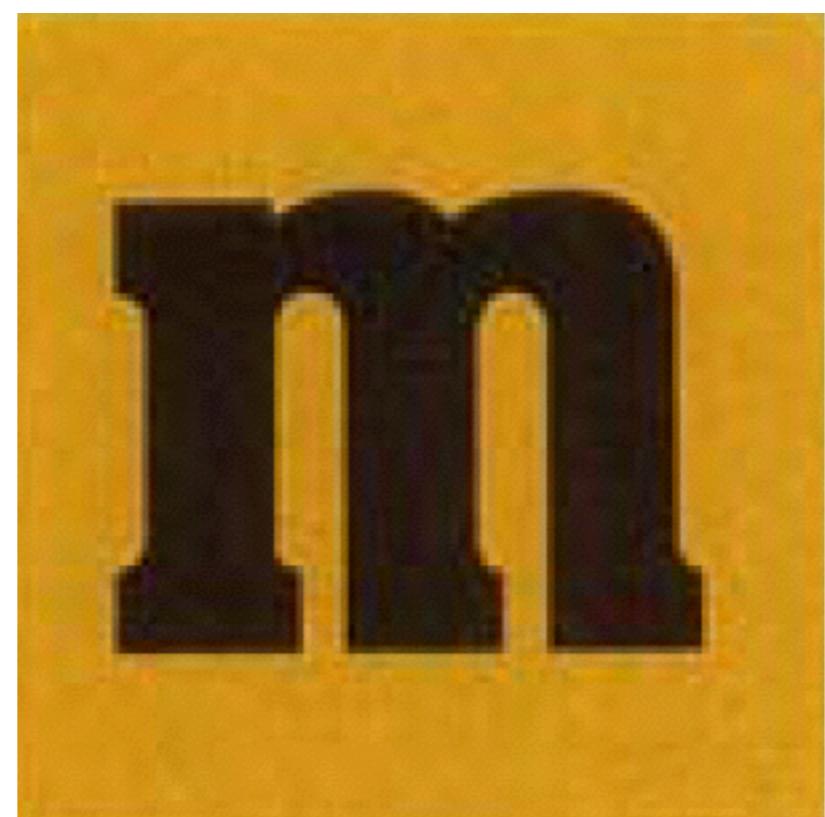








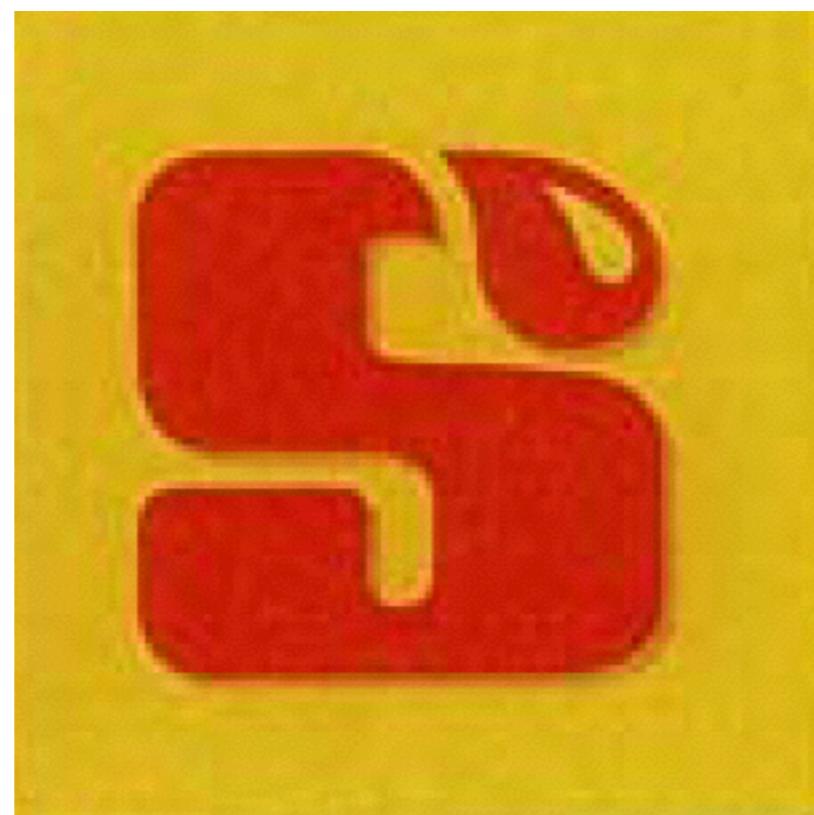














Lets play yet another game

# BRANDING TRIVIA



**Spinky®**



Card 012

ACCORDING TO THE TOY'S SONG  
(THE LONGEST RUNNING JINGLE IN AD HISTORY),  
WHERE CAN SLINKY WALK?



Card 012

**Slinky®**

WHICH SLINKY PULL TOY WAS A SUCCESSFUL  
PET PROJECT IN THE '50S AND GOT A  
MAKEOVER FOR THE FLICK, TOY STORY?



Card 012

**Slinky®**

NAME THE ONE TEST LOCATION  
WHERE SLINKY WOULDN'T SLINK.



Card 012

**Slinky®**



Card 194

ACCORDING TO LUCKY THE LEPRECHAUN,  
LUCKY CHARMS ARE WHAT KIND OF  
“DELICIOUS”?



Card 194



**FINISH THE PHRASE SAID BY LUCKY WHILE  
RUNNING AWAY FROM KIDS:  
“THEY’RE ALWAYS AFTER \_\_\_\_\_”**



Card 194





Card 084

WHAT "MOVING" SYMBOL SEEMS TO  
MAGICALLY APPEAR BETWEEN THE E AND X IN  
THE FEDEX® LOGO?



Card 084



FINISH THIS FAMOUS FEDEX® SLOGAN:  
“WHEN IT ABSOLUTELY, POSITIVELY \_\_\_\_\_”<sup>®</sup>



Card 084



WHAT COPY SHOP CHAIN DID FEDEX®  
ACQUIRE TO HELP CREATE FEDEX OFFICE®?



Card 084



WHAT COLOR IS THE *EX* IN THE  
FEDEX GROUND® LOGO?



Card 084





**WHAT WELL-KNOWN CATCHPHRASE IS USED TO  
DESCRIBE BOUNTY PAPER TOWELS?**



Card 165



IN A POPULAR TV AD, ROSIE THE WAITRESS  
BALANCED WHAT ON WET BOUNTY TOWEL TO  
SHOW ITS STRENGTH?



Card 165



3P



Card 025

NAME THIS BRAND.



Card 025

IBR

BESIDES OFFERING MORE THAN THE COMPETITION, WHY WERE THERE 31 ORIGINAL BASKIN-ROBBINS FLAVORS?



Card 025





Card 173

WHAT BACKYARD BBQ CHEER WAS FEATURED  
IN A SUCCESSFUL HILLSHIRE FARM  
ADVERTISING CAMPAIGN?



Card 173





Card 103

WHAT IS THE FAMOUS CAMPBELL'S SOUP  
SLOGAN HEARD IN TV ADS, OFTEN IN A  
SING-SONG VOICE?



Card 103



**So why all the games  
about shapes and  
letters and taglines?**



Lets take a brief look at the

# ANATOMY OF A LOGO



**BRANDMARK**  
SYMBOL, ICON,  
AVATAR,  
LETTERFORM

**WORDMARK**  
NAME OF YOUR COMPANY/BRAND

**TAGLINE**  
BASELINE / SLOGAN

**SIGNATURE**

**SPECTRUM HEALTH**  
FOR A BETTER LIFE.



# Wordmark EXAMPLE



The eBay logo consists of the word "ebay" in a lowercase, sans-serif font. Each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, 'y' is green. A small "tm" symbol is located in the top right corner of the 'y'.

ebay<sup>tm</sup>

*Kellogg's*

flickr

**NASA**

# Brandmark

## EXAMPLE



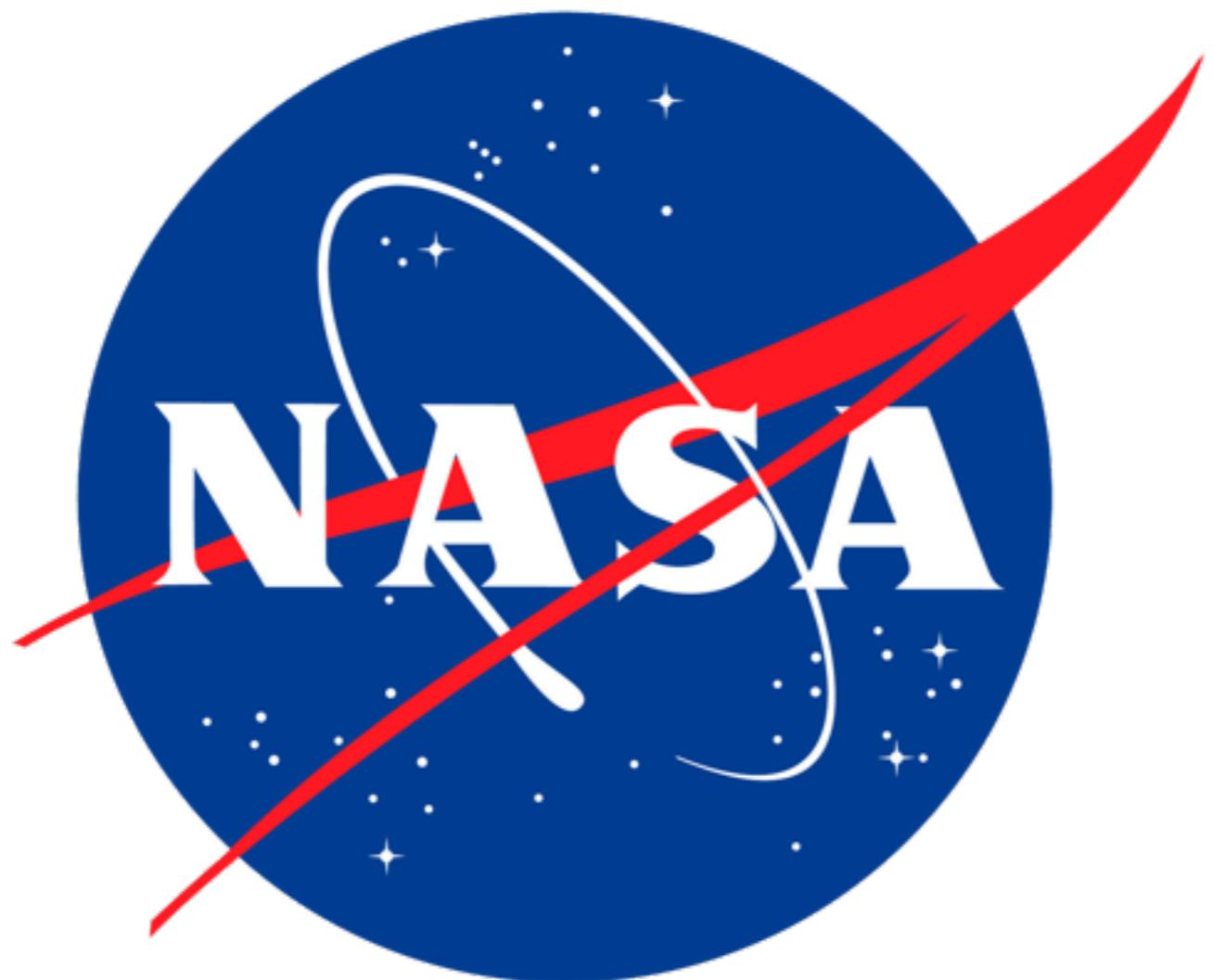






# Combination EXAMPLE









New York  
Public  
**Library**

**TRAVELERS**





# ASSIGNMENT SPECIFICATIONS



# Logo Design

For this project you must design a Logo for the company that you defined in your Design Brief.

It can be a brandmark, wordmark, or combination

logo. **Your logo must be built as an Illustrator file.**

It is highly encouraged that you develop a combination logo for the sake of flexibility. Your logo design must be submitted to the dropbox no later than the beginning of class on **Monday, September 26**





lynda.com

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