



logo system

P.02

OVERVIEW

A logo is the public face of a company. It is difficult not to have an opinion about them, specially once you get to “live” with them for a while. They are used so much by companies that they work as some kind of a personal signature – an unique fingerprint that is fundamentally connected to the brand and its values, distinctive to what it represents.

Because they are used so much, logos need to look great large and small – printed or on screens – so designing them with clarity is a common challenge faced by every designer. When it comes to analyzing the different kinds of logos, 3 come to mind:

- **Wordmark:** also called logotype, the wordmark is a distinct, text-only, type treatment with the name of the company, person, or organization (ex: Fedex, Disney, Coca-Cola)
- **Monogram:** is a symbol created combining one or more letters (ex: ABC, CNN, NASA)
- **Visual sign:** a design that makes use of an image to represent the brand. It can be iconic, indexical, or purely abstract. Symbol, icon, pictogram, isotype, are some of its names. (ex.: Apple, Nike)

OBJECTIVES

To design a logo system with wordmark, monogram, and a visual sign, for a musical artist of your choice. The designs created must be put to test and become “live”, being used on a poster and a tube (poster packaging). In this basic system, a palette of 4 colors must be used.

SPECIFIC INSTRUCTIONS

Poster

Create a composition that makes use of all 3 parts of the logo system – establish a visual hierarchy and choose one to be the dominant element.

Tube

Create a design for the tube playing with the same logo elements but in a way that it is consistent with the poster (and without being mere repetition). It is not necessary to use all 3 elements here.

Color Palette

Create a color palette with 4 colors: consider your research and the mood you are trying to convey. Consider using photos and pulling colors from images of things that can add more meaning to the identity. Use all 4 colors on your system, but not necessarily on the

same piece (there is no need to use all four colors on the poster, for instance).

PROCESS

INVESTIGATION

- Research the artist's history, personality, style, influences, artistic vision, etc.
- Make a mindmap
- Mood boards of visual references and design benchmarks

IDEATE

- Sketch a minimum of 20 ideas per sign (60 sketches total). Use grid paper and/or tracing paper methods.
- Choose best sketched ideas to work on the computer.
- Make variations on the computer, trying different solutions.
- Define palette
- Try different solutions for poster and packaging

PROTOTYPE

- Prepare one final design for print and submission

SUBMISSION

Class presentation: a pdf process book showing and explaining the documented design process on a letter size pdf file: research, sketches, variations, until the final pieces (instructions are online).

Print: poster on a 40 x 60cm sheet and customize tube using vinyl.

CALENDAR

- 03/09 Project assigned
- 03/13 Research, Moodboards and mindmaps done
- 03/15 Sketching: wordmark
- 03/16 Sketching: monogram
- 03/20 Sketching: visual sign
- 03/22 **Pre-critique**
- 03/23 Refine logo system, palette study
- 03/27 Poster design
- 03/29 Poster design
- 03/30 Poster/packaging design integration studies
- 04/03 Final revisions
- 04/05 Project due**

GRADING CRITERIA

Creative & Analytical thinking	15%
Visual Impact	15%
Execution	20%
Project Development	20%
Presentation	10%
Exercise (Letter Marks)	20%

