

**P.02**  
**LOGO**  
**SYSTEM**

**WHAT IS A  
LOGO?:**

# WHAT IS A LOGO?:

**A SIGN THAT REPRESENTS  
A COMPANY, PRODUCT,  
ORGANIZATION, PERSON  
OR AN IDEA**

# **UNDERSTANDING THE LOGO**



**IT'S MADE OF  
DIFFERENT PARTS**





**TARGET**

**NAME / IMAGE**





**TARGET**

**ICON**



**TARGET**



**WORDMARK**

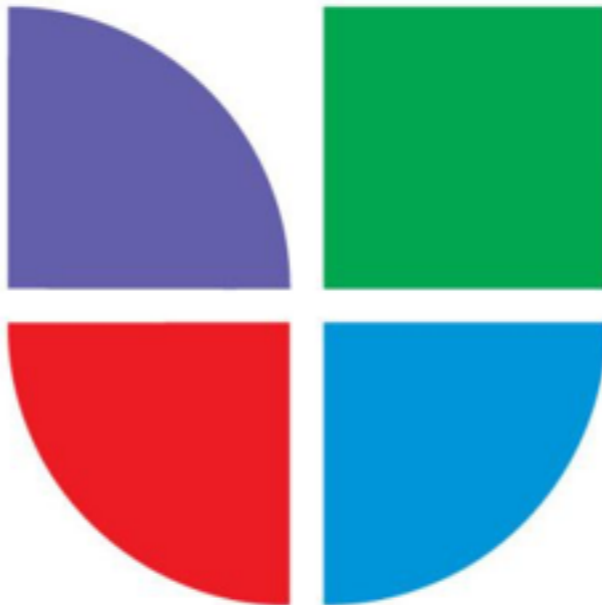
**NAME: WORDMARK**  
**IMAGE: ICON, INDEX, SYMBOL**

**SYMBOLS CAN  
BE TYPOGRAPHIC**

**CNN**

**A TYPOGRAPHIC  
SYMBOL IS CALLED  
A MONOGRAM**









**A MONOGRAM IS A  
SYMBOL WITH  
INITIALS**



**BBC**

**GOT IT?**

**NOW LET'S RECAP**

**A LOGO SYSTEM IS MADE  
OF DIFFERENT PARTS**

**AN IMAGE**





**AND A WORD**

***NIKE***®





**TARGET**

**P.02**  
**LOGO**  
**SYSTEM**

**DESIGN A LOGO  
SYSTEM FOR A  
MUSICAL ARTIST  
OR GROUP**

**YOUR CHOICE**



# **LOGO SYSTEM:**

**WORDMARK**

**MONOGRAM**

**ICON (INDEX, SYMBOL)**

**WE'LL BEGIN  
WITH THE  
WORDMARK**

**BUT FIRST,  
RESEARCH AND  
CONCEPT  
DEVELOPMENT**

**FOR  
NEXT  
CLASS**

## **ON A PDF:**

- 1. ARTIST NAME**
- 2. SHORT BIO**
- 3. MIND-MAP**
- 4. MOODBOARDS**

**PDF:**  
**LETTER SIZE/  
HORIZONTAL**

**PAGE 1 / COVER:**  
**ARTIST NAME**

**PAGE 2:**  
**SHORT BIO**



**PAGE 3:**  
**MIND-MAP**

**PAGE 3:**  
**MOODBOARDS**

**ARTIST REFS &  
DESIGN REFS  
20 IMAGES EACH**

**FOR NEXT  
CLASS:**

**PDF**

**\*BRING SKETCHING MATERIAL,  
INCLUDING TRACING PAPER**

**BUT WAIT, WHICH ARTIST ARE  
YOU GOING TO WORK WITH?**

**LET ME KNOW, I  
WILL BUILD A  
SPOTIFY PLAYLIST**

**SERIOUSLY**

**THX!**