

# LOGOS

## ASSIGNMENT:

Create a logo for both of these:

1. The Red Room
2. Seven Squared

## TO DO:

- *think* use your imagination & develop backgrounds on these companies
- *discover* research logos & meanings **(in books)**
- *sketch* find the meaning in your company & start sketching to visually represent it using their name & one of the options below

**Choose one of the following typographic treatments for each solution (cannot double dip):**

1. **type as image**
2. **image as type**
3. **ligature**
4. **counterform**

- use Adobe Illustrator

## PURPOSE:

- develop innovative concepts for the best solution
- explore & practice specific typographic techniques
- clearly communicate intended message using typographic treatments appropriately, as well as color, organization & space

## SPECS & DELIVERABLES:

- 4 comps, 6" x 6"
- (2 comps per logo-1 color & 1 blk/wht; show scale opportunities)
- 2 creative briefs

To think about for the background story::

1. **What do they do/sell?**
2. **Why do they do that? (purpose/meaning)**
3. **How big are they?**
4. **Where are they located?**
5. **What is a mission statement? Find an example.**

**What is a creative brief? (content, purpose)**

## SUBMIT

multipage PDF  
*lastname\_logos.pdf*

T 10.16  
progress check  
work in class: Ex. 05  
**DUE @ END:**  
**Exercise 05**  
Assignment:  
\*Exercise 06: Logos  
\*Read p. 68-71

TH 10.18  
**NO CLASS: FALL BREAK!!**

T 10.23  
Lecture: LOGOS  
critique: story/rough  
sketches/concept  
work in class

TH 10.25  
critique: digital tight  
roughs  
work in class

T 10.30  
critique:  
digital tight roughs  
work in class  
**DUE @ end:**  
**Exercise 06 Logos**  
Assignment:  
\*Project 02: Type  
Specimen

## TYPE/EXERCISE 06: LOGOS

NAME:

LOGOS:

original & clear concept/message; overall composition; type treatments & manipulation techniques; alignment; typeface selection; spacing; placement; followed directions in specs (specific “treatment”) & submission (what & where); neatness & execution

CREATIVE BRIEF:

clearly written explanations; relevant content

MAX  
POINTS

LOGO 1 (ORANGE): color & b/w version

10

LOGO 2 (ELEVEN): color & b/w version

10

CREATIVE BRIEF: for each logo

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TOTAL

30

A	B	C	D	F
30-27	26-24	23-21	20-18	17-0
10-9	8	7	6	5-0

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