

LOGO DESIGN

THE BRIEF



Name of Client/Company:

Product or service:

Font/Typeface :

Color(s):

Elements and Must-Haves:

Research some companies similar to your client. Sketch a few of these companies logos in the space below. Don't forget to include color too!

RESEARCH

Who is your target audience? Please be specific.

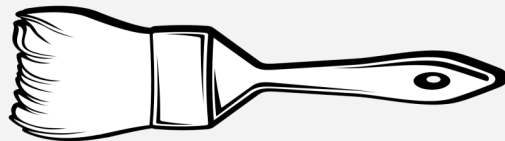


Brainstorm logo design ideas in the space below. This may look like a list, a concept map, doodles, etc.

PLANNING



COLOR SCHEME

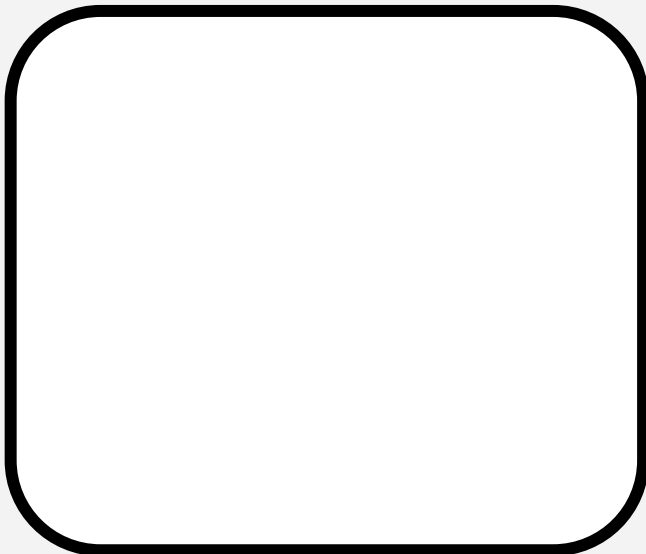
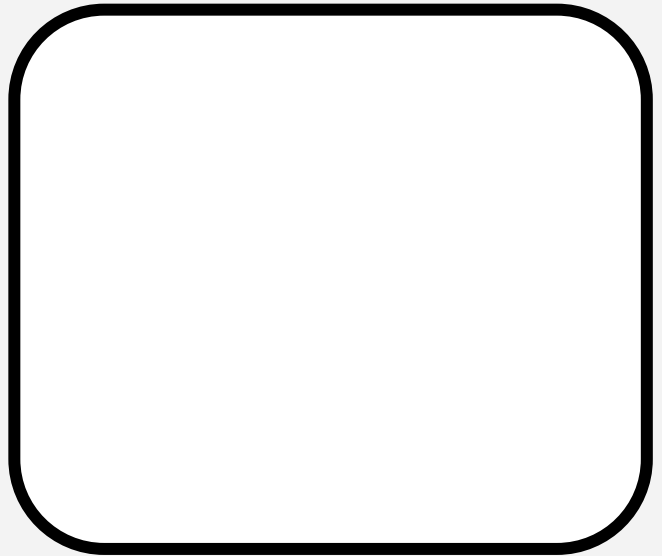
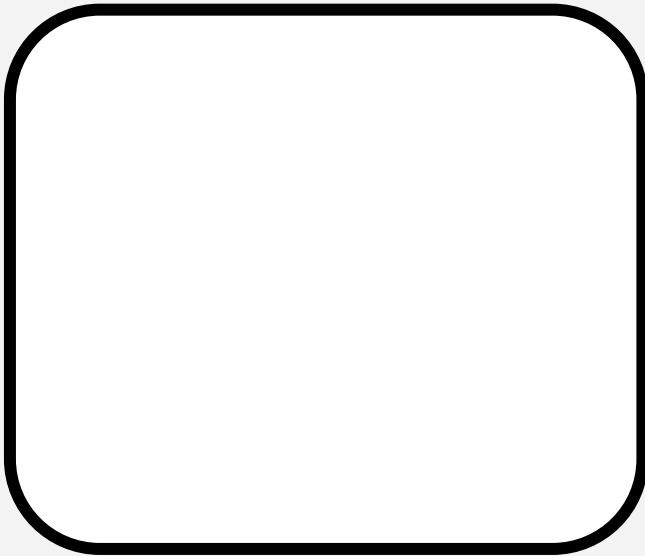


Choose 5 colors as a color scheme for your logo design based on your brief and target audience. You may not use all of these colors in your design ideas or final logo design. Color in the boxes below with your color scheme. Refer back to your brief to make sure you are meeting the client's wishes. Label the colors on the lines below with a specific name such as "bubblegum pink" or "mocha brown" or "robins egg blue".

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THE PITCH

Create 3 DIFFERENT rough drafts of a logo design for your client. Don't forget to add color based on your chosen color scheme! These 3 designs will be used to formulate your final design criteria.



After pitching your 3 designs, answer the following questions:

1. Which logo design was identified as your strongest design?
2. What constructive criticism did you receive?
3. What will your final logo design look like? Summarize in words below.

Revise your logo design idea by sketching out your final draft of your logo design in the space below. Remember to include color and that you will NOT be allowed to use copied images in your design (sorry, no Google Images!)

REVISION



EVALUATE

After designing your logo on the computer, assess your final design by answering the questions below.

1. Did you meet the brief? Why or why not?
2. How does your final design appeal to your target audience?
3. What challenges did you encounter?
4. If you had to grade yourself on this project, what grade would you give yourself? (Circle one below)



A+ A A- B+ B B- C+ C C- D+ D D- F