

# Logo Design

- Level:** Advance Graphic Design  
**Unit:** Design & Layout  
**Standard:** ACCT-AGD-4: Students will understand the importance of developing a project from concept thru completion.  
ACCT-AGD-5: Students will explore the process of project production.  
**EQ:** Why start a design with thumbnail sketches rather than on the computer?  
Why is essential company information important when creating a thumbnail sketch for a potential client?



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**Vocabulary:** branding, logo, slogan/tagline, marketing

**Directions:** You've have been put in charge of developing branding strategy for a NEW CEREAL MANUFACTURER. The name of the company is **WELL SPRING**. A slogan must be developed for the company. After developing the company slogan, you will design a logo to use on all of the new packaging. Follow the steps below:

1. Check out the articles about slogans on the internet:
2. <http://www.entrepreneur.com/encyclopedia/term/82638.html> and [http://www.brandsandtags.com/List\\_of\\_Slogans.html](http://www.brandsandtags.com/List_of_Slogans.html) Think about the following questions as you brainstorm and create the new company identity for **WELL SPRING**.
  - What is the identity of the business? (maverick, experienced and reliable, expert, hip, trusted, etc.)
  - What kind of a personality do you want people to associate with the company?
  - What are the key messages you want to communicate about the brand?
  - What associations do you want people to have with the name?
  - What do you want people to think of when they hear Well Spring?
  - What is the company's mission? What is the mission statement?
  - What is the company tagline/slogan?
3. On a separate sheet of paper, draw four thumbnail sketches for each of the techniques in the Logos handout that is a total of 20 thumbnail sketches:
  - All Type
  - Combine Typefaces (look at a computer for examples of typefaces)
  - Tweak a Letterform
  - Add elements (add a dingbat like the new Walmart logo)
  - Add an Illustration/Clip Art
4. Pick a thumbnail from each of the above categories and create in Illustrator. Use only Pantone inks. Limit your inks to two to three.
5. We will be reviewing/critiquing the designed logos with the entire class.