# Logo Development

- Purpose
- Function
- Audience
- Consistency
- Typography

# Purpose

**What is the purpose of a logo?**

A logo is the **visual representation** of a company or organization, which forms the foundation of its corporate identity.

It is a name, symbol, monogram, emblem, trademark, or other graphic device **designed for easy and definitive recognition** by the company's audience.

# Purpose



**What is the purpose of YOUR logo?**

As an **entry level graphic designer**, you are expected to have your own logo and identity.

Your logo and identity can communicate the following to employers and freelance clients:
- Design skills
- Production skills
- Personal characteristics
- Professional characteristics
- Design style
- Creative thinking abilities
- Level of professional maturity
- Problem solving abilities
- Consistency in design
- Dependability

# Function



The function your logo serves is to **"Identify" you**.
It also often precedes you and represents you as a
professional to people who don't know you.

**What do you want them to "get" from your logo?**

**What characteristics do you want your logo
to project?**

**How can you tell if your logo does, in fact, project
those desired characteristics?**

# Function



**How will you use your logo?**

- Print Portfolio
- Web Portfolio
- Web animation
- Resume
- Business cards
- Leave-behinds
- Email Correspondence
- FAX sheets
- Proposals
- Creative Briefs
- Invoices

# Function



- Various Print qualities
- Various Web Browsers
- Various screen and print sizes
- Black and white
- Grayscale
- One color
- Two color
- Full color
- Various file formats (jpg, gif, psd, ai, pdf, png)

# Audience



**WHO?**

- Employers who are interested in hiring an entry-level graphic designer on a full-time, part-time or freelance basis either now or in the future.

- Some employers will interview people even when they don't have positions because they want to see what kind of talent is out there.

- Some employers will only interview when they have a position open.

- Your identity needs to appeal to a very specific, but varied audience, but all are employers and they are interested in what you can do to help their company.

# Audience

## Employers: In-house Design Departments

- Includes small, medium and large size businesses from almost any field.
- Corporate, retail, and service oriented businesses
- May employ one or two designers to do all of the company's promotional materials.
- Education, Healthcare, Finance, Research, Engineering, Service, Religious, Technology, Government, Retail, Non-Profit
- Usually a smaller department: 1-5 people, but can be larger with up to 30-50 people.
- Usually a somewhat corporate environment (not necessarily stuffy)
- Need to be flexible, willing to learn and stretch skills, well-rounded in design and other professional skills.

## Employers: Advertising Agencies

- Includes small, medium and large size businesses who focus on advertising.
- Need to be aware of design trends
- You may work with Art Director or other designers
- You may work with one specific client or in one specific department.

# Audience



What characteristics do you think that an employer would be most interested in?

- **Design skills**
- **Production skills**
- **Professionalism**
- **Consistency**
- **Dependability**
- **Problem solving**

It's not that these characteristics are not important at all, but at an entry-level, they are less important.

- Personality
- Design style
- Creative thinking
- Personal and/or professional characteristics

# Consistency



LINES
SPORTS NEWS FROM AROUND THE WORLD

- Using your logo consistently shows a company that you understand branding and that you will do the same with their logo and identity.

- Your logo needs to be used consistently, but so do any graphic elements, design styles, colors and page layouts.

- Consistency does not mean boring or too much "sameness." Be sure to show some variation to keep interest. Repetition with variation.

- Consistency also includes font choices.

# Typography



- **Logo** – manipulating letterforms with icons and symbols to create a professional logo. You will also need to choose a font or fonts to represent your name. Even if your name is in the logo, you need to also choose a font that will represent your name that is legible and is not part of the logo. Adjust and change letterforms of specific fonts whenever possible so your name looks distinct and original.

- **Resume** – the font you use for your name can also be used in your resume. Be sure to choose a non-system font that has a large family so you can create a 3-5 level type hierarchy for your resume. Do not choose fonts that will not allow you to create a PDF. If using a font downloaded from the Internet, make sure it is labeled as free.

# Typography

- **Business Card** – Create a hierarchy so people know first, who you are, then, the best way to contact you and finally, your web address. With a 3.5" x 2" space or smaller, how you organize your type is a key element in how you communicate with type.

- **Leave-Behind** – This piece needs to say "WOW" and offer some information about you. Whether it's a summary of your capabilities, a shortened resume or a list of your design inspirations, the type needs to be as creative as your concept and as readable as your resume.

- **Website** – Websites are not just for images. You can show your skills by detailed formatting of your type using CSS. Use the skills you learned in Web 2 to show that you're not just a print designer. You'll get a job a lot faster if you can show that you're versatile in Print, Web and Animation (Flash).