

PR 486: INTRO TO DIGITAL DESIGN TOOLS

THE ART OF LOGOS

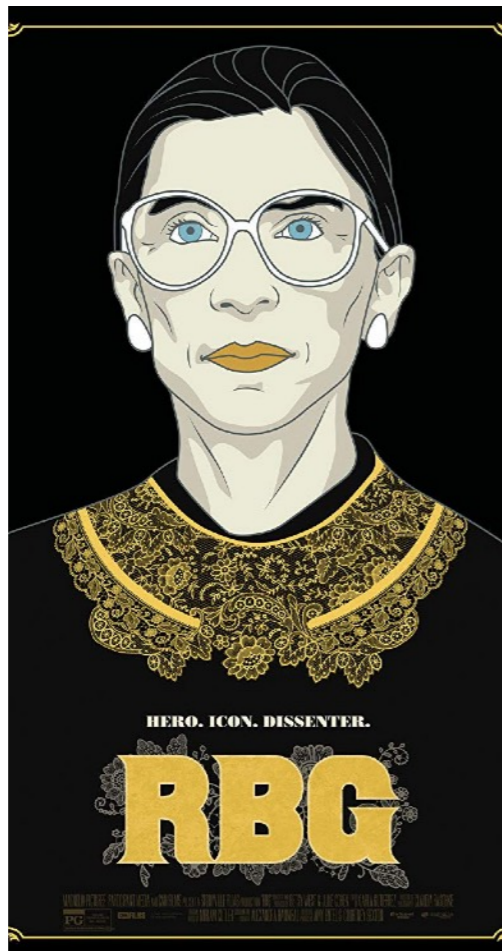
LOGOS, IN A NUTSHELL

- ▶ Are a visual mark/representation of your company.
- ▶ Should be somewhat memorable so that when it's seen, people immediately associate it with your company.
- ▶ Should be able to be rendered in all sorts of conditions, hospitable or not:
 - ▶ Tiny sizes to large sizes (even on billboards)
 - ▶ Different mediums (from paper to embroidery to even buildings and floors)
 - ▶ Color and black and white and grayscale

THINGS TO THINK ABOUT WHEN CREATING A LOGO

Photographs rarely make a good logo.

- ▶ There's too much detail in a photograph. This can hinder blowing it up for large-scale use, or using it for tiny purposes. It can also be difficult to replicate for certain mediums.
- ▶ Your inspiration can come from a photograph, but you should keep it simple and either create a line art version, or take certain distinguishing elements and work with that, like a distinctive hairstyle or eyeglasses or a piece of a landscape?



THINGS TO THINK ABOUT WHEN CREATING A LOGO

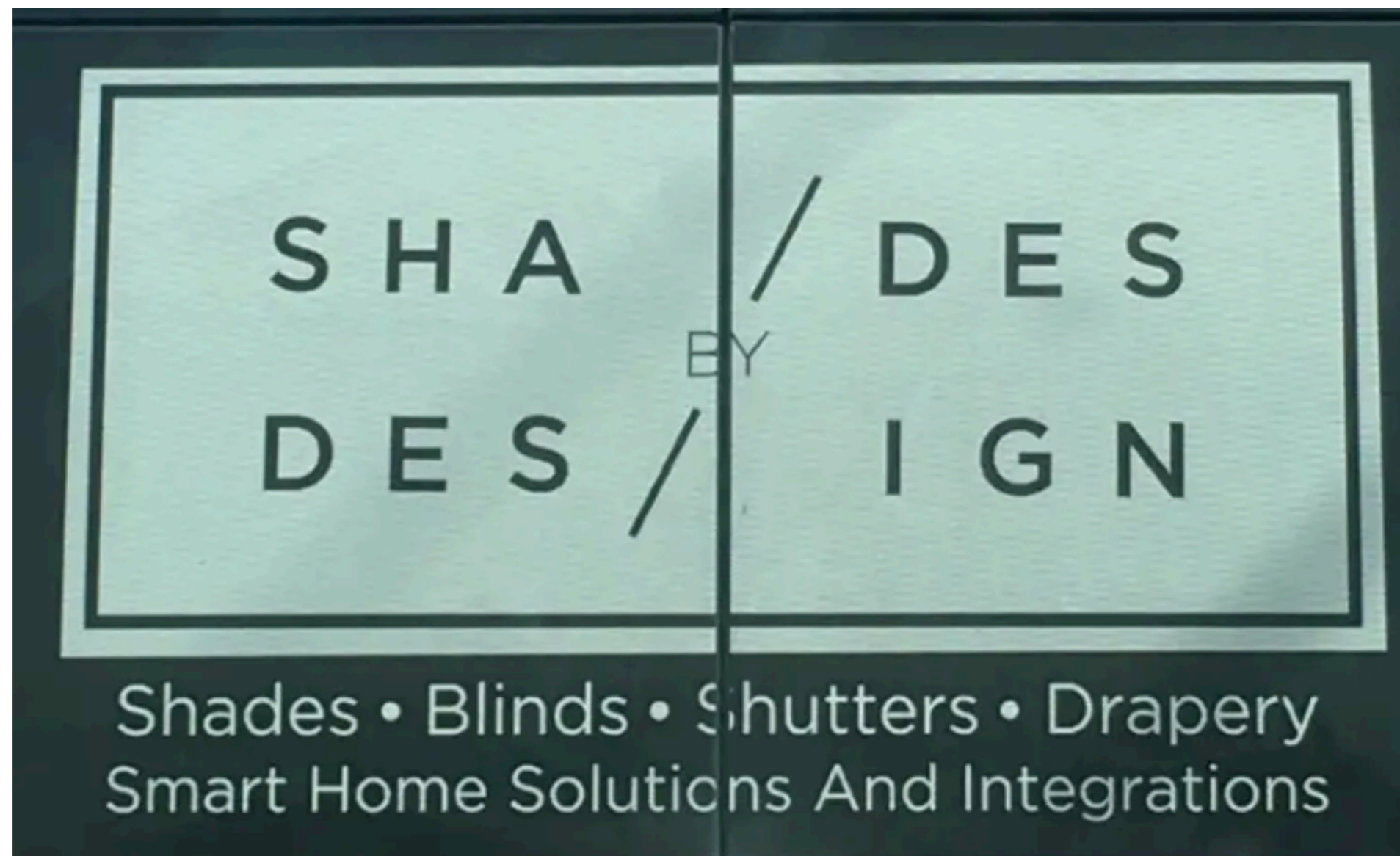
Simplicity is your friend.

- ▶ Simple shapes can go a long way, especially if you feel like you're not good at drawing.
- ▶ A mixture of shapes and letters/words and make your logo visually interesting and still not be terribly difficult to execute.









THINGS TO THINK ABOUT WHEN CREATING A LOGO

Play with the concept of positive and negative space.

- ▶ Sometimes it is the absence of something that draws someone's eye to something.
- ▶ These can be among the most fun and interesting logos you can create, and you can convey hidden meaning if you wish.

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