

## GRAPHIC DESIGN PROJECT 2

*Project Title* Sports Team Logo and Identity Design

**PROJECT DESCRIPTION** *“Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms – on labels or mastheads, TV screens or letterheads, books or building signs. All marks must be unique, appropriate and relevant. So they have to be designed. To be anonymous in a competitive world is to be dead.” (Pentagram.com).*

I think the best advice about creating logos is found in the second sentence above. “All marks must be unique, appropriate and relevant.” Those 3 keys are what make a logo for something perfect. A logo is a graphic representation that identifies a company, product, brand, service, iPhone app, band...you name it. But in order to be successful it has to be a perfect blend of unique while still being appropriate not only for what it is for (i.e. company, product, brand...) but also appropriate for the audience it is trying to reach and relevant to itself and it's audience.

Remember as visual communicators our goal is to be able to let people know in an instance (or maybe longer depending on what we are trying to say) not only what something is but also how they should feel about it.

A key example of being unique. Starbucks is the number one chain of coffee shops in the United States. Yet if you asked most people to design a coffee shop logo you would get something with a coffee cup or even a coffee bean. That is why Starbucks is a successful logo. It DOESN'T do that. The emblem is that of a mermaid because they are from Seattle and felt the mythical creature that was known for it's passion and beauty was something they wanted to say about their coffee. That it is a good thing and you should just wish to see a cup of it and be passionate for it. Sounds a bit far fetched doesn't it? But um who is the number one chain of coffee shops in the US?

Logos are about being expressive. They are about communicating a visual message in terms of feeling through their choice of style, shape, color, simplicity (or complexity). It is all about what the brand wants to say it is.

**PROJECT GOALS** There are 4 major types of logos:

**WORDMARK:** a logo consisting of just text/letters,  
also referred to as a logotype.

**LETTERMARK:** a symbol consisting of the initials of the name.

**SYMBOL MARK:** a logo that uses an image/symbol,  
which can be abstract or representational.

**COMBINATION MARK:** a logo that combines words/text  
and image/symbols.

You will need to choose three ideas that either consist of a creature from the animal kingdom, an object from mythology or folklore, or something from history. From your idea you will need to find something that you can create into an iconic image.

You will then develop a name for your team from your idea.

You will select a 2 to 3 color schemes, using Pantone spot colors.

You will create a solidified mark from your colors and illustrated idea to use in the development of a identity design (or stationary suite) for your team; this includes a letterhead, business card, and #10 envelope.

Final output will be printed in color and mounted nicely to 20" x 15" black presentation board. Below is an example of how this can be done, however if any of your pieces are two-sided you will need to give an example of both sides.



You will also need to create a digital process book for your project consisting of all the studies you have done as well as sketches and various executions. The process book should include: Design Questionnaire, Research, Thumbnails, Sketches, Color Schemes, Type Treatments, and Final Outcomes.

The finals need also be saved in PDF format and uploaded to the class' Blackboard group For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project2.pdf*