

# LOGO AND BRANDING SERIES

## PROJECT OVERVIEW

Imagine a museum for something you are interested in, i.e. a skateboarding museum or a museum of ice cream. *Avoid any ideas that would reference other preexisting brands or graphics—i.e. do not make a museum about Nintendo.* For your chosen museum, you'll create a small branding series. You'll design a logo, a poster that uses this logo, and then a set of app icons. You'll then record the set of branding standards you used on a standard branding sheet.

In order to successfully make a logo and branding series, you'll need to first understand who your client's audience is and understand your company's goals, background, intended tone, and message. Because of this, the creative brief is developed before any sketching or designing is done. Throughout the whole project (both logo and branding series), make sure your design consistently follows the creative brief you wrote.

## PART 1: CREATIVE BRIEF AND LOGO

After writing a creative brief, design a logo.

- ★ Your logo must contain type (and the typography must be well done) and a mark (an icon).
- ★ Create both a color version and then a black and white version of the logo. (Be sure to start with the b/w version first)
- ★ As you design, be sure that you remain loyal to the creative brief.
- ★ Follow a very thorough developmental process, with multiple sketches and multiple digital drafts before settling on the final design. Copy and paste as you work in Illustrator, so that you have a record of each experimentation. As before, you will turn all sketches, both the pencil ones and the digital ones.
- ★ Once you begin working with the type, experiment with various fonts, making sure to choose a font that is in keeping with your creative brief and displays well in a logo. Pay attention to kerning, tracking, and leading!

### Turn in for Part 1:

- Creative Brief (Typed and edited)
- Drafts (both pencil and digital) of **all** your preparatory work at **every** stage.
- Final color logo and a black and white version of the logo. Print out both the color version and the black and white version on a single sheet of paper 11" x 17" card stock/cover stock. **AND** place a 1 inch\* copy of both the color and b/w logo on the sheet as well. **See diagram on back.**

\* 1 inch (on longest side) when printed.

## PART 2: POSTER

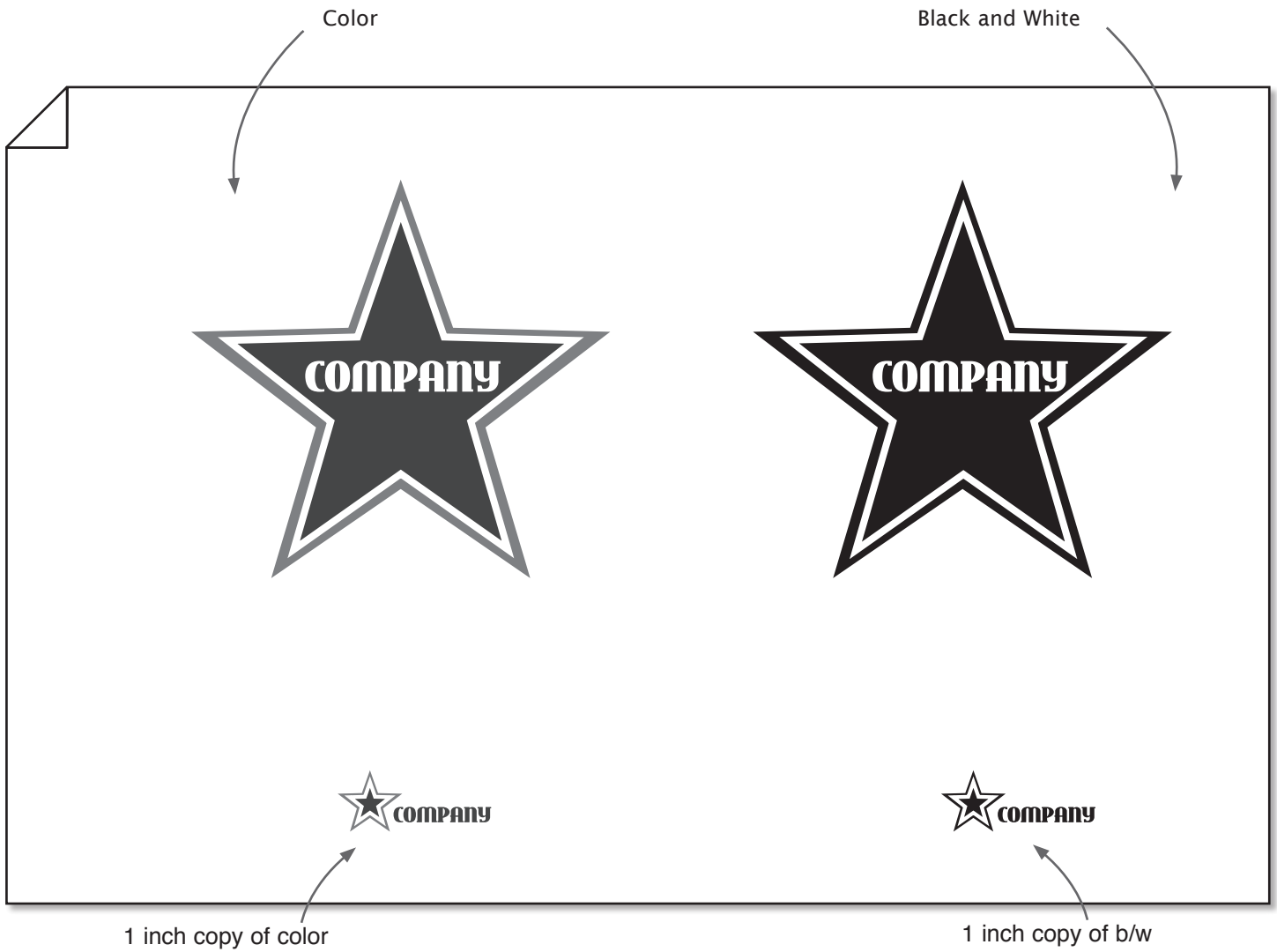
Details to be given later.

## PART 3: ICONS

Details to be given later.

## PART 4: BRANDING SHEET

Details to be given later.



**Note:** Sometimes with type-inclusive logos, a slight variation of the logo is designed in which the type is moved and scaled so as to more readable at small sizes. The example above shows this occurring.

## EVALUATION FOR PART 1

Quality of Creative Brief	excellent	good	fair	insufficient
Conceptual effectiveness of logo: Is it creative, intriguing, and memorable, while being appropriate to the creative brief and audience?	excellent	good	fair	insufficient
Design execution of logo: Typography, color choices, layout, unity, etc.	excellent	good	fair	insufficient
Craft/professionalism of final print	yes	somewhat	no	