

name: _____

Lifestyle Brand Logo Design Assignment

- Step 1:** What types of products will your company produce? _____
Examples: Sportswear, Electronics, Accessories, Food, etc.
- Step 2:** **Name your brand/business:** _____
Think: clarity, descriptive, memorable, short, simple, unique, appealing & enduring.
- Step 3:** Define your company **Mission Statement**.
- Step 4:** Find 10 logos from the internet that represent companies or ideas similar to your company or organization and place them on one illustrator sheet / **competitor logos**.
- Step 5:** Complete the **Creative Brief Worksheet** and **Creative Matrix**
- Step 6:** Create 10 **thumbnail drawings**
- Step 7:** Create a rough draft of your **best thumbnail** drawing
- Step 8:** Scan your rough draft into the computer and place it in Adobe Illustrator... if needed.
- Step 9:** Trace the rough draft in Illustrator creating vector art for the logo.
- Step 10:** Post critique / **Finalize your logo**.
- Step 11:** Create your introduction to your logo / **design description**.
- Step 12:** Create your **brand guidelines** with a common template for everything.
- Step 13:** Fill out the **rubric** and turn in your packet, then turn in a **multi page .pdf with logo on page 1, design description on page 2, then followed by brand guidelines**. Post to the class website, and make 1 .jpg of the final logo to post to your portfolio on your blog.

Sample: In this sample, a logo will be designed for a mass marketed baked goods company.

For **step 1:** Here are the ten competitor logos that have been downloaded from the internet and placed in an illustrator file.



What is my business?

Type of products/services I am interested in: _____

The types of industries I find fascinating: _____

The tuipe of work I'm interested in pursuing: _____

The need my business can fill: _____

I like modern / traditional design

I like serif or san-serif fonts

I think these colors _____ represent my business idea
because: _____

Naming Ideas (list at least 10): _____

Descision: Type of business: _____

business name: _____

Colors: _____

Font/s: _____

Creating a Mission Statement.

Mission Statement: It captures, in a few succinct sentences, the essence of your business's goals and the philosophies underlying them. Equally important, the mission statement signals what your business is all about to your customers, employees, suppliers and the community. A well-developed mission statement is a great tool for understanding, developing, and communicating fundamental business objectives, and should be expressed in just a paragraph or two. If you read it out loud, it should take about 30 seconds. And it should answer questions people have about your business, like:

What do we do?

How do we do it?

Whom do we do it for?

What value are we bringing?

1. Define your target audience / customer: Imagine a real person making the actual decision to buy what you sell. Use your imagination to see why he/she wants it (what need will it fulfill), how he/she finds you (store, online, etc), and what buying from you does for him/her. The more concrete the story, the better. (And keep that in mind for the actual mission statement wording: “The more concrete, the better.”)

2. Define how your customer's life is better because your business exists: Start your mission statement with the good you do. Don't undervalue your business: You don't have to cure cancer or stop global climate change to be doing good. Offering trustworthy auto repair, for example, narrowed down to your specialty in your neighborhood with your unique policies, is doing something good. So is offering excellent slow food in your neighborhood, with emphasis on organic and local, at a price premium. This is a part of your mission statement, and a pretty crucial part at that—write it down.

3. Consider what your business does for employees: These days, good businesses want to be good for their employees. If you're “hard numbers”-oriented, keeping employees is better for the bottom line than turnover. And if you're interested in culture and employee happiness, then defining what your business offers its employees is an obvious part of your strategy. Qualities like fairness, diversity, respect for ideas and creativity, training, tools, empowerment, and the like, actually really matter. However, since every business in existence at least says that it prioritizes those things, strive for a differentiator and a way to make the general goals feel more concrete and specific. Stating that you value fair compensation, room to grow, training, a healthy, creative work environment, and respect for diversity is probably a good idea, even if that part of your mission statement isn't unique. That's because the mission statement can serve as a reminder—for owners, supervisors, and workers—and as a lever for self-enforcement. If you have a special view on your relationship with employees, write it into the mission statement. If your business is friendly to families, or to remote virtual workplaces, put that into your mission.

4. Add what the business does for its owners: Some would say that it goes without saying that a business exists to enhance the financial position of its owners, and maybe it does. However, only a small subset of all businesses are about the business buzzwords of “share value” and “return on investment.” If you want peace of mind about cash flow more than you want growth, and you want growth more than you want profits, write that into your mission statement. You may even realize that you are building a business that is a place where you are happy to be working, with people you want to work with; so write that into your mission statement.

5. Discuss, digest, cut, polish, review, revise: Whatever you wrote for points two through four above, go back and cut down the wordiness. Good mission statements serve multiple functions, define objectives, and live for a long time. So, edit. This step is worth it. As you edit, keep a sharp eye out for the buzzwords and hype that everybody claims. Cut as much as you can that isn't **unique to your business**, except for those special elements that—unique or not—can serve as long-term rules and reminders

Creating a Mission Statement...

Remember: If you read it out loud, it should take about 30 seconds. And it should answer questions people have about your business, like:

What do we do?

How do we do it?

Whom do we do it for?

What value are we bringing?

1. Define your target audience / customer: _____

2. Define how your customer's life is better because your business exists: _____

3. Consider what your business does for employees: _____

4. Add what the business does for its owners: _____

5. Discuss, digest, cut, polish, review, revise: _____

Which of the two Bank of America logos is more appropriate? How does knowing your client and the services they provide guide your design decisions?



Creative Brief Worksheet

In order to create a successful design that meets your clients needs, you must first take the time to get to know your client and what their companies needs are. Below is a client brief that a design company uses when beginning a job for a client. Complete this worksheet for your client. Although you are not the client, imagine that you are and complete Creative Brief Worksheet.

Project Summary

- What type of products or services do you offer?
- How long have you been in business?
- What do you hope to accomplish with your identity?
- What are your long term goals?

Audience Profile Who your target audience is, and what they care about.

- Please describe your audience:
- Who would you like to add to your audience?

Perception/Tone/Guidelines How you want your target audience to respond to your logo.

- Do you have any colors in mind for your logo? (if so, why?)
- Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo?

Communication Strategy How you intend to reach your targeted audience, and what the overall message is.

- What is your tagline or slogan?
- What is the overall message you are trying to convey to your target audience?

Competitive Positioning What it is that makes you stand out from your competition?

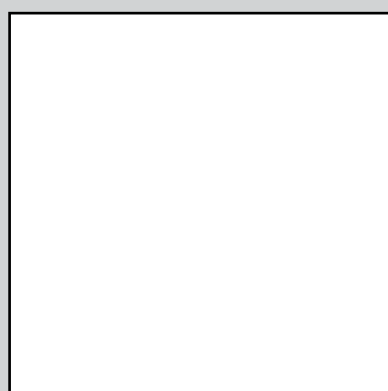
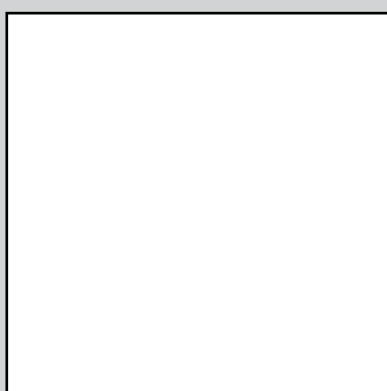
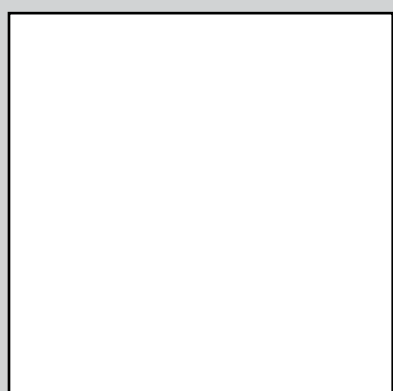
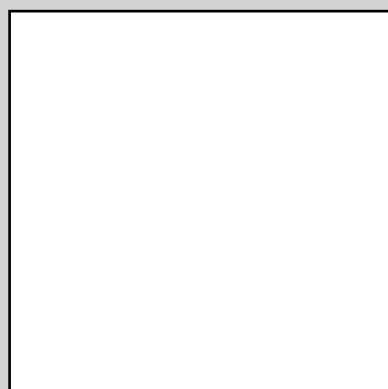
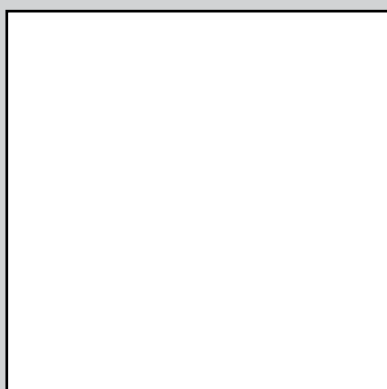
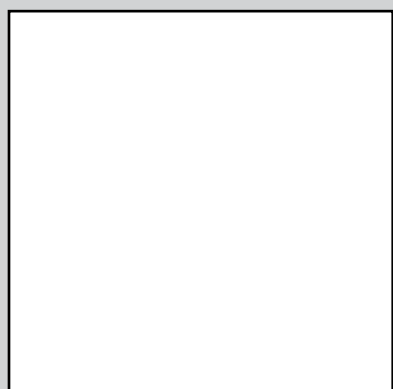
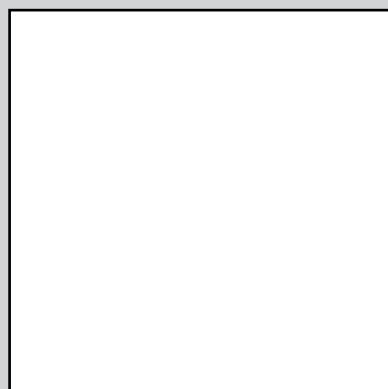
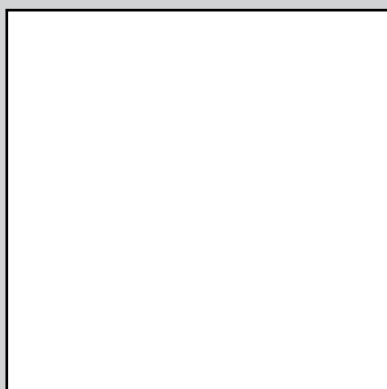
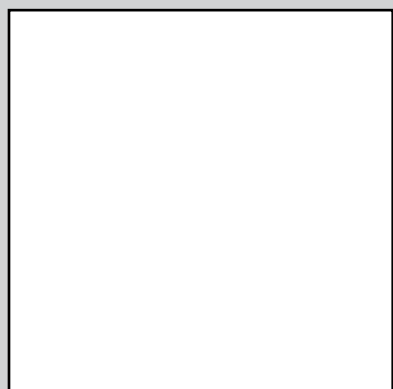
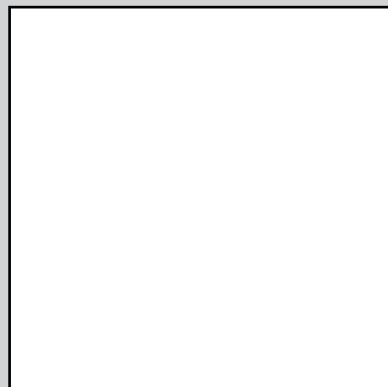
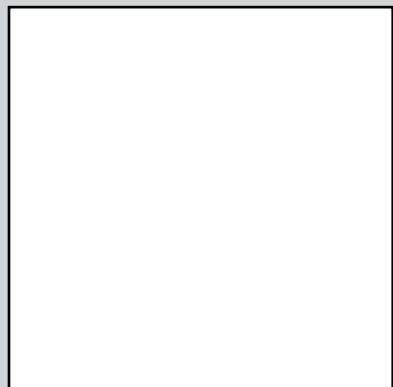
- Who are your competitors and what do you think about their logos?
- List competitive URLs if possible:
- What sets you apart from your competitors?

Targeted Message

- State a single-minded word or phrase that will appropriately describe your company:

10 Thumbnails

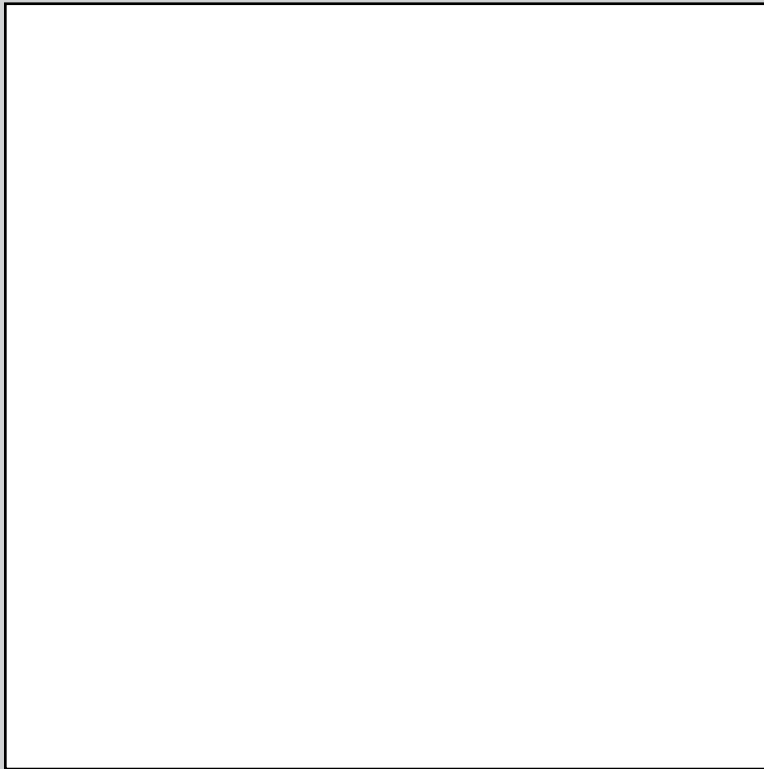
Use this sheet to draw your concept drawings. Ten is the required minimum. You may certainly do more!



Rough Draft

Use this sheet to draw your best thumbnail drawing on a larger scale. Your drawing of the logo should fill the space provided below. This may be the image you scan and trace in illustrator.

4" x 4"



Logo in Black and White

Colors are important but not as crucial as you might think. Your logo should first pass the “black and white test” before final approval. If your logo doesn’t look good in black and white, it won’t look good no matter what color scheme you choose. It’s true that a color version of your logo will substantially outperform a black and white one by 300% or more. However, it’s important to consider that the ratio of black and white or one color impressions your logo will make over it’s lifetime is exponential compared to color impressions.

Below: The first logo seen here is the client’s first choice from the design concepts presented to him. He loves the playful design and the colors that support the mischievous personality of the company. However, when tested in black and white, the logo becomes “muddy” and difficult to read. In the third example below, we were able to “save” the design for the client by simply removing the drop shadows surrounding the text in the black copy- thus improving legibility.



PANTONE color matching

The PANTONE color matching system is the de facto standard for commercial printers, with over 1,000 colors from which to choose. Pantone colors are used by professional print shops around the world. It’s a universal color system that helps designers, print shops and customers talk in one language. You simply specify an ink color using a PANTONE formula guide and the printer buys a container of ink mixed to match the formula to print your job. It

is the best, least-expensive way to get a near-perfect color match.



Design Description & Brand Guidelines

Prepare a written explanation of the logo you have created and how/why it represents the company along with usage guidelines (what colors are/should be used in the logo, what type of background should the logo be placed on, etc.).

- a. **Design Description: The introduction to the logo should be no longer than 2 pages and include:**
 - i. Information about the company (who they are, what they stand for, their goals, their products or services, and their target audience) that is being branded along
 - ii. An explanation of the logo design and ideas behind it.

- b. **Brand Guidelines: The usage guidelines should be *no less than 2 pages and no more than 10*. It should include the following information with example images where applicable:**
 - i. Logo examples in color and black & white.
 - ii. Colors used (PMS color codes, CMYK color codes, and color examples)
 - iii. Fonts used (if any) a list of appropriate fonts and faces to be used and how they are used in conjunction with the logo should also be provided.
 - iv. Sizing restrictions (how small is too small?)
 - v. Background guides (light, dark or white, is there a keyline on dark backgrounds? Do colors switch for the background?)
 - vi. Border limits (how close to other copy or images can the logo be?)