

Logo Design Project Rubric

name: _____

Logo Design Grade

Criteria	Points	Grade	
10 Competitor Logos	10		<p>1 - 2 Not complete</p> <p>3 - 4 Poorly done</p> <p>5 - 6 Complete with some mistakes</p> <p>7 - 8 Well done with minor mistakes</p> <p>9 - 10 Very well done</p>
Creative Brief	10		
Mission Statement	10		
Creative Matrix	10		
Total out of 40			
10 Thumbnails	10		
1 Rough Draft	10		
Brand Guidelines	35		
<p>Design Clarity & Craftsmanship</p> <p>Does the logo clearly represent the brand and stand-alone from any need for further explanation? How obvious and recognizable is the mark? Can you get a sense of what the brand it is representing stands for? Are the font choices appropriate for the logo and the brand? Would it be easy to recognize it on a store front while driving past at 40 mph? Is the design executed in a clean and professional manner?</p>	40		
<p>Design Message</p> <p>How in line with the business mission statement is the mark? For example, if the business is a nonprofit that works with victims of domestic violence does the logo promote an idea of security and trustworthiness? Or, if the brand's main emphasis is community growth and connectivity is the mark inclusive?</p>	20		
<p>Design Description</p> <p>Often in logo design work the brand representatives will not have a clear vision of what that mark should be, or why it should be. It is the responsibility of the designer to be able to explain, define and sometimes defend their design. Is the applicant able to clearly explain why they created the logo that they ended up with and how it is an appropriate representation of the company? Can they justify why the colors were chosen and what the imagery is supposed to represent?</p>	20		
Total out of 200			

name: _____
_____/16

Logo Design Project Reflection

What is your favorite part of your logo? _____

What would you have done differently? _____

What did you find interesting about this project? _____

How was the process of creating a style guide and how would such a guide help your business? _____
