# Sports Logo Design Assignment

You will be given a sports organization client. Your job is to create a new logo for that organization.

- Step 1: Find 10 logos from the internet that represent companies/teams similar to your company or organization and place them on one illustrator sheet.
- Step 2: Complete the Creative Brief Worksheet and Creative Matrix
- Step 3: Create 10 thumbnail drawings
- Step 4: Create a rough draft of your best thumbnail drawing
- Step 5: Scan your rough draft into the computer and place it in Adob@nished logo. Illustrator... if needed
- Step 6: Trace the rough draft in Illustrator creating vector art for the
- Step 7: Apply the logo to a variety of products using the template from the class website
- Step 8: Fill out the rubric and turn in your packet, then turn in a 2 page .pdf to the class website, and make 2 .jpg files to post to your blog.

**Sample:** In this sample, a logo will be designed for an MLB baseball team. For step 1 ten competitor logos have been downloaded from the internet and placed in an Iillustrator file.



hich of the two Bank of America logos is more appropriate? How does knowing your client and the ser vices 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 Work - sheet.

### Project Summary

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

#### Audience Pro file Who your target audience is, and what they care about.

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

### **Perception/Tone/Guidelines** How you want your target audience to respond to your new 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?
- Where will your new logo be used?

#### **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:

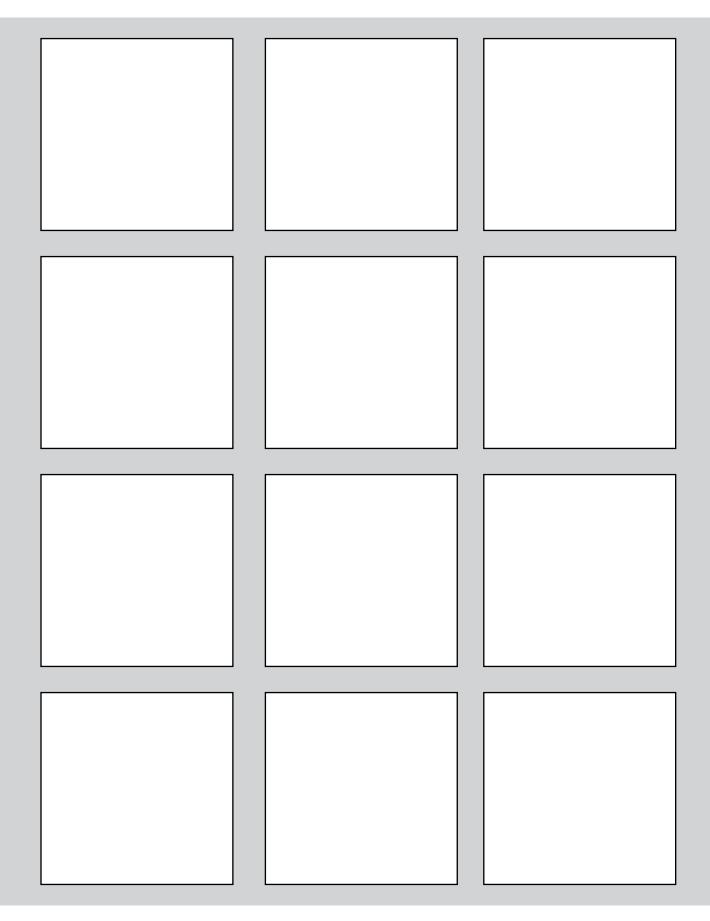
# **Creative Matrix**

Use this tool to brainstorm ideas for your logo design

Noun	Noun	Noun	Verb	Verb	Animorph

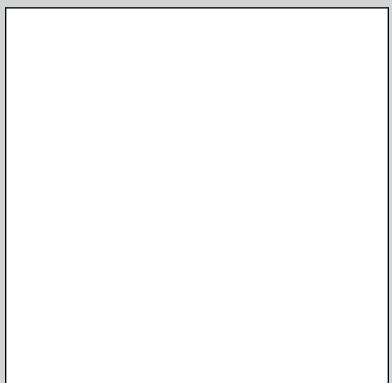
# 10 Thumbnails

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 illustrrator.

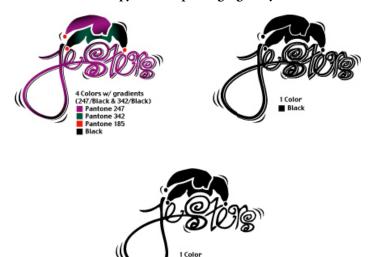




## Logo in Black and White

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 substan tially 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 personal** ity 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.** 



Black

### **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 de signers, 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.ÊIt is the best, least-

expensive way to get a near-perfect color match.



#### Logo Design Grade

Criteria	Points	Grade		
10 Competitor Logos	10		1 - 2 Not complete 3 - 4	
Creative Brief	10			
Creative Matrix	10			
Tota	Poorly done 5 - 6 Complete with some			
10 Thumbnails	10		mistakes	
1 Rough Draft	15		7 - 8	
Creativity / Idea	15		Well done with minor mistakes	
Quality of Illustrator Logo	15		9 - 10	
Logo Application to products	15		Very well done	
Tota				

What is your favorite part of your logo? \_\_\_\_\_

What would you have done differently?\_\_\_\_\_

What did you find interesting about this project?\_\_\_\_\_