

name: _____

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 Adobe finished 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 Illustrator file.



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 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 Profile

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?

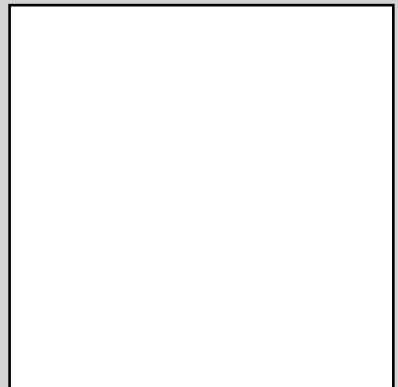
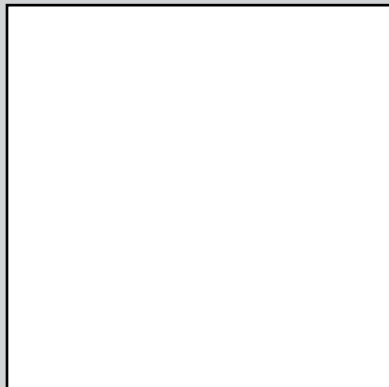
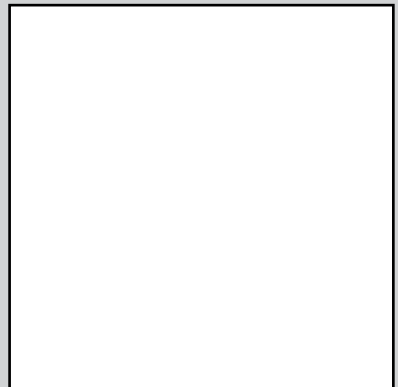
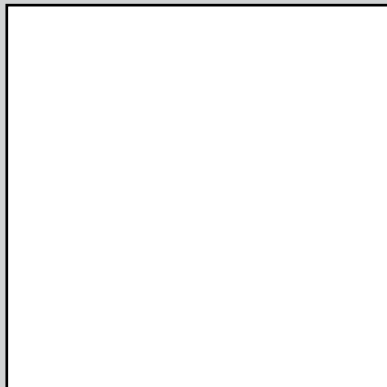
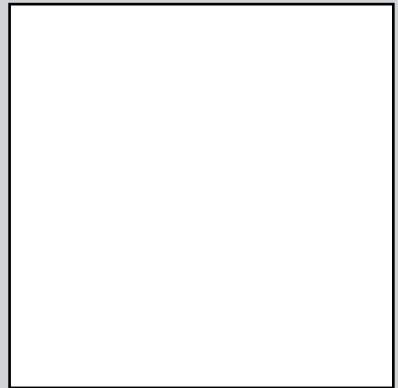
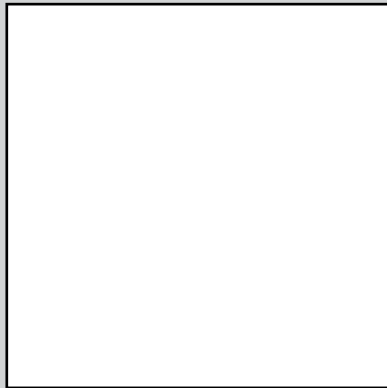
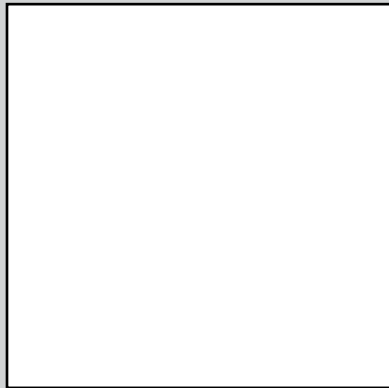
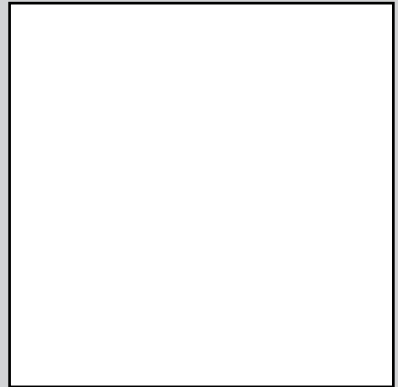
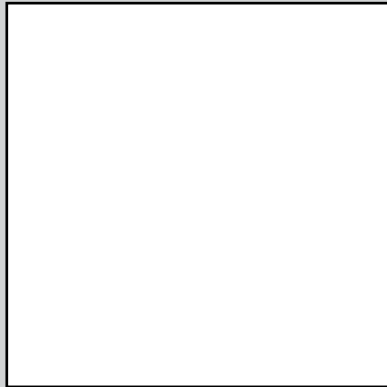
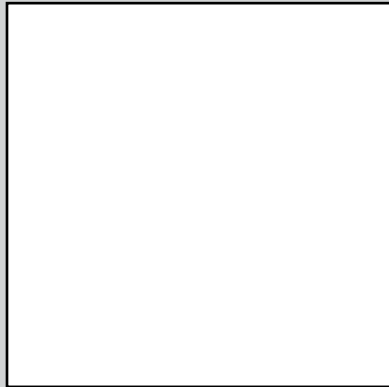
- Who are your competitors and what do you think about their logos?
- List competitive URLs if possible:
- What sets you apart from your competitors?

Targeted Message

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

10 Thumbnails

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

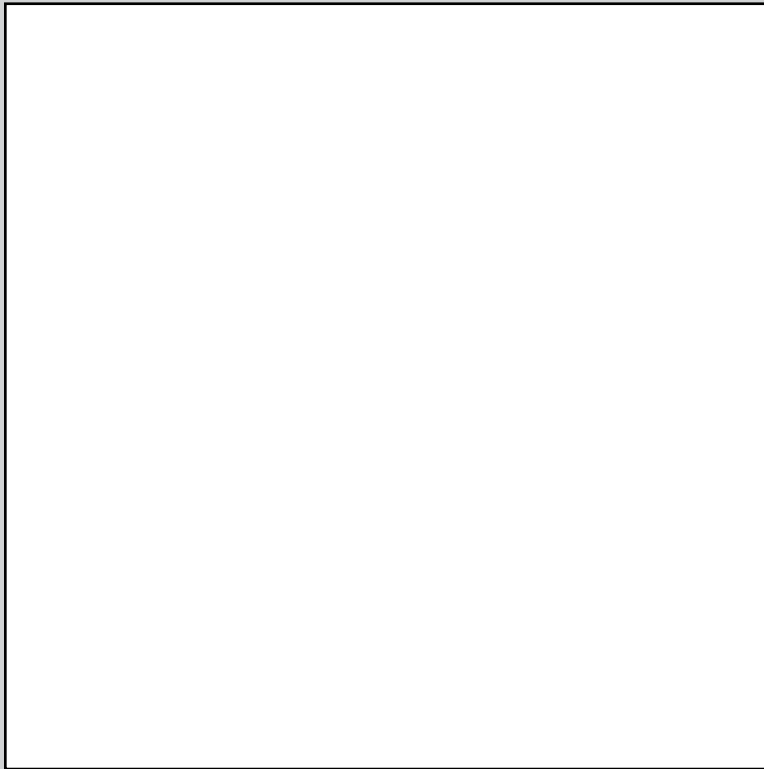


Rough Draft

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 Design Rubric

name: _____

Logo Design Grade

Criteria	Points	Grade	
10 Competitor Logos	10		1 - 2 Not complete 3 - 4 Poorly done 5 - 6 Complete with some mistakes 7 - 8 Well done with minor mistakes 9 - 10 Very well done
Creative Brief	10		
Creative Matrix	10		
Total out of 30			
10 Thumbnails	10		
1 Rough Draft	15		
Creativity / Idea	15		
Quality of Illustrator Logo	15		
Logo Application to products	15		
Total out of 70			

What is your favorite part of your logo? _____

What would you have done differently? _____

What did you find interesting about this project? _____
