Logo Design Project Rubric

name:_____ per. _____

Criteria	Points	Grade	
8 Hand Thumbnails	5		5 (8 thumbnails) 4 (for 7) 3 (for 6) 2 (for 5) 1 (for 1-4) 0 (for 0)
Brand Guidelines (2 slides)	10		10 (complete) 9 (mostly complete) 8 (good) 7 (fair) 6 (poor)
Design Clarity & Craftsmanship 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 is representing and 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 and as a favicon? Is the design executed in a clean and professional manner using Illustrator?	20		
Design Message 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?*) Does the logo make you feel the same as the goal of the mission?	20		
Design Description 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 designer 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? How does this logo appeal to their target audience?*	20		
Total out of 75			