

LOGO DESIGN BASICS

Middle and High School



Smithsonian
Cooper-Hewitt, National Design Museum

Logos represent the identity of an organization,
product, brand, or idea



Kellogg's[®]



GOLDEN RULES OF LOGO DESIGN

A logo should clearly represent an organization's identity.

- Keep it simple, keep it simple, keep it simple
- Logos should be effective at a large and small scale
- Logos should be effective in color and black & white

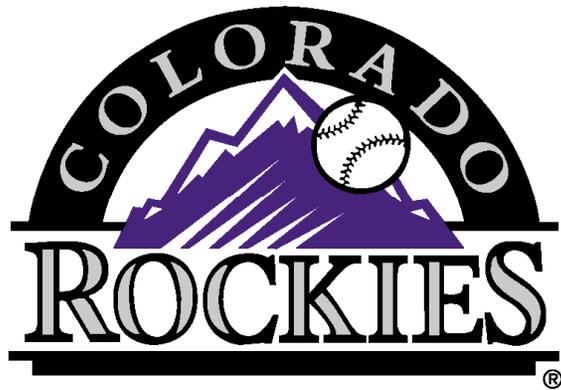
Keep it simple

The evolution of the Apple logo.
Sometimes less information is more powerful.



Good logos should be effective at a large and small scale

Which set of logos is the most effective at both scales?



Effective at a large and small scale

A good logo should be effective on a billboard and a business card.



A logo should be effective in color or
black & white



LOGOS CAN BE...

- Descriptive
- Symbolic

Descriptive

What do you think this organization specializes in? Why?



Descriptive

The Center for Architecture is an organization devoted to the public education and the research of architecture. The key is a symbol for access and the skyline represents architecture.

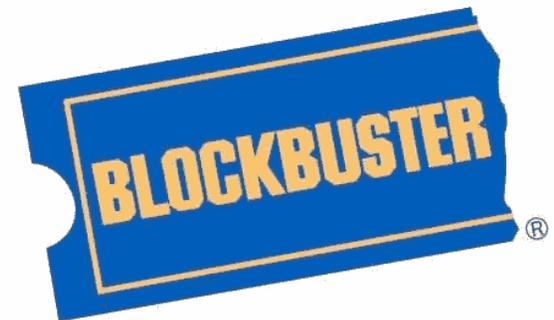


Center for Architecture

AIA New York Chapter and Center for Architecture Foundation

Descriptive

How do these designs describe the brands they represents?



Symbolic

Why do you think Apple chose this logo?



Symbolic

Although this logo does not literally represent computers or technology, the apple is a symbol of knowledge. The “byte” taken out of the apple could symbolize you taking a bite out of knowledge.



Symbolic

President Obama's campaign logo symbolized hope for most Americans. The sun rising over the horizon evoked a new sense of optimism for the country's future.



FONTS AND COLOR

Fonts and color can represent or describe an idea.

Fonts can be descriptive

The bold and capitalized text in these logos inspire confidence in the brands.



Fonts can be descriptive

What do these fonts say about these brands?



THE HISTORY CHANNEL®



Color can be descriptive

Red and yellow produce the most stimulating color combination, creating a sense of urgency and hunger. Brown literally represents the historic color of packing paper as well as the sense of being solid and reliable.



LOGO DESIGN PROCESS

Logo design can be divided into a few simple steps.

- Research and brainstorm
- Think about fonts
- Turn your ideas into forms and identify color
- Finalize design

“Logos,” by Mike Weikert
Edited by Ellen Lupton
Photography by Nancy Froehlich
D.I.Y.: Design it Yourself
New York: Princeton Architectural Press, 2006

Font

- Type the name of your company, product, or organization in several different fonts. The personality and attitude change with each font.
- Experiment with serif, sans serif, and novelty typefaces. Think of the type as an image.
- Choose a few directions that seem appropriate, and start combining type with icons or symbols.
- Try typing in uppercase and lowercase. Capital letters can make a mark look more serious or formal, while lowercase letters often feel more casual and relaxed.

<i>serif</i>	<i>sans serif</i>		<i>novelty</i>
going public <i>Minion Regular</i>	going public <i>Chalet Paris</i>	gp	GOING PUBLIC <i>Brooklyn Kid</i>
Going Public <i>Minion Bold</i>	Going Public <i>Gotham Book</i>	GP	GOING PUBLIC <i>LCD Italic</i>
going public <i>Didot Regular</i>	going public <i>Chalet Tokyo</i>	gp	GOING PUBLIC <i>Warehouse</i>

Forms and color

- Try starting with icons and symbols that are recognizable, but add a personal twist for your company, logo, or group.
- Combine letterforms with graphic and color elements to create a unique logotype.
- There are many viable solutions when designing a logo. Don't be afraid to try several different directions.



Finalize design

Think about how your logo will be used and create a simple logo to avoid potential problems as your logo goes public.

Primary logo



Does the logo work well in different colors?



Is the logo legible at small sizes?



Final Design

From T-shirts and websites to buildings and vans, logo applications are endless.



LOGO RE-DESIGN

Logos are meant to be timeless, but when a company wants to represent change, highlight services, or apply a fun theme, how do they keep their graphic identify?

- Re-shaping an identity
- Distinguishing services
- Applying a theme

Re-shaping an identity

Walmart unveiled a new logo in 2008. The star between “Wal” and “Mart” was removed to make the name more approachable. The starburst, which resembles the sun or a flower, was added to reinforce the company’s new environmental focus.

new logo



previous logo



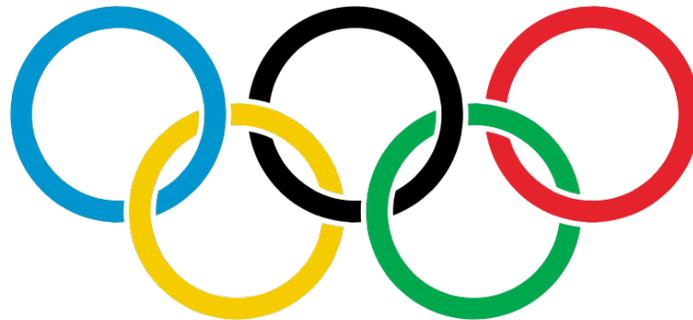
Distinguishing services

FedEx provides various services. These services have been distinguished by changing the color of the “Ex” while keeping loyal to the original logo and retaining the basic structure. Note the arrow in the negative space between the “E” and “x” in the Fed Ex logo.



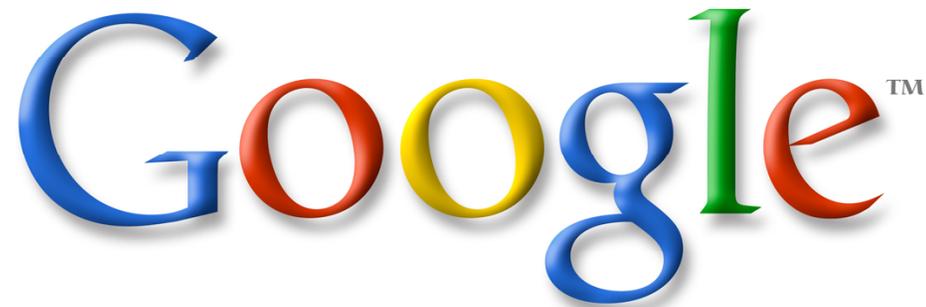
Applying a theme

Designers have adapted the iconic Olympic rings to reflect the location and theme of each host city.



Applying a theme

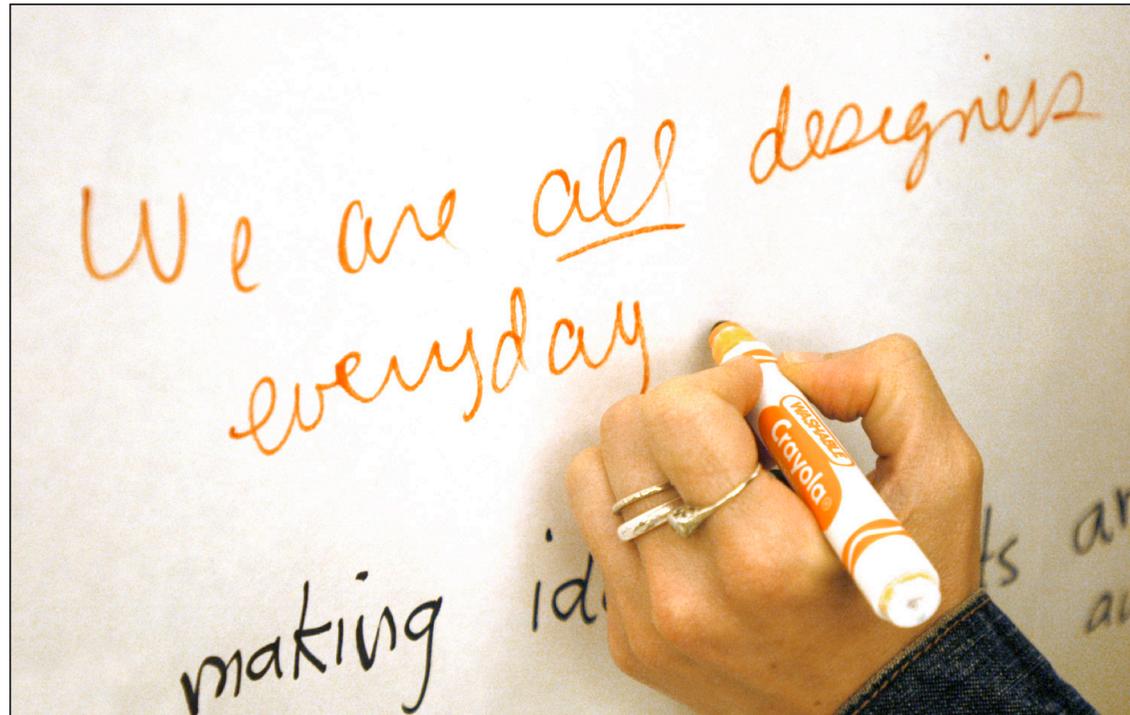
Designers have adapted the Google logo to represent unique themes. The brand is still recognizable because the designers incorporated the original font, colors, or format of the Google logo.



Applying a theme

Designers and artists have taken the classic MTV logo and created playful designs to reflect the youthful audience it wants to attract.





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www.cooperhewitt.org