

# Logo Design Process (simplified)

1. Logo Creative Brief filled out
2. Three logo forms in black and white (grayscale when applicable) are formed. We produce in black and white because - 1. It ensures the logo can be reproduced in one color and 2. because our experience has shown us that going straight to color can prolong (add more cost) to the logo project (people have certain adversities to certain colors - and overlook the great logo forms because of adversities to those colors)
3. One of the logo forms must be selected at this point. Minor modifications (font styles, slight adjustments) are able to be made to ONE of the logo forms.
4. Colors. 6 Color options are designed and presented (6 only if needed). Minor adjustments in color can be made with client input.
5. Once the correct logo form and colors are selected, the designer will create commonly used formats. Here is what the basic package we give to every logo client:
  - PDF (saved as a true vector in CMYK)
  - PDF of 1 color version - CMYK
  - JPG saved as RGB
  - JPG saved as CMYK
  - Transparent PNG saved as RGB

All forms should then be zipped and sent to the client. Feel free to send free fonts used in the logo (so long as it does not violate copyright/distribution laws)

# Logo Creative Brief

## Basic info:

Company name:

What word(s), letter(s) or icon(s) should be included in the logo?

What are the organization's values and/or mission? i.e., Mission Statement, Value Statement, Unique Selling Proposition, Elevator Pitch. The goal is to boil down your company and values in 1-2 sentences that an everyday person (like a designer) can understand.

## Project Objectives:

What is the purpose of the logo project? i.e., stand out from competition, identify a new product, upgrade the company image, etc. Keep in mind a creative approach can be developed around a primary and secondary objective only; no single creative vehicle can accomplish more effectively.

If there is a current logo, why is it being refreshed? Potential reasons: Name change, printing/reproduction problems

## Product or Service Description:

What are its features? i.e., specifications, manufacture, components, delivery, etc.

What is it that makes this product or service different or unique from the competition?

## **Target Audience:**

**Who are your readers/viewers/customers?** i.e., age, sex, job titles, social/economic conditions, employment, geographic concentration, etc.

**Do they already know about your product or service?**

**What motivates them?**

**Why do they want your product (especially when compared to your competitors)?**

## **Competition:**

**Who is your competition?**

**How are you different from them?**

**What do the competitors logos look like?**

**What colors are being used?**

**Are you looking for similar style/colors or are you looking to differentiate yourself from the competition?**

## **Distribution:**

**Are there any production considerations?** i.e., needs to work as one color or at very small sizes, embroidery, etc.

**How will the logo be potentially reproduced?** i.e., t-shirts/screenprinting (typically 1-3 colors max), embroidery on shirts and hats (can limit detail in the design and colors),

embossing (logo will need to be developed in 1 color), beer mugs/shot glasses (logo typically will need to be able to be produced in 1 color)

## **Creative Considerations:**

**What limitations or constraints do we have?** i.e., schedule, budget, etc.

**What are some logos you like/dislike?**

**What is it that you like/dislike about them?**

**Does the logo need to be produced in a particular logo form? (see next pages)**

- Wordmark
- Letterforms
- Emblems
- Pictorial marks
- Abstract/symbolic marks

**Any particular fonts?**

## **Most Important Point:**

**Most communications leave only one overall impression. Is there something specific the viewer should remember about the company after seeing the logo?**

## Topology of Marks

**Wordmark** - a freestanding acronym, company name or product name that has been designed to convey a brand attribute or positioning

**CarnegieMellon**

*Lifetime*

**Letterforms** - a unique design using one or more letterforms that act as a mnemonic device for a company name



HILL HOLLIDAY

**Emblems** - a mark in which the company name is inextricably connected to a pictorial element



**Pictorial marks** - an immediately recognizable literal image that has been simplified and stylized



**Abstract/symbolic marks** - a symbol that conveys a big idea, and often embodies strategic ambiguity

