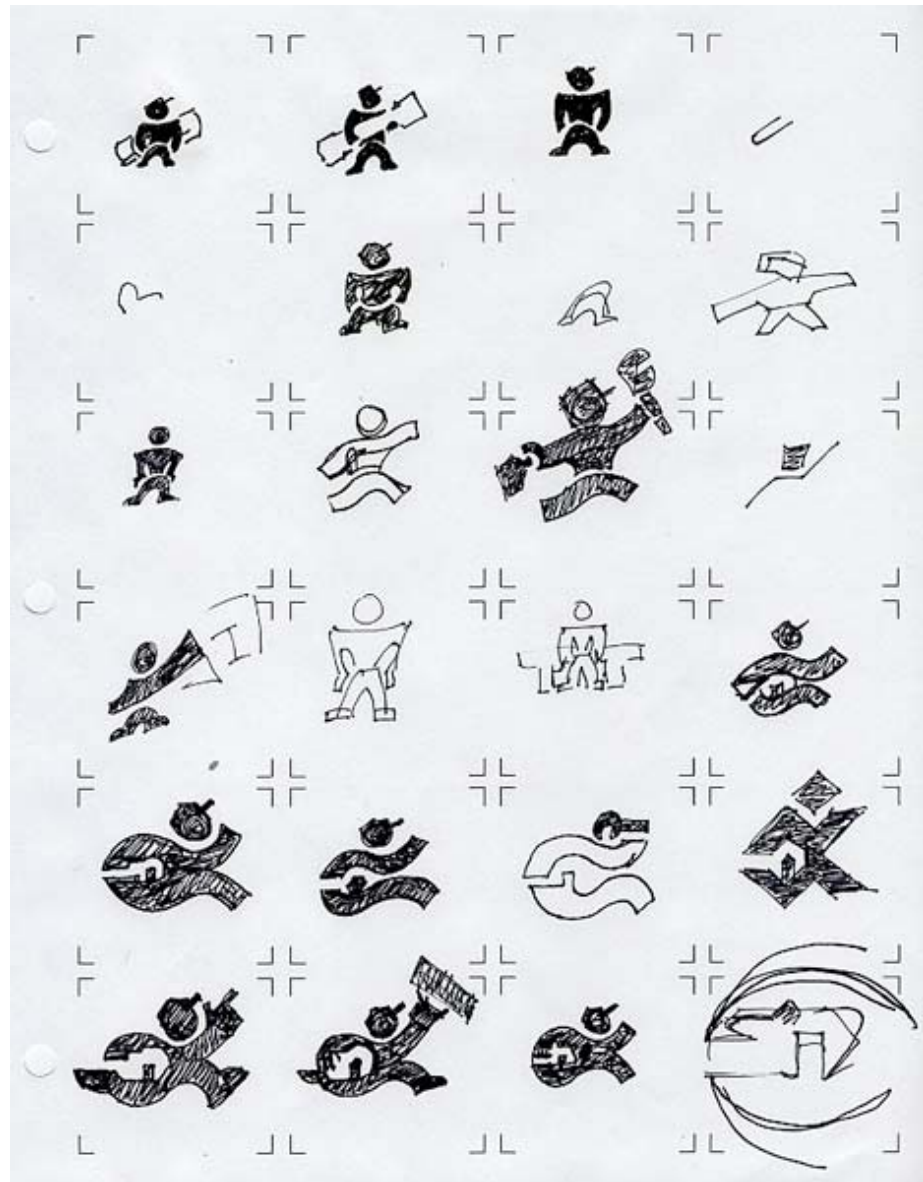


Designing a Logo

What are you designing the logo for? Is this logo for a clothing brand? A sports team? A band? What is the company name? **Decide what your logo will represent and you can build your ideas from there.**





Put your ideas down on paper. You don't need to be an artist to realize the benefits of logo sketching. Ideas can flow much faster between a pen and paper than they can a mouse and monitor.



Come up with a variety of ideas.

Your logo can be an image or it can be an image combined with a carefully chosen font. Try different combinations.



Keep it simple.

From Nike, and Apple, to McDonald's, the best logos work because of their simplicity. Logos should still work even at a small size, so make sure your design isn't too complicated. Also, keep the number of colors down to 2 or 3 at the most.

The FedEx logo is displayed in a bold, sans-serif font. The word "Fed" is rendered in a dark purple color, and the word "Ex" is rendered in a bright orange color. The two words are joined together, with the "d" and "E" sharing a vertical boundary. The logo is centered horizontally on the page.

Design in black and white first.

By leaving color to the end of the process, you focus on the idea. No amount of gradient or color will rescue a poorly designed logo.



- DUE NEXT CLASS!
- Minimum of 3 **finished** sketches of different ideas for your logo
- Name of company/organization/business (may be fake) that you are making a logo for.
- On Page 9 of your sketchbook.