

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.**



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 purple "d" and orange "E" sharing a vertical boundary. The overall design is clean and minimalist, using only two colors and a simple typeface.

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.