

# **LOGO & BUSINESS CARD DESIGN**

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# **Assignment Directions**

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## **What is the logo for?**

Decide what you are creating the logo for. You may choose to create a logo for a fake company, a sports team, a band you are in, clothing brand, etc. **Write this in your sketchbook.**

## **LOGO SKETCHES**

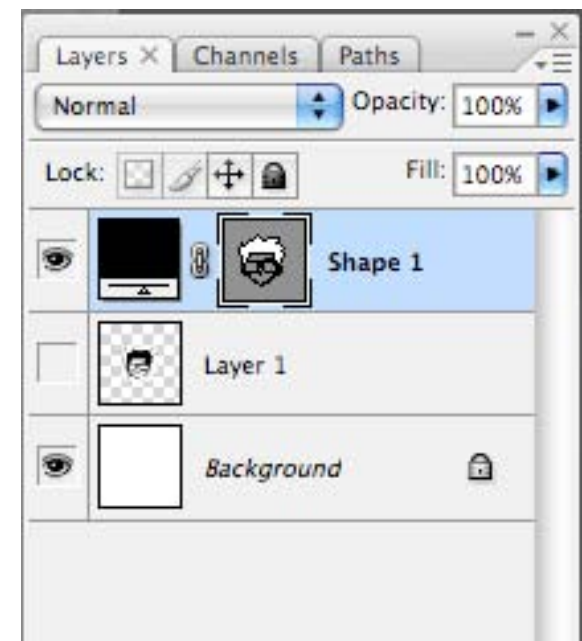
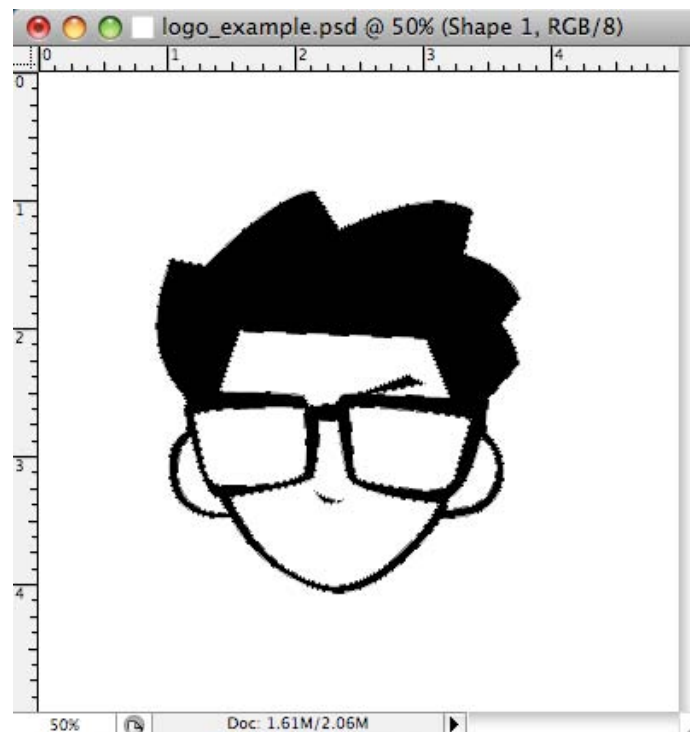
Brainstorm ideas in your sketchbook. On your page, there should be **sketches of 3 variations of your logo.** Sketches are due at the beginning of the next class period.

# Designing a Logo

After you've designed your logo, send in the Photoshop file. The finished logo should be comprised of a couple of vector layers. Make sure there is not a large number of layers. Use your pen tool's addition and subtraction functions to keep the number of layers to a minimum.

Send the finished file in as follows:

**lastname\_firstname\_logo.psd**



# **Designing a Business Card**

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Design a business card that **features** your logo.

The design of your card should reflect the style of your business/organization/brand.

You should also identify yourself on the card along with your title or position within the company (*i.e. president, CEO, owner, etc.*)

Include (fake) contact information (address, phone, email)

Lastly, add a website.

**You will design 2 different cards or you can do front and back.**

# Designing a Business Card



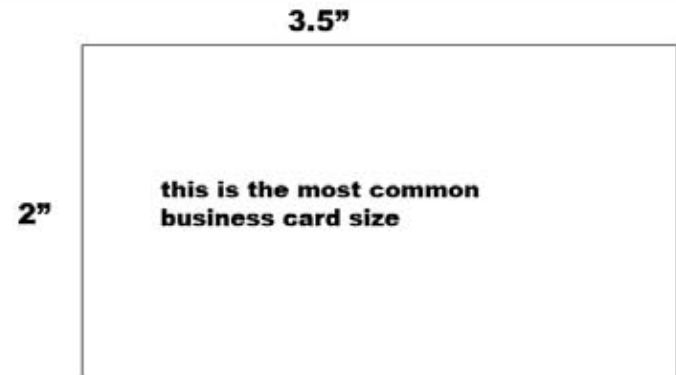
# Business Card

card size:  
3.5" x 2"  
or  
2" x 3.5"

## Business Card Design

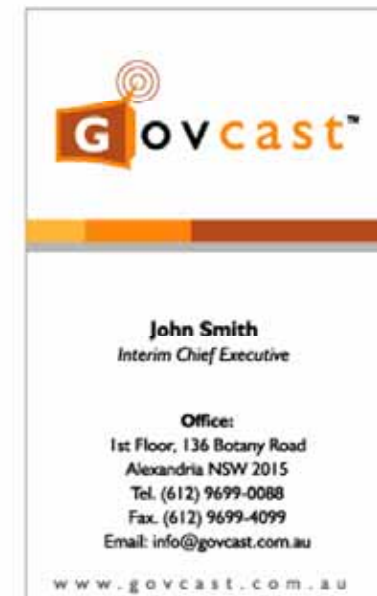
Once you have finalized your logo, you can start putting together your business card. You will need to include your logo and the following contact information:

- Name
- Title
- Address
- Telephone number
- email
- website url



set up your canvas to match the size of your card

## Common layouts for business cards



# Final Page Format

Lastly, apply your logo to a product or item that relates to the organization or brand using Photoshop.

Put your logo, cards, and object together on an 8.5" x 11" layout @ a resolution of 150.



Martha Franco  
per:3





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Le Petit Gâteau

Le Petit Gâteau - Cupcakes and Cupcake Wedding and Birthday cakes



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# Le Petit Gâteau

Petit gâteau ( CupCake)	Price ( Individual) <small>all prices include tax</small>	Dozen
<b>Traditional</b>		
-Vanilla	\$ 1.00	\$ 11.50
-Chocolate	\$ 1.00	\$ 11.50
-Strawberry	\$ 1.00	\$ 11.50
-Devils Food	\$ 1.50	\$ 12.00
<b>Specialties</b>		
-Cobbie	\$ 1.50	\$ 12.00
-Carrot	\$ 1.50	\$ 12.00
-Mango	\$ 1.75	\$ 12.50
-Banana	\$ 1.50	\$ 12.00
-Orange	\$ 1.50	\$ 12.00
-Cherry	\$ 1.75	\$ 12.75
-Lemon Cream	\$ 2.00	\$ 13.00
-Chocolate Chip	\$ 1.50	\$ 12.00
-Lemon	\$ 1.50	\$ 12.00



Le Petit Gâteau

Bon Appetite!

Name:

**Logo/Business Card Design**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Scores</b>
<b>Logo Design 10</b>	Logo design demonstrates thorough planning and revision of design. Advanced understanding of pen tool and pen tool functions is displayed in logo.	Logo design demonstrates adequate planning and revision of design. Advanced understanding of pen tool and pen tool functions is displayed in logo.	Logo design demonstrates basic planning and revision of design. Basic understanding of pen tool and pen tool functions is displayed in logo.	Does not meet standards.	
<b>Card Design 10</b>	Card design demonstrates thorough planning and revision of layout and design of card. Careful consideration of font, color, and distribution of space is displayed.	Card design demonstrates adequate planning and revision of layout and design of card. Consideration of font, color, and distribution of space is displayed	Card design demonstrates basic planning of layout and design.	Does not meet standards.	
<b>Overall Layout 5</b>	Overall layout of project demonstrates advanced understanding of various Photoshop tools. Logo and card design are of excellent quality.	Overall layout of project demonstrates adequate understanding of various Photoshop tools. Logo and card design are of good quality.	Overall layout of project demonstrates basic understanding of various Photoshop tools. Logo and card design are of average quality.	Does not meet standards.	
Comments:					<b>/25</b>