

# **LOGO DESIGN PROJECT**

## **Graphic Art & Design 110**

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Design a logo with which you would be happy to be associated.

The logo could represent something you value, or it could represent you.

Research (on your own or with the teacher) a variety of corporate logos in everyday life.

### Project Instructions / Criteria:

1. Make several thumbnail sketches to plan your logo design.
2. Consider the cube borders (5" x 5") when finalizing your design.
3. The design should contain no more than 5 colours (including black, white and grey).
4. Consider colours carefully so that they contrast well. (Ensure that your design will be visible to people who are colour blind.)
5. The logo could represent an interest, hobby, special achievement, family background or cultural heritage.
6. The logo should be something that could be placed on a flag, an old-fashioned shield or a t-shirt.
7. Consider the space and make sure it is well balanced. (Not all space needs to be filled, but be purposeful with your placement, either symmetrical or asymmetrical.)
8. This project is to be done on paper using either pencil crayons, sharpie, marker or crayon.
9. This logo will later be included as one side of the cube project.
10. This project represents a good 3 hours of work (including brainstorming, research, thumbnails, rough copy and good copy).