

# Identity System

## Logo Design

### Logo Rules

1. Good logos identify, they do not describe- Who the brand is not what it does
2. A logo cannot solve every problem- reinforce the brand message
3. Logos must be visually engaging- Strong and clear
4. Logos must have mnemonic value- Must be memorable
5. Logos must be able to exist in a variety of media- It must be flexible in size and readability
6. A logo is not an illustration- Icons & letterforms will last longer than a complex illustration
7. A logo is the foundation of the visual system-It is the entry point to the brand

**Wordmark:** Company name as logo

**Monogram:** Company initials combine to create a logo

**Icon:** A symbol used as a logo

**Logo:** A wordmark, monogram, icon or combination of two.

## Wordmark

In Illustrator create a letter sized document, landscape with 6 pages. Type the Brand name 4 times across the page. Repeat this 3 more times down the page. Each time use a different font. Create a second page exactly the same with all new fonts. Duplicate pages 1 and 2 onto pages 3 and 4 now change them to all caps.

Which of these have the defining attributes that match the attributes you want for your company? Choose two from each page. Put all 8 on a new page. Change the arrangement of the brand name, try it stacked, horizontal, change the scale, you may find interesting interlocking options. Put your favorite 3 on another new page, go in and start refining the letter forms. Work with each version until you reach. Point that is strong and matches the brand attributes.

## Monogram

Repeat this process with the Brand initials.

## Icon

Write down the 5-8 defining attributes of your company's brand (this is hand written)

Create a "web" around each attribute. On the web write down concepts of each word that might serve as a symbol of that word. Now sketch possible images on the web. Choose 6 of your favorite images add them to a new page in Illustrator refine them. Work in black and white to start, then make a copy of all six onto another new page. Look back at your defining attributes and apply color that makes sense.

# Combining

Choose your favorite 3 icons and put them each on their own new Illustrator page. Make 5 copies of the icons. Combine your 3 favorite wordmarks and 3 favorite monograms with each of the icons.

Choose your favorite 3 and grid them out. Make decisions about relative height, width, and space between.

Put them in order of favorite to least favorite for me to look at. Turn in as YourLastName.pdf