

Creating a Logo

A logo is a graphic representation of a company name, trademark or abbreviation. Often symbols are used as part of a logo to bring a positive association to the company. Symbols are visuals that represent a certain meaning; for example, wings represent freedom. Typically only a few shapes and colours are used for a logo, which facilitates quick recognition by a viewer.

Some examples are shown below.



The Assignment

1. From the list below, pick one of the school clubs that you would like to design a logo for.

Green Team
GAMA
Glenforest Art Guild
School Reach
Math Club

Mountain Bike Club
Peer Helpers
Robotics Club
SAC
Science Club

School Reach
Student Writers' Guild
Symphonic Band
Talon Times
Wind Ensemble

2. Make a list of the positive attributes that describe the club.
3. Sketch two symbols that you think represent the activities of the club.
4. List three colours that you think would be appropriate to represent the club.
5. Draw four thumbnail sketches (rough drawings approximately 8cm x 8cm in size) for a logo of the club you have selected. Remember the typeface (font), lines, shapes, colours and symbols (if used) should all work together to represent the club and its activities.
6. Choose the best of your sketches and draw the logo using Adobe Illustrator.
7. Save your work in your g:\ drive. When the work is completed save a copy as a .pdf file in the IN folder (\\4students\IN\Snider\TIJ100