

Designing a Logo

Graphic Designers are often asked to design logos for companies. This example shows some of the stages involved in that process.

Name of Company

Usually the company will tell you what its name is—in this example it is a fruit and vegetable shop called **Appletime**.

You should **Analyse** the problem by breaking it down into different aspects, these may include:

Name—if applicable

Images—what image could be incorporated in the logo?

Shapes—consider different basic shapes as a starter.

Colours—what colours suit the business—there is a lot of **Colour Theory** behind this. See **TechSHOP** notes on **Colour Theory**.

Typeface—what sort of font should be used?

AN example of the Analysis is shown below:



FRUIT SHOP — Name → "Appletime"

Ideas — fruit → Apple, Orange, Banana, Grape, Strawberry
Vegetables → Potato, Carrot, Turnip, Parsnip, etc.

Colours — Green (natural), fresh, Red - strawberry
Contrast — Red/Green — good idea?

Harmony — Green, Yellow, Blue

Shapes — 

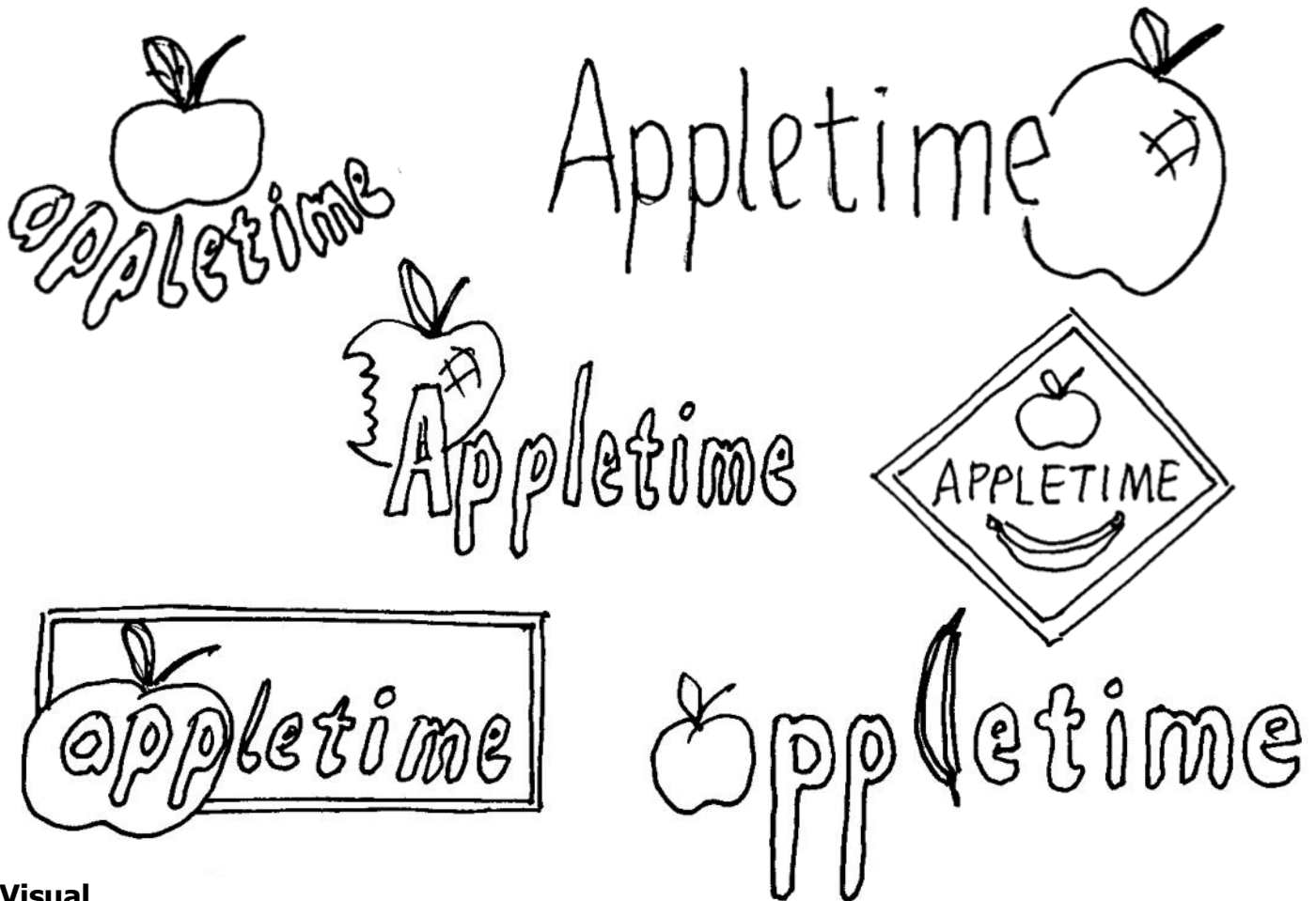
Font — Easy to read for sign — Sans serif?
Lower case — modern? Shaped like vegetables?

Images — Photos, Silhouettes, Solid Colour outlines,
Cartoon versions.

Once you have analysed the problem, you can use the results to start designing simple **Thumbnails** of possible ideas. These would be fairly quick sketches, not in colour, using a variety of shapes, layouts, styles, etc. A designer may do dozens of these, but you may only need to do around six for an assignment. Examples of different thumbnails are shown over.

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A selection of six thumbnails of different possible answers to the design assignment are sketched below



Visual

Once the graphic designer has come up with a good idea, they will draw what is called a **Visual** of the logo. This is a good quality sketch of the proposed design. The graphic designer may show the client this idea, to check that it is suitable before the design is taken further. The next stage would be to create the design on a Computer graphics package.

The Visual will have colour added to let the client see how it will look. The graphic designer may need to justify their design, so may have some comments ready, such as:

Contrasting colours so that the log stands out.

Use of Green as it represents **natural** and **freshness**

Lower Case letters at it is **modern**

Sans Serif typeface as it is **easy to read**

The 'a' is in front of the apple to create some **Depth**.

