

Task Guide

Company Logo Design

Responsible: Art Department

Project Objective:

Design a company logo that will be used through the company publications, advertising, website and branding items. This design should reflect the image the company wants to project. The design a simplistic logo that is able to be used and clearly visible and identifiable in small (on a business card) and large formats (company banner) Typically in logo design the “less is more” rule comes into effect where complex logos are difficult to work with, where simple designs send a clear message and are easily to work with. When designing the logo this should be a project for your entire department so that there are several logo ideas to choose from.

Guidelines:

1. Before you start as a group read about logo design, visit these sites as a team and discuss each tip

A. Go to

<http://mashable.com/2014/04/30/logo-design-tips/#vtb2tsi1DiqW>

<http://www.1stwebdesigner.com/10-logo-design-tips/>

C. Search for images that go with your company name.

D. Think about color and colors the company is considering

2. Have each team member, on their own, design 2-3 finished quality logo sketches based on what your group talked about and the images that went with the name. The choose 3-4 finished logos to be share with your leadership team.

3. Once your leadership team has decided on a logo sketch, have your team work on simplistic digital logo designs with that sketch in mind. Create 3-4 different digital designs using InDesign. Add them to a Google slide presentation and present your final ideas to the leadership team.

4. Submit for Approval and Leadership vote

A. Discuss the designs with the leadership team and select a design.

B. Record any modifications in comments below and make revisions and resubmit.

C. Repeat the process until the logo is approved with a majority vote.

Leadership Decision:

Approved Not Approved CEO Signature: _____ Date _____

Leadership Vote _____ approved _____ did not approve

Logo Selected: Attach the printed logo to this sheet for final approval

Modifications or comments _____

Final Consultant Decision:

Approved Approved with revisions below Not Approved -see comments below

Modifications or comments _____

Consultant Signature: _____ Date _____