

### ANM 324 Project 3

Creating a logo is often one of the first jobs a designer has to do. Key to success in logo design is clearly understanding the “image” or “brand” that the company or organization wants to communicate. A logo is typically used on a variety of substrates (types of material) and applications from business cards to billboards. The most successful logos are effective on any surface.

#### Here’s my general grading criteria for this project:

95-100-Logo has captured the essence of the organization and the technical rendering skills are excellent.

90-95-Logo is very well done there are some minor flaws in concept or execution

85-89-Logo is good but may not completely communicate the essence of the company in either type resonance or design elements

80-85-Logo has technical and design issues that will prevent it from being effectively used on a variety of applications. Such as too complex to be scaled down and clearly “read”.

70-80-Logo is not effective in communicating the essence of the organization .. significant technical flaws

70-below very late work

Note on logo critiques: I’ve grouped the final logos so you can more easily compare.

#### Anita Kunz Group

Betsy’s logo very clearly plays off the VooDoo theme. The colors are bright and attractive and the font style definitely has a haunting voodoo resonance. The only downside is that the donut inside the magic ball is not understandable at the small logo size on a card...what if that were just a big donut instead of the ball. I think that might be fun and more readable.



Betsy

Both of the logos have some very strong features. The playfulness of Yauheni's version stands-out. The donut pieces that make the eyes, mouth and nose are fun. The donut itself has highlights that make it look authentic. I don't see any connection to VooDoo...Looks like a chef's hat. The Kunz Group was not supposed to be included. One of the elements I do consider is how well the logo will read at a small scale.. In this case, Yauheni's is stronger.

Yauheni



### Rosenwald Group

I really like the illustration work in Shamus' design. The classic take-away box filled with spaghetti is a great way to contrast the two cuisines..looks beautiful. I know you tried to find a font that had a character look but it's not readable, even at larger size. Need a more simple font....chopsticks and meatballs are great!

Shamus



I love the simplicity of Baotran's logo. It's very elegant and would communicated to me a high-end establishment. The text is simple but stylish. The contrast between Chinese and Italian is not quite as strong as I would like to see...I question whether that's celery, parsley, or living chopsticks? I do love the classy look of this design.

Baotran



Igor has really tried to capture the visual difference between the two cuisines. I thing the ying-yang of the pizza and sushi is clear. I also lie the simple by stylish Caio Mein below. The type around the top is not really necessary if the images communicate clearly. I think it would be sufficient if that were a tag line on the card or bus board but keep the logo fresh and as simple as possible.

Igor



Your logo didn't do quite as good a job as the other in capturing the visual of the food, which should be the primary focus of the logo. I do see the curly lines which I assume, could be pasta or noodles...but it could also be some decorative filigree. Type style is excellent...maybe if you just built a pile of noodles in the background (need contrast or color) it would make a more complete statement.



Jerome

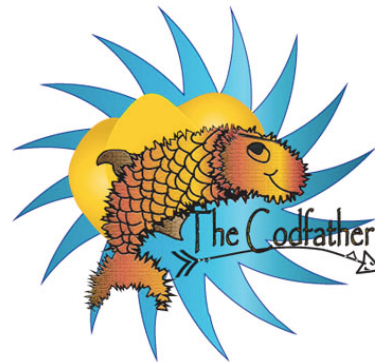
### Kroencke Group

Olga's logo is very creative...I like the Illustrator skills involved in creating a platter with paper and text that, to me, reads fish bones...I like it! It's very eye-catching. I can see this sign swing over the door!



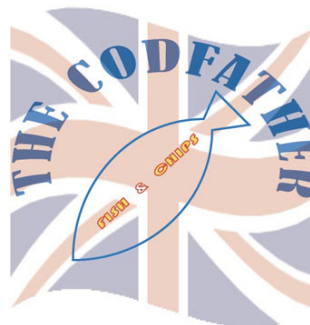
Olga

Jana's really put some work into her stylized fish. This definitely communicated the key ingredient at the restaurant. I'm not convinced that the background elements help..I would consider keeping the blue spiral but not the yellow clouds. The type is rather small at business card scale ..the name must stand out.



Jana

I like the way Robin has integrated the British flag, which is synonymous with classic Fish and Chips. The Codfather type in stencil style works well too with the wharf shipping look. The stroke on the fish outline needs to be stronger and the words Fish and Chips are not very readable...actually lost at the smaller scale. Those center elements need to have stronger hierarchy



Robin

The Godfather movie is playing in my head right now! You put a lot of work into the illustration of the “Codfather” well done! I think the logo would be more effective if the black background were just white. As is the logo is very dark, even a little too sinister for the restaurant where we want people to come and enjoy. The font style is absolutely perfect. It looks like you’ve squeezed it together on this version of the logo. Would it be readable??



Olesya

### Frazier Group

Tiffany-I though your logo was one of the most successful in the class! It has the key features of a great logo. It’s got style with just enough detail (stem) to tell us it’s a tomato. The type is readable..in fact very easy to “read” at smaller scale. Plus, it’s fun and inviting...I’d want to check this place out. Very nice work!



Tiffany

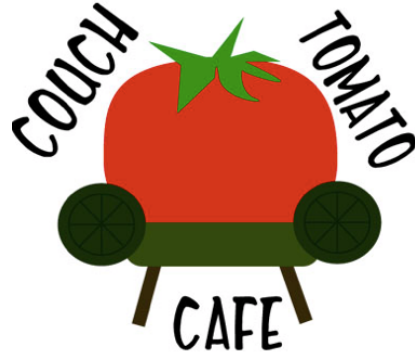
Susan also put a lot of effort into her Couch Tomato logo. The font style is excellent...fun, readable and it captures the essence of the café. The tomato and vines add to the overall picture...the logo works if kept at the full size of the business card. Well done!



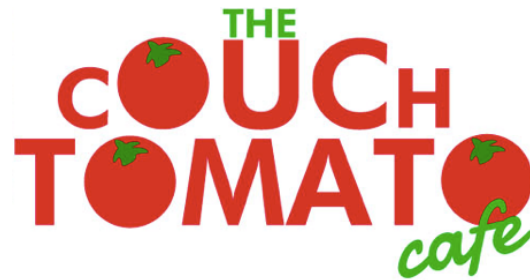
Susan

I like your literal approach to the tomato on the couch! It's simple and easy to understand. I think it would be a plus if you added some stress to the couch that that big fat tomato is sitting on. And you could also give the tomato a little more form with some highlights. For me the angular words couch and tomato look awkward against the curved shape of the tomato. I think it would be more effective if the type flowed with the curve.

Jason it looks like you had some fun with the words and incorporating the tomatoes into the letterforms was very creative. They could look more like tomatoes and I think this would still be effective. For me, the different sized letters in the top word make the logo more difficult to read...just doesn't flow visually. I think you may have been trying to create a couch with curved back,,,then again maybe I'm reading more into it than I should.



Kristina



Jason