ANM 324 Project 3

Creating a logo is often one of the first jobs a designer has to do. The kI ey 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 is 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.

Frazier Group

Armin	Brianna
Justin	

The play on words for Lettuce Eat and its literal Let Us Eat is fun and has an intellectual twist. With the logo, the most important thing is to communicate the lettuce theme. I think **Justin's** logo is most effective at doing this while also illustrating his view that this is a sandwich shop. The artwork is playful and easy to understand at a glance. I might consider a green fill for the words just to reinforce the green lettuce in the background. The business card is interesting too but when scaled to the correct proportions, the logo is quite distorted. **Brianna** has also chosen to illustrate the theme of the eatery with a playful head of lettuce. The added text clearly communicates that it's a sandwich shop. Based on the ai file that was submitted, it looks like you used a jpg image for the head…I expected all the artwork to be done in Illustrator. The perspective on the bus sign is a little off too. The S in Sandwich should be larger since it is closer to the viewer. The perspective adjustment is tricky. I'm not convinced that **Armin's** illustration of lettuce would be clearly understood if it weren't for the accompanying text. At first glance, I thought it was a rough shape of the state of Texas….but the business card said Sacramento. I just don't think a viewer would understand the restaurant's concept at first glance.

Rosenwald Group

Jessica	Larysa	Terell
Cassandra		

The challenge with Ciao Mein is to communicate the link between Italian and Chinese food. Everyone has approached this in a slightly different way. I like the creativity of **Jessica's** logo with the common noodle theme but different eating utensils. The contrasting type styles further add to the contrast between the two

cuisines. The logo is compact and the colors are eye-catching. It fits very nicely on the business card. I also like your vision of the bus sign with the "need noodles?" tagline.   You created a very complete set of artwork for the business. **Larysa** has also created very sophisticated logo that utilizes the map of Italy and its flag colors. In contrast we have chopsticks and stylized type, which helps communicates the Chinese theme. With only the map of Italy, a viewer might get the impression that this is primarily an Italian restaurant. Maybe a red plate with the yellow stars of the Chinese flag would compliment? The problem is that the more you put into a logo the less it communicates at a glance. Good job with the perspective on the sign and the card is very creative. **Cassandra's** artwork is very attractive! The main concern I have is that I don't think it clearly communicates the two types of cuisines. The pasta is generic enough to be strictly Asian. What could be added to give it an Italian twist? Maybe meatballs…kind of corny but you get my idea. The sign and card use the logo very effectively. **Terell's** approach to the logo design is a little more complex. I really like the plate and symbolic use of a pasta curl along with the chopsticks and fork. This artwork along with the Ciao Mein would be very strong on its own. The addition of Italia and the Chinese characters tends to complicate. If I were driving by the signage I probably wouldn't quite "get it". I think keeping it simple is the best way to approach even a complex idea like Chow Mein. I do like the layout of the business card but the sign doesn't reflect the perspective.

Kroencke Group

Megan	Jeremy	Katrina
Robert	Greg	

I'm the biggest hot dog fan ever and Award Weiners looks like the place to go. You have taken slightly different approaches but the majority tried to incorporate the award theme from a medal around **Robert's** dog to the star shaped background of **Katrina's** and then the sporting award trophy for hot dogs by **Greg.** His logo has a

good balance of food and award to attract customers. I would like to see the running dog a bit larger to establish hierarchy over the type. The artwork is so detailed..its' amazing! **Katrina** has put a lot of artwork in her logo and the elements work pretty well together but the type is a bit compromised by the star. I would consider removing the star or making the type larger to establish a stronger visual 9. **Robert's** logo has gotten a bit more complex than necessary with the rectangle and the icons in the corners. The dog with medal is great. I would take advantage of this strength by making it larger with just the Gourmet Hotdog text surrounding. ...keep it simple. **Megan** and **Jeremy** have focused less on visually illustrating the award but instead used type to communicate this theme of the business. **Megan's** logo is clear and simple and the treatment of the type (mustard and catsup) is excellent. I think the dog could have more roundness with a gradient or highlighting . The business card, with hot dog from edge to edge is very attractive. **Jeremy's** logo would appeal to dog lovers as it plays on "weiner dog" theme....it's fun but more subtle. I wonder if it would be easy to understand what's being served if you were driving by and just had a glance at it. Overall as a group you have all done a great job in approaching this design from different perspectives.

Kunz Group

Renee	Patricia	Lauren
Steven	Meghan	

I thought this was a clever play on words for a coffee shop name. The challenge was to capture the worldwide appeal and essence of the brand. You have all used the globe/earth in your designs. I really like the way **Steven** connected the international

aspect of coffee with his globe and abstract map with coffee in many languages in his sign. The logo itself is the cup with globe and business name. It's hard to read inside the cup. The name is much more readable on the tan background. I think more contrast in the type would make the cup logo more complete so that it could stand-alone. The stain adds a nice informal touch…the card is my favorite. **Lauren** chose a slightly different way of depicting travel with the flying bean and the stickers on the suitcase. This focuses on international them and appeals to us who would like to visit exotic locations and can do so through our daily coffee habit. I think the text is a little hard to read at first glance due to the orientation of the words. The little bean character is fun and memorable, which could promote return customers. **Renee's** cup is steaming up to paint the globe above. I like the simplicity of the artwork but think it needs a cup handle? Maybe I'm being too traditional. The tall type is attractive but letter spacing is tight and could affect readability. It would be a plus if the type followed the curve of the cup. The easiest way to do this is to select the line of type and Effect>Warp (it's adjustable). **Meghan's** logo is quite simple and effective. The stylized globe communicates the world and international appeal of coffee. The combination of sign, cards and simple logo is very strong. I really like the deep coffee color palette, which further communicates the theme. **Patricia** has taken a slightly different strategy in using separate images of the steaming cup, the globe and text. The three elements don't have a clear visual hierarchy. What's most important? I would suggest bringing the globe and cup closer together into a combined graphic to establish this hierarchy. The artwork is excellent…love the steam and wonderful shadows and highlights on the cup. The arrangement of type would be a little hard to read at a glance because the word BEAN is a little out of the reading flow. Perhaps the complete name BEAN Around The World could be in one circular flow that arcs over the cup and globe. Great artwork!