

### ANM 324 Project 3

Creating a logo is often one of the first jobs a designer has to do. The 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 is original and creative and has captured the essence of the organization. The technical rendering skills are excellent and typography is very effective.

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.

#### Frazier Group-Codfather Fish And Chips

 <p>Joseph</p>	 <p>Julya</p>
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 <p><b>Chrystina</b></p>	 <p><b>Alaura</b></p>
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You all have done a good job on the Codfather logo and your signs, business cards and single logos are presented precisely, as required. I generally like to point out the one logo that is most effective in terms of type, color contrast and being memorable. I think **Chrystina's** meets this goal. I really like the red fish with type. It's very contemporary and I think if seen as you drive by it would be remembered. It is not as effective in communicating the Codfather theme. Considering this, I think **Alaura's** is very attractive with the "power tux" and color highlight of the fish. The Codfather name is readable but the subtitle is not as effective. I'd suggest making the stroke on the name a gold color from the fish in the lapel. **Julya's** also did a good job of integrating a very creative codfish, decked out with the tough-guy look. It's a little dark but again, most creative. In her logo the Codfather type is very readable but the Fish and Chips is a bit too distorted to read at a glance. I like the Hell's Kitchen reference. **Joseph** primarily used type styling to reflect the Codfather theme. I see the plaque...maybe the reference is to a memorial? This is gonna happen to ya if you don't go to this joint! The typestyle looks like wavy water but it's not very easy to read, especially the Fish and Chips. I also felt like the color palette, triadic, was too harsh for a restaurant. Perhaps an analogous scheme, based on blue, would be more engaging to hungry customers.

## Rosenwald Group-Ciao Mein



Malcom



Sitarah



John



Ruchi

This is such a fun name for a restaurant! 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 **Ruchi's** logo with the contrast between fork and chopsticks. But the layout looks a little incomplete with the tools arching over the open space. I would suggest putting the name in the middle below the fork and stick...this would make the layout a little more cohesive and it would work better on applications like the business card. The type style is all the same and could be used more effectively to differentiate the food styles. Consider how **Malcom** has approached the design. It's more intellectual because viewers would have to be familiar with the Italian flag...they probably get the panda. But the type helps us understand with font styles that reflect the two cuisines. The logo is simple, attractive and effective at all sizes but does require added text to fully clarify

that it's a foodie establishment. **Sitarah's** illustration of the "chef" is very engaging and implies a relaxed, inviting atmosphere. The Italian flag color adds to the theme but the mein or Chinese style is too understated. The chopsticks in the bowl are quite small....not large enough to clearly differentiate the foods they offer. I'd suggest just making the bowl and sticks much larger. Noodles spilling over the circles might be fun. Type could also be used more effectively to resonate the offerings. Last but not least is **John's** logo. I really like his solution...it's one of the most effective logos in the class! I say this because it's quite simple but very memorable. At a glance, the viewer would see the contrasting type and recognize the simple bowl of noodles. Great job integrating the type and image. This logo also reads beautifully on all the mediums and sizes. Very nice work!

#### Kroencke Group-Thai Tanic



**Roxana**



**Damon**



**Heather**

I thought this play on words was a great name for a restaurant..although, the sinking of a ship might not be the best omen for a new Thai restaurant. Hey, they're your clients so let's see how everyone did. I thought the most successful logo was Damon's. He had a completely different take on the word "titanic" and interpreted it as gigantic or massive. It so happens that Thailand has elephants too...good fit and logical connection that I hadn't thought of. The logo is simple and memorable...but does require some added type to clearly understand that it's a restaurant. Not a big deal, but the application on the card doesn't read "food". I do see the association logo on the right. **Roxana's** logo takes a different approach and I don't clearly understand the Titanic link...I think it may be the elegance that we might associate with a luxury ship? The container has something steaming...I think it would be more clear if sticks were in the bowl or perhaps some aspect of Thai cuisine was in the bowl. You've used type styles to give the font a golden rich look and it's pretty readable. Did you consider a contrasting color for one of the words..maybe TANIC, to make it stand out a little more? The business card with gradient background is strong. **Heather's** design for the logo hasn't clearly used the play on words. Maybe it's the titanic orange? To me, the logo doesn't resonate Thai food. Yes, it's in the small print but I would expect the artwork to also be reflective of Thai cuisine. A good way to brainstorm a logo like this would be to search Thai food for images that might inspire your design. Your sign and business card are different and I don't see a separate, stand-alone logo as required by the project instructions.

### Kunz Group-Brewed Awakening







**Jorge**



**Christina**

I thought this was a clever play on words for a coffee shop name. The challenge was to capture that first cup of coffee in an appealing and engaging design. You have all focused on a cup of coffee but everyone has approached it differently. **Christina** has taken the logo illustration to a very high level of complexity..it's art more than a logo. To me, the cup and steam is a welcoming symbol. I especially like how the type style has been integrated into the steam coming from the cup. I want a cup like this every morning! The depth and lighting on the cup is exceptional. Your work is very complete and professional looking however you did not adjust your logo to the perspective of the sign or include the required business card. **Taena's** theme for the logo was very similar and more artistic with the stylized cup and curing steam. I like how your type flows along those curls of steam. The type color is a bit soft and understated...would it be readable at a glance? Looks good close up but the billboard might drive a darker tone of green. Nice artwork! **Jorge** took a much more playful approach to the design. Playing on the brewed/rude awakening with the red-nosed stretching cup. I actually like the slightly tilted cup on the poster...this adds energy to the message. You've used different arrangements of type and art on all three layouts. I'd suggest sticking with one you think is most effective. I like the sign with name at top, but it would be stronger if the location was at the bottom...this keeps the name and associated art flowing visually. **Melissa** was inspired by the sunrise and morning cup of coffee. Your design is simple, and the artwork is engaging. I do like the strong circular layout. Of the logo which work well as a poster and if it stands alone. I don't think you used type as effectively as you could to add resonance to the design. An interesting font style would make the logo stronger.