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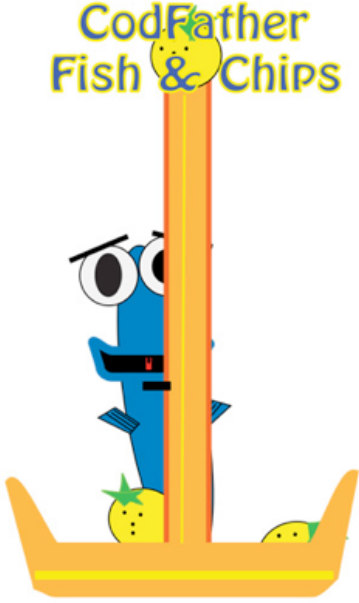
70-80-Logo is not effective is communicating the essence of the organization: significant technical flaws

70-below very late work

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

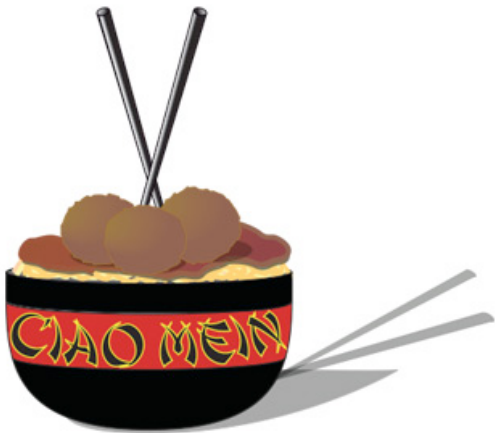**Frazier Group-Codfather Fish And Chips**

| Johanna | Stephanie |

Jenah

Saber

Nicholas

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 both **Johanna** and **Stephanie** meet this goal. I really like the red lips in Stephnies logo…it's touches like this that do make us remember a brand or logotype. They both used the catch phrase "An offer you can't refuse" and type styling from the original Godfather movie title. Johanna chose to include more information on her sign…maybe that's good for folks waiting for a bus, but could complicate those who have time for a quick glance. **Jenna's** logo is striking with the 3D effect on both the star in the background and the fish. It's literally jumping off the sign! I like those effects but readability of both the business name and Restaurant and Grill below are somewhat compromised due to the lack of contrast. I think this is just a color issue with Codfather…the lighter that word or fish color, the more readable it becomes. I really like the way the text has been formed into the fish… that's very creative. **Nicholas's** stylized cod and anchor certainly communicate the seafood theme. I'm a

little confused with the round yellow objects..my guess is pineapple? Maybe this a tropical Codfather's. The logo itself is creative but I think the type at top could be lower and larger for more visual impact. The bamboo background on the sign detracts from immediate and clear readability. The sign also needs to be adjusted with effect>stylize>distort to fit the perspective/orientation. I would take more advantage of the clever blue cod and give it greater hierarchy than the anchor. Lots of potential with this design. **Saber's** BiBi Club logo looks very professional...especially on the black business card. It appears to resonate the mood for a Hookah Lounge (I'm guessing since I've never been in one). The perspective on the bus sign needs to be fixed to fit the sign orientation. Unfortunately, I would have like to have seen Saber's creative skills applied to the group's assigned business...Codfathers.

Rosenwald Group-Ciao Mein

Katherine

Bao

Calvin

John

Christina

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. It's difficult to select the most effective logo...they all some strong unique features. I really like the artistic skill displayed in Boa's design. The top half of the design with the name is very strong and clearly shows different food that contrasts with the fork and chopsitcks. It's simple and elegant. The divided bowl (yes, I see the ying/yang) is not really necessary. I like the added texture to card and sign. **Katherine's** bowl with sticks looks great but the stylized food is not clear...OK meatballs but not sure what's under. Also having the name in the classic Asian style of lettering doesn't resonate the contrasting styles of cuisine. The business card looks very professional but the sign has too much type with same

size and style. As a result it would be hard to read the key information at a glance while driving by. **Mattew's** logo has some very strong elements. The contrasting color and style of type in the name is nicely done. Here's where it gets interesting…the flag colors on the chopsticks and the Chinese flag symbol on the tomato…first time for that combo. It's creative but becomes more political with the Chinese flag. I'm thinking that maybe a red band around one of the sticks would be enough to communicate the cuisine without being too specific. The very thin type with Italian and Chinese complicates the logo for me. Maybe just Fusion at the bottom would be enough to communicate with customers? I always lean toward "keep it simple" when it comes to logos.   Card and sign are complete and oriented nicely. **Calvin** did some brainstorming to come up with some symbols of the cuisines that were different from everyone else. His tag line.."Come caio down…is also very creative. The layout is too tight at the top..need more spacing up there for readability. I also don't think the red and green lines (Italian Flag colors) really add to the message. To make them clearer, I would fatten them up a bit or make them rectangles drawn in Illustrator. Your card is a little different with the star (kind of random) and the angle of the signage needs to be parallel with the frame. Use the effect>stylize>distort to fix**. John's** logo is really fun with the smiling chef/bowl. It's very attractive and would definitely be memorable. The colors work and are reinforces with Italian specific colored outlines around the card. Signage looks great! **Christina's** logo also contrasts the two cuisines with the chef's hat and chopsticks…you're right, you don't see those hats in a Chinese restaurants….more like little paper caps. What if you had a fork crossed with one chopsitck? You've also use the flags behind Caio and Mein…that's simple and works. Yeah…the strength of your logo is that it's simple and easy to read at a glance! Sign and card look good!

Kroencke Group-Thai Tanic

Richard

Ernest

Crystal	**Omonivie**
Sarah	

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. Titanic, of course, can also mean big, bold and strong. Hey, they're your clients so lets see how everyone did. I thought the most successful logo was **Ernest's.** He's combined the name and the illustration of the bowl in a very professional looking composition. The type is especially well done with the stylized THAI and contrasting, but much subdued TANIC. The logo tells me this is fine dinning establishment. I'm also impressed by the total package. Sign and business card are impressive alson with the photo of card stack. My only suggestion would be to put the address or phone on the sign so potential customers can find and enjoy. **Sarah's** logo was the most creative with the lobster chowing down on a pepper…spicy seafood is certainly a trademark of Thai cuisine. This would be memorable to a passerby. The artwork and type is simple…easy to read. Big phone number on the sign to remember or dial too! Also, I see you're dong a little designer marketing too. Nice work! Richard's artwork of the boat is the only one that tries to connect the ship Titanic with the restaurant…hopefully it's not sinking! The bright colors are fun and attractive. The sign needs an address or phone number and Sushi Bar/Thai Cuisine need to be larger if, as I suspect they key features of the restaurant. Watch out for readability issues like the i layered over the mast of the boat. This could compromise
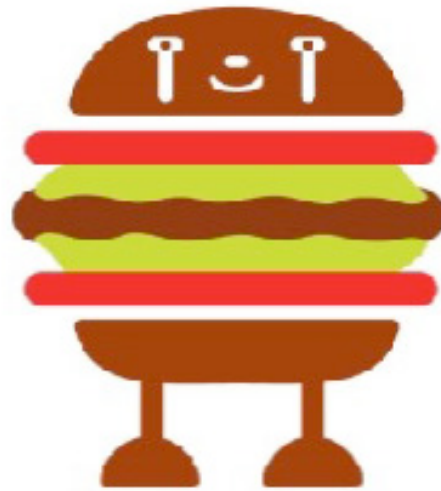
readability at a glance. The card is the strongest element of the three-part layout! **Crystal** is certainly doing some strong marketing with her version of the ThaiTanic sign. It's very attention-getting! It looks like you may have designed the type for your logo...that's very cool. The logo has a couple of obvious overlays in the lowercase a...I don't think you intended that they stand out. If you remove the drop shadow they will be fine. I like the card best with it's integration of type although the dimensions look a little off a standard card...maybe you were just being creative? **Omonivie's** logo is definitely eye-catching with the bowl of noodles and star design. The problem is that the name is the most important element for identification of the business. It's just too small and the color too dark. I would rather see it curved overtop of the bowl..Maybe the star could be filled with a gradient that's lighter at top so the text would be very readable if placed over it. The business card looks good but you did not submit the sign.

Kunz Group-Brewed Awakening

Sheryl

Thomas

Luisa

Kiseung

Heather

I thought Brewed Awakening was a very 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. **Sheryl** was the first and only Brewed Awakening logo in our gallery on the due date. I liked the simplicity of the stylized cup with swirls of steam. The font has excellent resonance but I think the hierarchy is somewhat weak. Brewed Awakening could be larger, perhaps curved over the top. Having text inside the oval boxes limits the ability to modify the type…I would try the Brewed Awakening without the surrounding box. Your sign looks great..perfect fit and perspective. **Kiseun's** logo did meet the deadline but it did not target the assigned business. The logo is cute and playful and would be very eye catching for a burger joint. Business card is simple but type style fits the playfulness of the logo. Bus sign needs to be adjusted for perspective. Use the Effect>Stylize>distort to fix. **Thomas** did not have a complete submission but the illustration of his cup is great! Isn't this exactly how some of us might feel (and look) before that first shot of caffeine? Good

job illustrating the cup. **Luisa** has combined a cup and included beans. I think this logo would be very eye-catching and memorable. I especially like the creative business card. The biggest challenge with food and drink is making it look realistic with vector drawing. The coffee looks a little "thick" maybe some steam coming off would add. Your bus sign is perfect...great perspective and lots of good information. The logo is still clear and strong enough to be read at a glance. **Heather 's** illustration reminds me of a lotus blossom opening, which resonates the awakening theme. The cup, saucer and petals are very well drawn. The Awakening might be more interesting if it curved slightly upward to reflect the curve of the cup and saucer. The colors are strong and attractive. The green block of type in the sign and card tend to lead the eye away from the logo...why not keep it simple with just a line of text with address. The application of the logo on the sign isn't complete enough to see how you manage the perspective.