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

Miguel

Ousmane

Tyrone

Catherine

Jessica

You all have done a good job on the **Codfather logo** and your signs (no sign for Miguel), business cards and single logos. 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 **Jessica** and **Catherine** meet this goal. Jessica's was the most creative use of type. The logo is actually quite readable and the fish portrayed is definitely a cod with those whiskers. The fish and chips in red may be a little understated and hard to read a glance as you drive by the sign. The text on the sign "When you've got a problem..is here for you." Just might be mistaken for a lawyer or private eye.It's also quite small. While interesting, if you're passing in a bus something that clearly relates to food would be more likely to generate business. Oh, that card quote is wonderful! **Catherine's** logo is more traditional…this fish is playful and inviting plus the Godfather style font will communicate with generations who know the movie. The tag line is fun too. I might consider having the type on-path following the oval shape of the logo background. This would make a more compact logo that would still be very readable. Sign has good perspective too. **Tyrone's** logo is really eye-catching with the paper wrapped fish. The classic font and contrasting "Eat With The Fishes" all resonates the Godfather connection. Actually seeing the whole fish might give the impression that it's served this way…could put off some folks who don't really want to associate with their food source. I like the contrast of the red type on white better than the sign background which. is teal. I would also recommend tightening the leading between the two rows of red type…stronger composition. I like **Ousmane's** woodcut styled logo. The colors are attractive….the fish is a salmon vs a cod…not sure if that would make a difference. What could be confusing is the "symbolic tag line" for fish and chips. This would be hard to read as you drive by the bus sign. Yeah, it's clever but when is comes to logos you have to

make it read perfectly at a glance or you'll be missing some business. **Miguel** has used a stylized fish for the centerpiece of his logo along with the Codfather challenge, "Fish You Can't Refuse!", a play on the mafia connection of the original Godfather. The black background along with the slightly scary look on the fish might put off that couple with five kids. Nevertheless in has potential. I would consider wrapping the type to strengthen the circular shape. Distorted type at ends of "Fish You Can't Refuse" needs to be very readable. No bus sign submitted.

Rosenwald Group-Ciao Mein

Jeffrey	**Morwenna**
Ulysses	

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 but still tried to capture the essence of these two unlikely cuisines . It's difficult to select the most effective logo…they all have some strong unique features. All of you chose to use type styling to reflect the Chinese vs Italian contrast. **Ulysses'** is most effective due the technical skill he's demonstrated with the shading and 3D effect on the Italian flag banner. The type is also very distinguishable. I rather like the contrast with the white background and the logo works well across the various media. **Jeffrey's** also resonates the two different cuisines. The type is less effective but the illustrations of noodles on a fork vs chopsticks looks but better without strokes which make the overall design a little busiy. I generally don't recommend stroked outlines of type either, but you did attempt to used the stroked letters" io" to represent the white color in the Italian flag…that's creative! **Morwenna** has a cute panda, which reflects the Chinese food and his gondolier's hat provides a subtle but effective connection to the Italian cuisine. I think the logo would establish stronger visual hierarchy if the panda was larger. The Italian flag has red vs orange if that was what you were trying to capture. All the designers have used their logos very effectively on the bus sign. Perspectives are precise on Ulysses and Jeffrey's but a little off at the bottom of Morweena's. I do like the tag lines…all different but equally effective at communicating the multiethnic cuisine. Morweena gets props for the very creative name on her business card…Giuseppe Wong. Nice work by all.
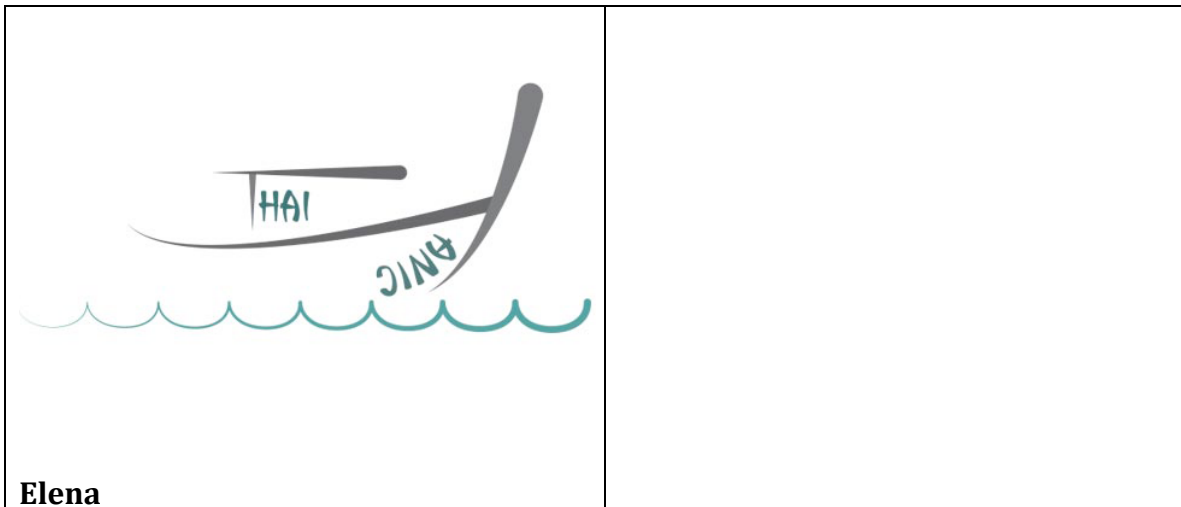
Kroencke Group-Thai Tanic

|	
Evelyn	**Martin**

Elena	

I thought Thai Tanic 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. Evelyn and Elena interpreted the play on words with a boat/ship theme ala the Titanic while Martin saw this as perhaps being large and imposing by using an elephant in his design.

Overall, I thought **Evelyn's** logo was very successful. It's clear bright and communicates. There is the potential to enhance the 3D effect with cast shadows to lift the dragon boat out of the "soup"…as is, the text and art are floating and rather flat. The sign's perspective is slightly off. Just select the type separately and use the Effect>Distort to make it as visually correct as possible. **Elena's** stylized boat is very subtle with simple type and brush stroked paths. I think you need a tag line to make sure viewers know it's a restaurant. While the "T" defining the boat hull is very creative, the backward reading type would be very hard to read at a glance such as you would have on a bus sign. Perhaps Thai Tanic together under the single chopstick/roof would be more user friendly. Bus sign needs tag line and address to be complete and most effectively market the restaurant. Martin chose an elephant to symbolize the Thai Tanic theme. The logo is very effective ..maybe a little dark to see the detail in the illustration. I do like the rich color…looks like a very sophisticated eatery. Sign looks good but could use an address…where do we find this establishment?

Kunz Group-Brewed Awakening
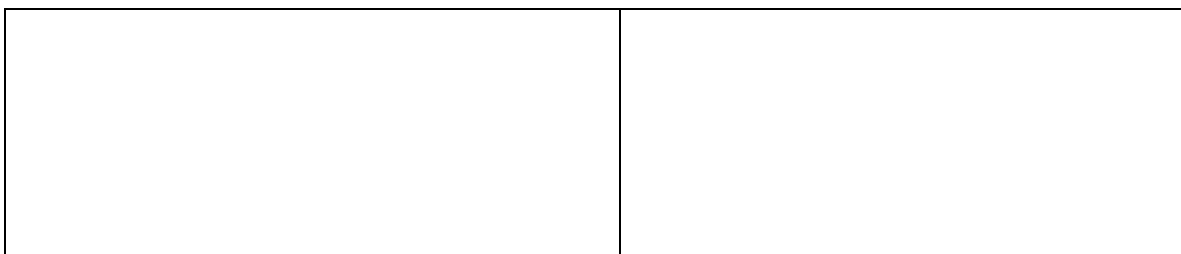
Melissa

Marissa

Deena

Selena

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. I thought Melissa's was very strong..just like that first cup of coffee needs to be. The splash has lots of energy and would be very eye-catching on any application. The sign has excellent perspective and who could resist a trip down hipster highway to find their morning Joe? Business card is not quite formatted to the 3 x 2.5 in proportions. **Selena's** logo is also very strong with the slightly skewed cup. The colors play on the dark brewed essence of roasted coffee. What I really like is the bus sign which is bold and clear. You just couldn't miss it even at high speed. The card is also beautifully composed. I like all parts of this design! Deena has demonstrated the best illustration skills..The cup and steam is beautifully rendered to give us the look of a real morning cup. The text does lack visual hierarchy… the name Brewed Awakening should be immediately seen but now it's visual weight is about the same as the other elements in the logo. Maybe the small green icon is not necessary? This would leave room for a more dramatic scale of the name. The z's are fun…but is this to put us to sleep or wake us up? Just asking. **Marissa's** logo is definitely designed to wake us up..especially with the tag line RU Wired on the sign! The cup is simple and very clearly communicates coffee shop.

The shadow on the cup should extend under it to ground it on the saucer. I think you could also have been more precise with the warping of the type. It's a good idea but looks a little awkward. Some of the visual hierarchy of the name of business in lost with the large RU Wired and Sacramento…just make it clear what's most important for viewer's to see first?