

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.

Frasier Group

Billy Bowles



Sarah Greening



Diego Juarez



Fish n Chips
"I'll make them an offer they can't Refuse"

Lesly Lopez



Kelsey Moon



Kyle Spencer



Looking for a place to eat fish and chips? The challenge with this logo was to capture the play on words in the name Codfather, while still making the the product clear and appealing. We had a great selection of graphic solutions. Leslie's and Kyles were especially eye-catching and resonated a formal tone, while still making the fish a focus without being off-putting. The "Fish and Chips" text on Lesly's could be stronger/larger to make sure at a glance the viewer understands the menu focus. Both the bowtie fish and the red rose are subtle touches which further link viewers to the the movie theme.

Billy and Kyle had the same concept by incorporating the puppet theme, which viewers familiar with the decades old movie would get...millennials maybe not. Billy's stylized fish was designed to fit the oval and as a result it's a little hard to "read" especially if you're driving quickly by the bus sign. The color is engaging but without the words Fish and Chips, viewers would have to understand the play on Godfather and the "for a meal you can't refuse" slogan. There are two different designs for Billy's Codfather...the fish version is very creative. With some editing and the addition of a simple dot eye it might stand alone as a text logo.

Sarah's logo is simple (good) and translates well on all media. The fish itself is well illustrated but needs a little more contrast to be more visible and appreciated. It's fun and has family friendly appeal. I would include "Famous Fish and Chips" in the logo itself, not just the sign.

Kelsey and Diego both created logos that will generate an immediate response from viewers. I'm attracted to Diego's "bones" artwork...kids would insist that you take them there. The skeleton is image that reflects isomorphic correspondence (Gestalt theory). You can't take your eyes off it because it's kind of creepy and dangerous. The bowtie could be drawn more accurately to take full advantage of the link to The Godfather and not inadvertently be misread as a graphic ornament. I would also integrate Fish 'n Chips within the red boundary and consider using larger type, probably not script which is harder to read. Kelsey's fedora is great but maybe the rose would be better integrated if placed in the hat band. The stylized fish is rather simple compared to the illustration of the hat...could some highlights be added to the tail to add some style without being overdone? I'm conflicted with the heat/steam, which could be interpretation as "fishy" smell..oh dear, maybe just me!

In summary: All of the logos were well thought-out and executed and everyone did an excellent job of adding perspective to the bus sign. Kyle's logo design and complimentary set of logo, sign and business card was the most effective and successful! Nice work!