

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

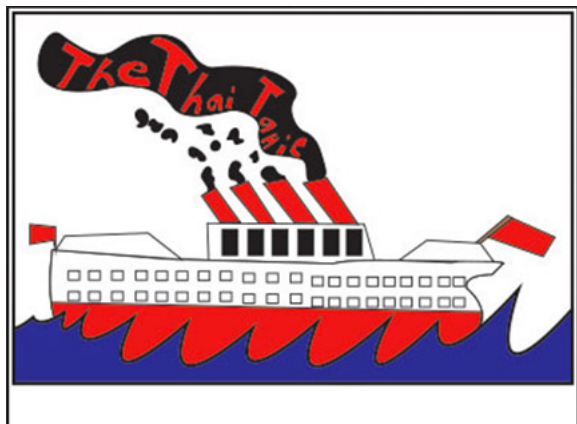
Note on logo critiques: I’ve grouped the final logos so you can more easily compare.

Kroencke Group

Saundra Fouhy



Noah Martin



Denise Phillips



Melissa West



I was excited to find the name of the “real” restaurant and knew it would be a challenging task to integrate the Thai Tanic theme into a logo design. There are a couple of ways you could parse Thai Tanic. It could be related to it’s namesake sinking ship or it could be based on the interpretation of titanic as large, gigantic or enormous. It’s fun to see how each of you addressed this challenge.

Saundra and Noah chose to literally interpret the theme by incorporating a ship in their design. Saundra’s is beautiful in its color and simplicity. The type face resonates the Thai influence as does the elephant, which has a strong cultural connection. The addition of the chopsticks implies a food relationship although I would consider adding a tag line such as “Classic Cuisine” to make it abundantly clear that it’s a restaurant.

Noah has an interesting take on the ship theme with the name integrated into the smokestack plume. I think if the text was a bit more readable and larger it would be stronger. There needs to be a link to the fact that it’s a restaurant. You only drew the basic logo but the project required that logo incorporated into a sign and business card.

Denise was the only designer who made sure that food was clearly reflected in the logo. Great job drawing the noodles and giving the bowl form with gradients. The noodles spilling out of the bowl relate, in a much more-subtle way, to “tipping” or “sinking” in waves. This adds complexity but the logo is strong enough to be easily read at a top level first. The only modification I would suggest is have Noodles included under the name on the logo itself. The logo is very attractive and would be eye-catching and memorable. The text on the sign would be stronger if center justified, perhaps with a more interesting font and scaled to establish visual hierarchy.

Melissa’s logo has a stylized Thai building in water...this I assume is the relationship with the Titanic ship before sinking :) The color gradient certainly gives it visual impact but I initially saw

the waves as shark fins...oops. The relationship to food is weak and depends on text in the sign to communicate...how could you illustrate a link to Thai food in your artwork? Maybe it's a bowl with sticks in the hut rather than a door? Just a thought. Your bus sign is not precisely adjusted to account for perspective. Try using Effect>Distort and Transform>Free Distort on selected artwork.

Summary: Sandra and Denise both had very strong, successful logos. The signage and business card (front/back) on Sandra's media set was particularly impressive.