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.

Kunz Group

Barbara Blair	Malala Jackson

Ivan Little	Cameron Mayfield

Adriana Rodriguez	Madeline Villena

Love the name of this coffee shop and I expect to see interesting readable font styles along with artwork that illustrates the awakening/coffee theme. For me the strongest logos that reflect this are Barbara's, Cameron's and Adriana's.

Barbara's sunrise is bright and playful…ready to jump-start your day when you stop in for a that steaming cup of coffee. The font is attractive, easy to read and has been left aligned. I do think the overlap on the cup affects readability. Perhaps a slightly smaller cup resting on the top of the "ing" rather than behind would resolve. The sun might be slightly smaller so as to not be hidden. It's very attractive on the business card but perspective on the bus sign is slightly off. To adjust, try Effect>Distort and Transform>Free Distort.

Malaia's coffee cup illustration helps us understand that this is a coffee shop but the "floating" Brewed Awakening name doesn't have the strong contrast it needs to be easily read. I think it just needs to be a cream color like the cup itself. The idea of it floating on the surface is very creative. The cup itself would have more form if you applied a gradient to shape it. I think the business card is is the most effective with the added type. For the bus sign, I think you could use the type on path feature to wrap the name around the cup..that might even be a better way to ad the title name to the logo itself.

Adriana has an "eye" for design :) I especially like the script font with drop shadow which is easy to read and adds depth to the logo. I must say having the awakening eye staring at me is a little strange. I get it that the first cup is an an eye-opener. The eye is well drawn and your use of gradients adds form to the cup and saucer. You've done a great job with positioning on the bus sign and the business card looks very professional.

Cameron's Brewed Awakening logo is very creative with the morning sun pouring out of the cup. I especially like the arrangement of text and artwork. The font is a basic bold sanserif that's very easy to read at a glance. The only adjustment I might try is modifying the gradient on the drip to extend into the coffee browncolor range so it's reads sunshine delivering the coffee drip. Business card looks good but the Grand Opening text on your bus sign needs to be adjusted down on the right to "fit" the perspective.

Madeline and and Ivan had similar ideas for a round logo with artwork in the center and surrounded by the Brewed Awaking type. Madeline's artwork is well illustrated with sun and waves. I do think some link to coffee would be important to make the art reflect the coffedd shop theme. Maybe something as simple as coffee colored waves would do it. Your bus sign and business card layouts look very good. Why are you not being consistent with the background color? Just asking…

Ivan's round logo takes advantage of an interesting font that's very attractive. The art work is very simple…better if you don't use visible stroke to define the shapes…fill with gradients to add form and 3D look. Type on business card isn't consistent with larger logo and you didn't include the bus sign layout.