

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 has captured the essence of the organization and the technical rendering skills are excellent.

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.

Frazier Group

 <p>Andrew</p>	 <p>Ken</p>
 <p>Anna</p>	 <p>Michelle</p>

Ken has done a very creative job of communicating the lettuce theme in visual as well as in typographic form. It's clear that the restaurant focuses on sandwiches and it's attractive. The unexpected relationship of text inside the bread is eye-catching and memorable. To me the type style for Sandwich Shop may be a bit too stylized, but if the shop were in a frontier setting or log themed interior it would help tie the brand with setting. **Anna** has also chosen to clarify the main product of the eatery. The artwork doesn't focus as strongly on lettuce but the type, image and border are very cohesive. I don't particularly think the multiple explanation points help "invite" customers...a bit too demanding. **Michelle's** artwork of the lettuce is wonderful and, along with the font, communicates a high-end restaurant. The arch of letters is not quite centered and you did not include a business card layout but the artwork is excellent! **Andrew** has a great idea with the cart full of lettuce. It communicates a fresh, farm-to-market appeal, which is very popular these days. The perspective on the bus sign leaves the wheel distorted..the effects>distort feature should allow very accurate alignment and perspective. The cart in the background of the business card is too understated. I would try to fit the card information around the cart art. Nice work everyone!




Rosenwald Group

 <p>Vicky</p>	 <p>Michelle</p>	 <p>Steven</p>
 <p>Yelena</p>	 <p>Deborah</p>	

The challenge with Ciao Mein is to communicate the link between Italian and Chinese food. Everyone has approached this in a slightly different way. I like the creativity of **Steven's** logo with that great recognizable take-away box. It would be

better if the map of Italy was more accurate and less boot..OK I know it's called a boot but it might not read quickly to potential clients. The boot is kicking Mein...maybe they don't like to prepare Chinese food as well as Italian? **Vicky** has a very sophisticated log, which to me says it's a high-end establishment. The bowl of noodles/pasta is very stylized and could be interpreted for either cuisine. It looks like you hand drew the Mein type..it's a little awkward. I went back to make sure I hadn't distorted the original image. I really like the red graphic behind the name on the card...why not incorporate this in the logo? **Yelena's** artwork is beautiful, the best in our group! The main concern I have is that I don't think it clearly communicates the two types of cuisines. The food on the fork could go either way..not really that clear whether it's Asian or Italian. What if you found a way to show both fork and chopsticks holding the food? **Deborah** has done an excellent job of incorporating the fork and chopsticks. The tools are also holding small pieces of typical food. As this logo gets smaller, such as for the card it becomes less clear and the "i" in Ciao more difficult to read at a quick glance. There's lots of potential here. I also like the way **Michelle** has differentiated the Italian and Chinese themes. The combination of flag and ying-yang motif is very creative. My only concern would be how easy it would be for potential diners to understand that aspect of the logo at a glance. Maybe I'm not giving the general public enough credit? Love the creative approach!





Kroencke Group

		
Mary	Scott	Melissa

I'm the biggest hot dog fan ever and Award Wieners looks like the place to go. You have all taken slightly different approaches. You all tried to incorporate the award theme from a medal around Mary's dog to the star shaped background of **Melissa's** and then the gold plated Academy Award for hot dogs by Scott. To me **Melissa's** logo has a good balance of food and award to attract customers. I especially like the way the Award Wieners is being drawn with the ketchup bottle. It all works together very nicely. **Mary's** is also good and the dog theme is fun and will certainly attract hot dog and plain dog fans. The text below works with the rectangular box

but looks a little disconnected with the art. I think this is due to the contrast in type styles. Might be interesting to try an arc for the type with the dog above. **Scott** definitely gets the most valuable award! You've done a great job of making your dog look like it's gold plated. I think it would be more complete if you inscribed Award Weiners on the base or vertically on the bun. I realize there's not much room as is to achieve this but it's important to have the name integrated with the artwork.

Kunz Group

 <p>Maria</p>	 <p>Pam</p>
 <p>Liubov</p>	 <p>Jamie</p>

I thought this was a clever play on words for a coffee shop name. The challenge was to capture the worldwide appeal and essence of the brand. You have all used the globe/earth in your designs. I really like the way **Pam** connected the traveling aspect of "Bean" with her destination stamped cup as well as the globe design inside. The type is very readable and the border adds an elegant touch. **Liubov** chose a slightly different way of depicting travel with the flying bean, implying that the bean has been perhaps imported from exotic locations. The little bean character is fun and memorable which could promote return customers. **Maria's** cup is steaming, I think, to paint the globe. It could also be draining into the cup...not sure which way to look at it. Maybe it's not important that this is clarified because it does show a worldly relationship. I do think the type would be better if colored the same as the cup for better continuity. **Jamie** also incorporated the globe theme very creatively as the artistic cream on the top of the coffee. I really like the idea but it could be misinterpreted at a glance. I can envision more of a swirl pattern around the edges

and perhaps the handle could be larger? What if you put a saucer under the cup?
Type style and arrangement around the cup is excellent.