ANM 324 Project 3

Creating a logo is often one of the first jobs a designer has to do. The kI ey 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

Courtney	**Joanne**
Ramona	**Regina**

Regina 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. To me it's one of the most effective uses of type. **Courtney** has also chosen to clarify the main product of the eatery with the sandwich bread and type between. The artwork doesn't focus as strongly on lettuce but the type, image and border are very cohesive. Your sign perspective was a little off and cut too close to the bottom. **Joanne's** artwork of the lettuce and sandwich is very simplified. This reminds me of a very basic lunch shop. I would like to see more stylized lettuce coming out of the bread. **Ramona** had depended primarily on type to communicate her logo. I'm wondering why red vs. green fro the type color. I do like the type style, which reminds me of a traditional diner. I'm not convinced that the olive graphic fits. It looks quite different in the stroke style..maybe if it were green or on a toothpick going through the type it would be more effective and give the impression of a big sandwich being held together.

Rosenwald Group


Andrew

Carla

Samantha

Stacy

Natallia

Joseph

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 **Carla's** logo with the contrast between fork and chopsticks. Type style is a natural fit too. The small art in the chopsticks is so small that it's not readable at some scales. Your sign gets a bit complicated with three different potential logos…keep it simple. I love the fortune cookie…maybe that and the primary logo would be enough. **Natallia** has a very effective logo that easy to understand at a glance. The ying-yang with forks and chopsticks as well as flag colors is very cohesive. The type style has a hint of Asian look but fits the Italian cuisine as well. I'd like to see the type curved a bit more to fit the arch of the oval. **Andrew** has a very sophisticated logo with dramatic type and bright colors. It's definitely eye-catching but the font is hard to read at a glance..it's very contemporary which may fit this blend of cuisines. It's very creative how the chopsticks have been used as I's in the type. The logo will grow on me but the sign needs help. Type perspective is not correct..should be tilted the opposite direction to fit the view I provided. **Samantha's** artwork is simple and to the point. I think most viewers would understand the Italian chef and the basic colors of the Italian flag. If anything, there might not be as strong a balance between the two cuisines. My first thought was to suggest you put something in the bowl but that would just complicate. The empty bowl is inviting us to try the variety of foods on the menu. The text on your sign is not placed in the same perspective as the sign surface. **Joseph** has certainly taken a different direction with his black and white logo. It's very "hip" and might not attract a full range of diners since it looks very "clubish or like a dance bar". Thanks for sharing the Chinese symbols for noodles…I wouldn't have figured that out. The type is simple but looks a bit awkward following the angle of the man. I would try keeping it on one line, such as the diagonal you currently have with the word Ciao, but extend down to fit both words. It might be striking to add a touch of color such as red as a highlight. **Stacy** your logo has a lot going for it. At first I didn't recognize

the pizza under the noodles..my bad. Maybe it was just the color but seems obvious now. The noodles are a little hard to visualized perhaps if they were mounded a bit more it would help make them more distinguishable. I really like your Ciao being written by the chopsticks...very cool!

Kroencke Group
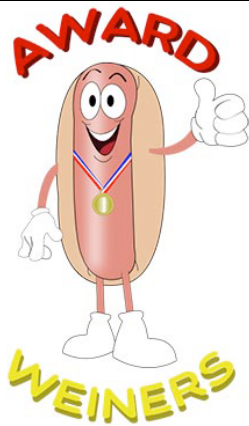
|	
Sarah	**Scott**
Jessica	**Renee**

I'm the biggest hot dog fan ever and Award Weiners looks like the place to go. You have all taken slightly different approaches but tried to incorporate the award theme from a medal around Sara's dog to the ribbon shaped background of Renee's and then the 3D Academy Award for hot dogs by Scott. To me **Scott's** logo has a good balance of dog and award. The extruded form will definitely attract customers. This obviously took some effort and shows good skill with the drawing tools. Your sign, however, is incomplete.. **Sarah's** logo is also very good and the dog theme is

fun and will certainly attract hot dog and plain dog fans. The text is fairly simple but I do get the catsup vs mustard color palette! I think this would be a "weiner" with the company. Sign looks good too! **Renee** has focused on the ribbon/award and the combination of hot dog, ribbon and type all work very well together. I actually like the logo with the extended ribbon that you have on the sign better than the simplified version..it just has a touch more energy to attract viewers. Sign looks great! It looks like **Jessica** had a lot of fun with her happy dog! The stripped background is striking but tends to make the text less readable. To me, the initials don't work very well..I would suggest just using the full name at the top. You could use the same curly font but make sure there's plenty of contrast over the background. Your sign looks good but separating the dog from the AW icon looks a bit odd on the card. It's typically helpful to keep the logo simple and intact for clear branding and identity.

Kunz Group

Amy
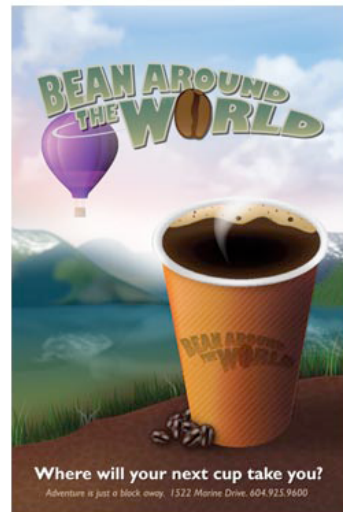
Brittany

Sahista

Margaret

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 or earth in your designs. Brittany has taken the logo illustration to a very high level of complexity..it's art more than a logo. To me, the Bean Around The World with the balloon is in itself the best solution. I understand that you are putting the logo in the context of a billboard. The perspective is a touch off for the top of the cup but I doubt whether that would offend true coffee addicts. Your work is very complete and professional looking. **Margret and Amy** chose similar ways to depict the globe on the coffee cup. I think both are very successful in communicating the world theme! The type style that Margret has chosen is more readable and cohesive in terms of a compact logo. Amy's script type is a bit harder to read at a glance but its fun and inviting. I do think using that typestyle for all the text on the sign is a bit overpowering. "At the corner of Bean & Mug" is clever! I do like the layout and scale of elements on Amy's card. Margret went the extra distance to show a couple different card options..the vertical version stands out and compliments the sign layout. **Sahista's** technique for merging the globe and cup (love the stylized cup) works very well. There's a very strong visual flow. The two different styles of type tend to not work as well. I would use one style and try to make it flow along one curved path as is they look disconnected. I realize this is tricky but it would make for a more cohesive and readable name on the logo. The beans are a nice touch. Your card layout looks good but the sign is a little squeezed-in. Perhaps if you just make it all smaller it would avoid the distortion.