

## Logo Design Project Brief

### Project 01: Logo-ize Yourself

#### Objective

Following the 5 elements of an iconic logo and the design process, create a logo of yourself. The first step is to take a photograph of yourself (from your collar bone to the top of your head).

Make sure to assess and identify distinguishing features about yourself. For example, your hair, eyebrows, mole, etc. Try to be objective and perhaps ask a friend what your distinguishing feature is

Be sure to simplify and stylise.

#### Outcome

Print your logo on a 5 x 5in card stock piece of paper and mount it onto an 8 x 8in piece of **black** cardboard.

## Logo Design Project Brief

### Project 02: Event Logo

#### Objective

This March, the Marriott Hotel will be host to the 2016 Caribbean Film Festival. This year's festival will run for approximately 3 hours and will host a variety of film stars from the region. The date and time of the event will be the 20th of March from 8pm to 11pm. When creating a logo for this event, keep in mind the 5 Elements of a Iconic logo as well as the different types of logo styles.

Use techniques covered in the previous course such as, developing a mind map, sketching ideas and iterating ideas. Use icons found not only in Guyana, but also in the Caribbean. Be sure to stay away from cliché images and use of colour.

Do research into similar logos both regionally and internationally and pick them apart to understand which elements are important; symbols, colour, typography, etc.

#### Outcome

Print your logo on a 5 x 5in card stock piece of paper and mount it onto an 8 x 8in piece of **black** cardboard.

## Logo Design Project Brief

### Project 03: Redesign a Guyanese Logo

#### Objective

Choose an iconic Guyanese logo (GTT, GPL, Guyana Lottery Company, Bounty, etc) and redesign it using theories and knowledge you now obtain. Make sure to do your research.

Investigate your region (Caribbean) and look for similar companies and how their logo design was approach.

Keep away from cliché ideas and remember your mind map

#### Outcome

Print your logo on a 5 x 5in card stock piece of paper and mount it onto an 8 x 8in piece of **black** cardboard.

## **Logo Design Project Brief**

### **Project 04: Endangered Species Logo & Letterheads**

#### **Objective**

##### **Part 01:**

Create a logo for a not for profit company whose main function is the spread awareness of a specific endangered specie from the Caricom region.

Keep away from cliché ideas and remember your mind map

##### **Part 02:**

Revisit your projects during this class and develop a letterhead, business card and envelop for each one.

#### **Outcome**

Print your logo on a 5 x 5in card stock piece of paper and mount it onto an 8 x 8in piece of **black** cardboard.