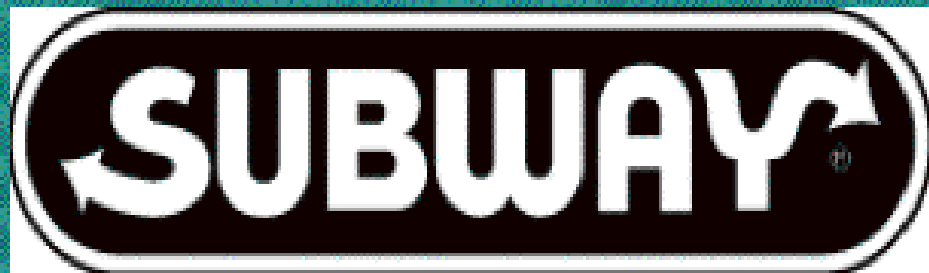


Types of Logos

Text within a Shape



- Most logos are placed inside a shape.
- What geometric shape do you see here?



- Name other geometric shapes.

Shapes within the Text



PAPER MATE®

The logo for Paper Mate features the words "PAPER" and "MATE" in a bold, black, sans-serif font. Between the two words are two stylized, black-outlined hearts stacked vertically. A registered trademark symbol (®) is located at the end of the word "MATE".

- Shapes that compliment the company can be used within the text.



- How are these shapes reflective of the company's products?

FedEx®

Text as Negative Space



- By inverting the text color and using the negative space, text is easier to read.
- Text on a tilt will attract the viewer's eye better.

Text with Emblem

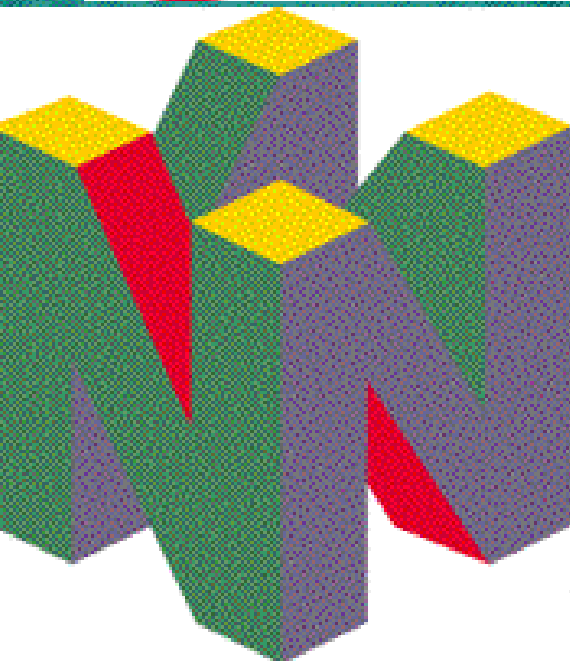
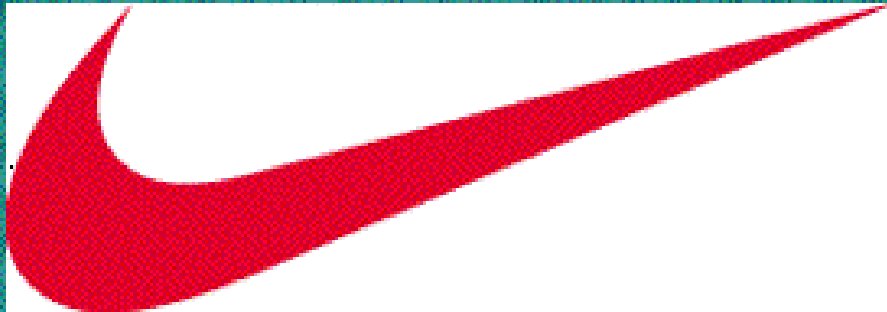


- When designing a logotype, it is best to concentrate on a black and white design.



- Grayscale for value may be added.

Later Add Color & Drop Text



- After the client's approval, color should be added.
- If a logo is recognizable without its type, it is a strong logo.

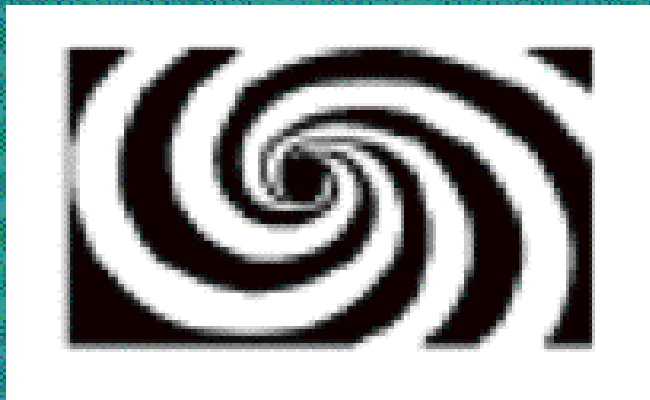
Look at more logos



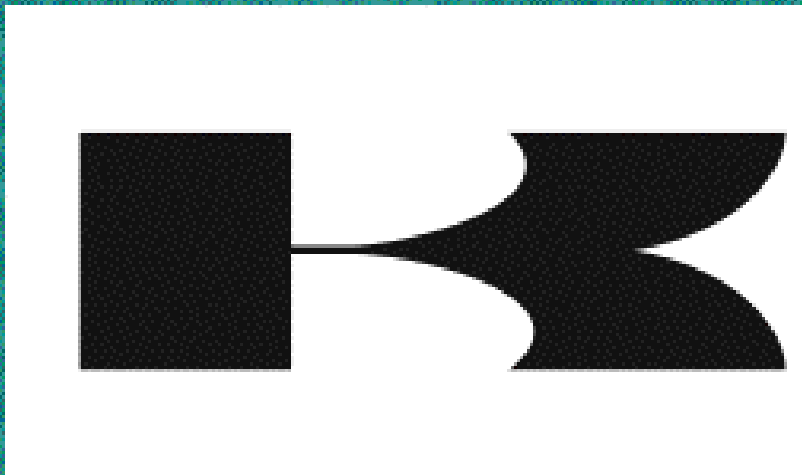
- What logo design tricks are being used here?



Look at more logos



- Are these logos strong enough designs if the text is omitted?
- Why or why not? Explain your evaluation.



New Assignment Description

- Your next assignment will consist of 4 parts:
 - 1) Logo Design
 - 2) Business Card
 - 3) Envelope Design
 - 4) Letterhead

- **Step 1:** Create a fictitious company to design a corporate identify for
- **Step 2:** Describe the company and its primary goals/responsibilities. Who is the target audience?
- **Step 3:** Compose a series of thumbnails (text within a shape, shape within a text, text as negative space, text with an emblem)

- After you have completed the thumbnails, you will need to decide which one you want to develop. You will then complete a rough draft.
- You will need to get teacher's approval before you create this design in Illustrator.

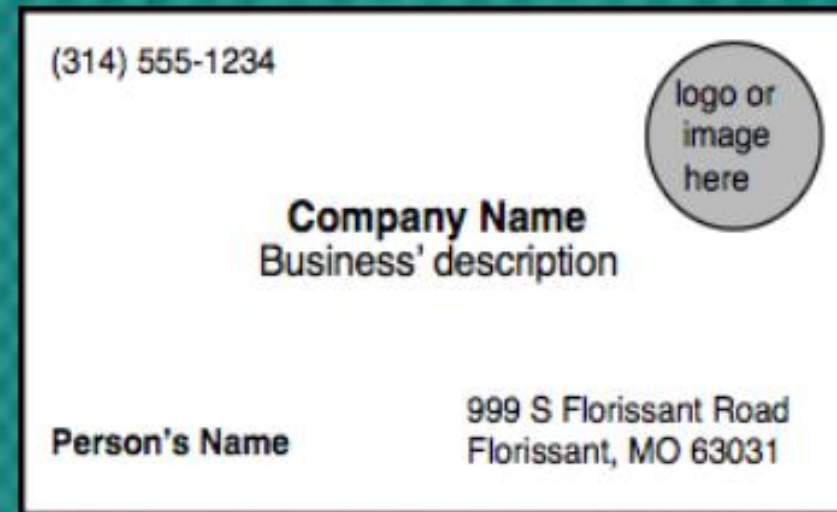
- Then, you will create Your design in Illustrator. Your final logo design should be created in a 7" square.

Check out this website before you
start!

- <http://www.logotypes.ru/>

Business Cards

- Standard size is 3.5" x 2"
- Should appeal to the person receiving it
- Message at a glance
- Attractive
- Easy to read
- Heavier stock paper
- Layout can either be vertical or horizontal.



Most common layout

Business Cards

- GRAPHICS
 - Logo
 - Company Colors
- TEXT
 - Name of Company
 - Person's Name
 - Job Title
 - Telephone Numbers
 - Address or Email Address
 - Slogan



Letterhead

- GRAPHICS
 - Logo
 - Company Colors
- TEXT
 - Name of Company
 - Mailing Address
 - Email Address
 - Phone Numbers
 - Slogan



SO THE ENTIRE COMPANY CAN USE THE LETTERHEAD, LEAVE THE PERSON'S NAME OFF

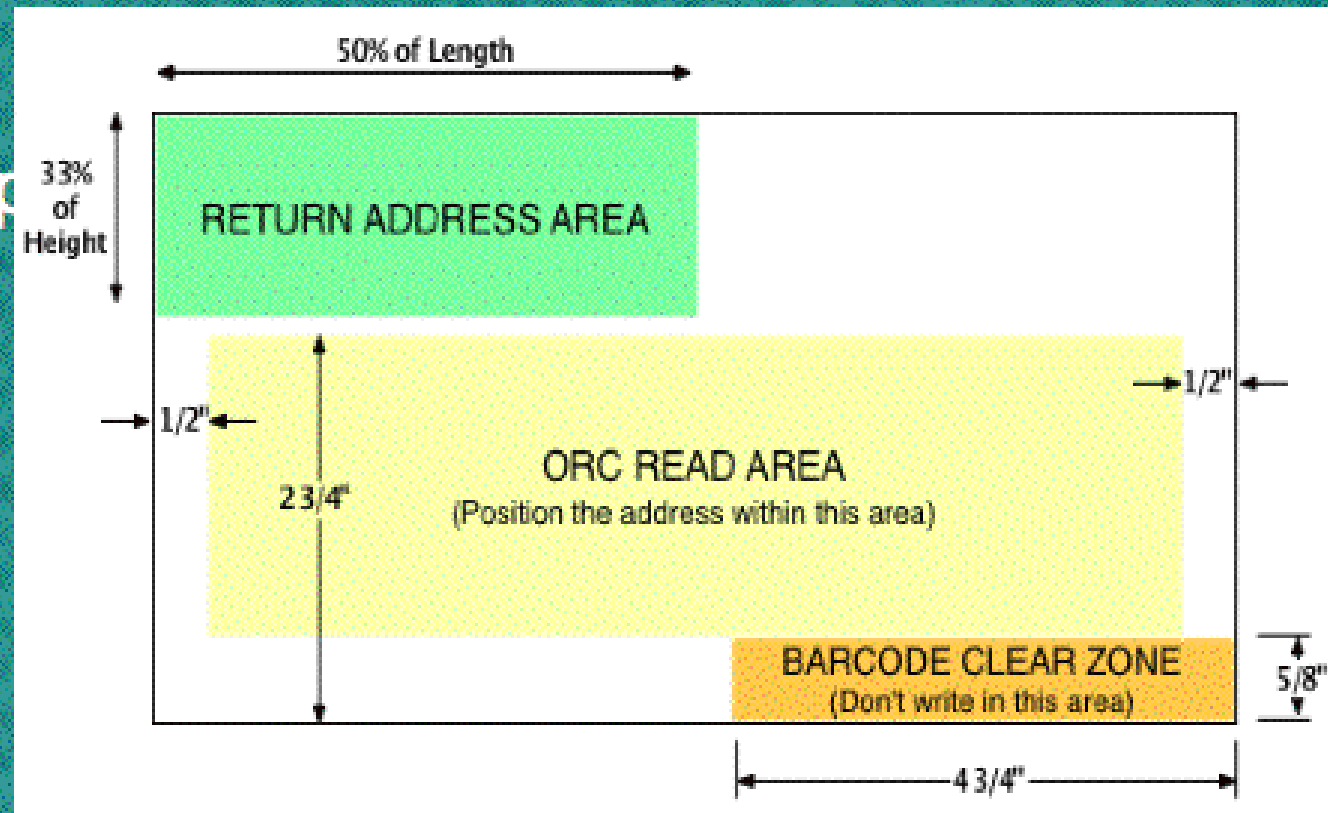
ENVELOPE

Must follow
Post Office
Guidelines

- .5" margin top & sides
- 5/8" margin along bottom

LOGO

MAILING
ADDRESS



ENVELOPE



AURELLIAN

The Career & Personal Development Company

4801 Woodway Dr. Ste. 300 E. • Houston, TX 77056