

# CREATE AN IDENTITY

## CREATE A LOGO

WHEREVER WE LOOK TODAY WE SEE LOGOS.  
THEY CAN BE USED TO IDENTIFY YOUR SCHOOL, A PRODUCT, AND A COMPANY OR A SERVICE.

### INTRODUCTION

EVEN BEFORE THE INTRODUCTION OF COMPUTER GRAPHICS, THE LOGO HAS BEEN A VERY IMPORTANT FACTOR IN THE DESIGN WORLD. A LOGO IS A DISTINCT IDENTIFIER, WHICH CAN BE ASSOCIATED WITH JUST ABOUT ANYTHING. WHEREVER WE LOOK TODAY WE SEE LOGOS. THEY CAN BE USED TO IDENTIFY YOUR SCHOOL, A PRODUCT, AND A COMPANY OR A SERVICE.

### CURRICULUM FOCUS

This unit of work:

- ✗ teaches students to create and assess logos and understand the needs and wants of a particular product or audience
- ✗ identifies and explores ways to design and make an effective advertising logo.

### LINKS TO KLAs

- ✗ Science and Technology: Using Technology, Design and Make
- ✗ English: Writing
- ✗ HSIE/SOSE
- ✗ Art and Craft

### LEARNING OUTCOMES

Students will be able to:

- ✗ develop and implement their own design ideas in response to a target audience
- ✗ identify, draw and classify a range of signs, symbols and icons
- ✗ use technology to select effective fonts and symbols logo design.

### Website Resources

Check out your favourite site or search Google under 'logo design'.

### CLASSROOM QUESTIONS

Discuss as a class or in small groups:

What is a trademark or logo? Ask students to identify any that they might know. Have students list and describe as many logos as they can. For example:

- A The Nike Swoosh
- B The Olympic Rings
- C The BP Logo
- D The Flying Kangaroo (Qantas).

### WHAT ARE THE KEY CHARACTERISTICS OF A GOOD LOGO?

- 1 It must be very simple.
- 2 It can be just one word or several words.
- 3 It can be a combination of words and a symbol or image.
- 4 It should have limited colours. (Graphic designers say that a good logo will have a maximum of three colours and these would include black or white lettering if used.)
- 5 It may have a relevance to and a relationship with the subject, eg, a swimmer for a swimming club.
- 6 It can be abstract or realistic.

### OTHER FACTORS TO CONSIDER FOR LOGO DESIGN:

- 1 It has to be as striking in black and white (or grey scale) as it is in colour. For example, while your school logo may be in colour, it will be in black and white when it goes through a fax.

- 2 It has to be just as clearly defined and recognisable if it is increased or decreased in size. For example, your school logo should look just as good on a sports shirt as it does on a business card or on your school's website.
- 3 Symbols used should be very simple so they can be recognised when the logo is reduced in size or made black and white.
- 4 If you are using a computer for fonts or typefaces, have students stick to tried and true, easy-to-read fonts. Flowery and extravagant fonts are unfortunately frequently hard to read. Emphasise to students that they must remember the words are being used to get a message across.
- 5 If painting or drawing letters, have students keep them simple and consistent in style.

### CLASSROOM ACTIVITIES

Look through newspapers, magazines and advertising brochures for logos. Have students discuss the effectiveness of the colours and design.

Set up a rating system (1–5) and have students rate all the logos found.

Invite a commercial artist or graphic designer to talk/ demonstrate logo design to the class. Have students prepare questions before the visit.

Have the students design their own logo for one of the following:

- ✗ a business card for the teacher, principal or individual student
- ✗ a classroom logo
- ✗ a family stationery letterhead logo
- ✗ school library logo
- ✗ a sports team logo.

Ask the students to:

- ✗ try logos that only use symbols
- ✗ try logos that use only words
- ✗ try logos that use a combination of both
- ✗ design a logo for a class web page.

A simple logo should be able to be read at a glance.



The simplicity of the logo ensures it looks just as good in greyscale.



If the company is well known then the logo alone might be enough to inform the viewer accordingly.

