

**FA102a\_DL**

**Introduction to New Media Design**

Professor Tom Klinkowstein

[fatik@hofstra.edu](mailto:fatik@hofstra.edu)

course blog: <https://fa102afa202asummer2016.wordpress.com/>

**Assignment Three**

Logotype for branding

**Software**

PowerPoint, (optional: Illustrator or Photoshop or InDesign)

**Output**

Logotype

**Goals**

Understand the development of a logotype as an element of branding.

**Project due July 8, 9am**

**Logotype**

A logotype is a visual representation (“the face”) of the brand.

Create a logotype for your proposed brand, comprised of letters and a mark which is not a letter.

**Creating the Logotype**

Start by using the first letter of your created name from assignment 2. If you have two words in your name (like my example, “ReadForward”), you may use 2 letters, like, “RF”.

If you use two letters, both should be from the same font. Generally bold or extra bold are the preferred font weights (thicknesses) for a logotype.

# RF

Example characters for “ReadForward” logotype, created as described above.

Use fonts from the Preferred Serif or Sans Serif files on the course blog.

--

### **Research to decide what mark to add to the logotype**

Decide on what mark to use with your letter(s) by researching other logos and logotypes.

--

Note: a logo contains no letters; a logotype contains one or more letters.



The Apple logo does not have letters so it is a logo; the Intel Inside



logotype is a logotype because it contains letters.

--

Do your research by picking one word from one of your quadrants of the diagram created in the previous assignment.

Find five logos or logotypes from any website regardless of the purpose of that website that seems related to the meaning of that word.

Post the urls and the logos or logotypes from your research in your slideshow. Identify this as, "Assignment Three, Logotype Research".

Use a mark inspired by what you find in your research.

As an example, I choose, "Authoritative" as the word from my brand character diagram and found these examples (I show two, you need to find five) of what I deemed to be "authoritative" logos / logotypes:



<http://www.amtrak.com/home>



<http://www.veyhaeuser.com>

--

### **Adding a mark to the logotype**

I used both the Amtrak and Weyerhaeuser sites as inspiration and adapted the arrow motif (these two sites have shapes that look somewhat arrow-like although they are not arrows exactly).

I used the arrow function in PowerPoint to create a right-facing arrow which I added to the RF logotype already created.

When done, add the mark in an appropriate position near your logotype letters.

Make your letters and mark the same single color.

Example:



Example logotype for “ReadForward”.

--

You may also use any of the tools in Photoshop, Illustrator or InDesign software to make a mark that is a shape that doesn’t already exist (this will take longer and should be done only if you are comfortable with the software).

--

### **Saving the Logotype file**

If you are using PowerPoint or Keynote, fill about 80% of the frame with your letters and mark to create the logotype.

Save the file in both native PowerPoint format (or Photoshop, Illustrator or InDesign if are working with one of those), as well as png format.

If you are working with Photoshop, Illustrator or InDesign, make the logotype at 100 pt., 72 dpi, with the mark an appropriate corresponding size.

--

### **Posting the research and logotype**

Post the urls and the logos or logotypes from your research in your slide file.

State the word from your brand character diagram which you used as a starting point. Identify this as, "Assignment Three, Logotype Research, Word from Diagram".

Post the urls and the logos or logotypes from your research on your blog and in your slideshow. Identify this as, "Assignment Three, Logotype Research".

Post your finished logotype with the mark on your blog and slideshow. Identify this as, "Assignment Three, Finished Logotype".

--

### **Related Links**

<http://www.paul-rand.com/>

[http://www.paul-rand.com/foundation/thoughts\\_logosflags/#.UNyR4LZqaBQ](http://www.paul-rand.com/foundation/thoughts_logosflags/#.UNyR4LZqaBQ)

<http://99designs.com/designer-blog/2012/09/04/4-principles-by-paul-rand-that-may-surprise-you/>