

# Introduction to Logo Design

Digital Media 2 / Adobe Visual Design

# Logos Speak For Themselves

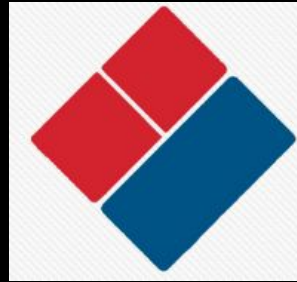
1.



2.



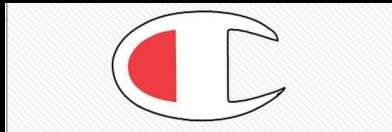
3.



4.



5.



6.



7.



8.



# Logos Speak For Themselves



Amazon



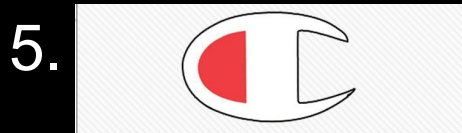
IBM



Domino's Pizza



Sesame Street



Champion



NASCAR



XBOX



Reddit

# Logos Set Yourself Apart From Competition



# History of Coke and Pepsi

Birth of Coca-Cola: 1885 in Atlanta, GA

Birth of Pepsi: 1898 in New Bern, NC

How many of you prefer Coca-Cola?

How many of you prefer Pepsi?

Reasons?



# Why Does a Logo Change?



1972 - 1999



1972 - 1999

NCSU NCSU

1972 - 1999



1982 - 1999



1986 - 1998



1999 - 2005



1999 - 2005



2000 - 2005



2000 - Pres



2000 - 2005



2000 - 2005



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



2006 - Pres



1976  
By Ron Wayne



1977 - 1998  
By Rob Janoff



1998  
Translucent Version



1998 - 2000  
Monochrome Version



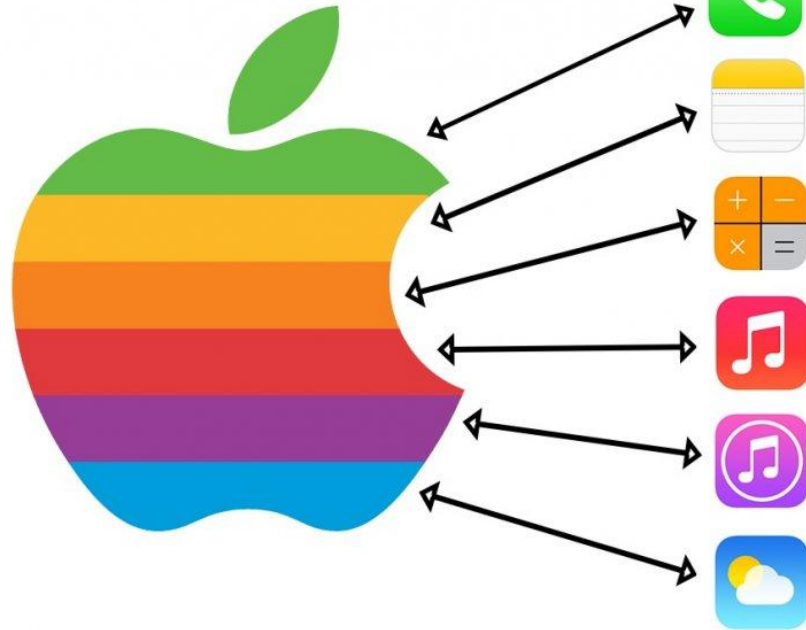
2001 - 2007  
Aqua Version



Current  
Chrome Version

# How Does the Past Influence The Present/Future?

The Inspiration For iOS 7's Color Scheme?





# Logos Leave Good Impressions

## 5 Principles of Effective Logo Design

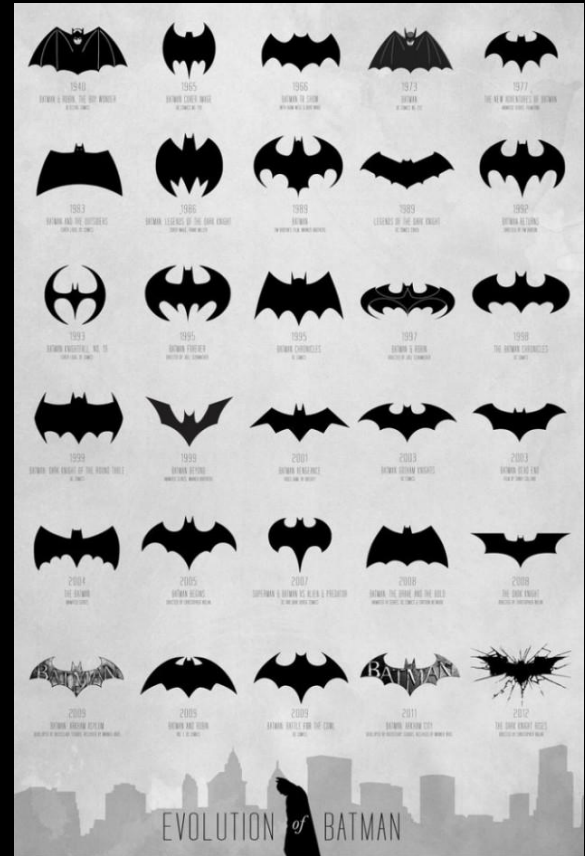
Simple

Memorable

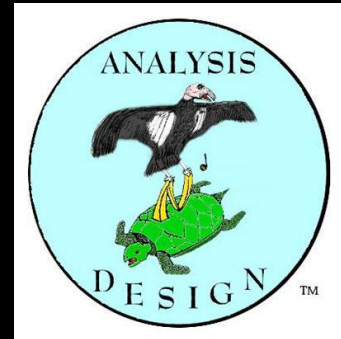
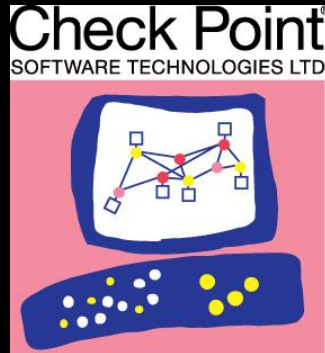
Timeless

Versatile

Appropriate



# They Also Leave Bad Impressions



# How Do I Design a Good Logo?

- 1) It needs to be unique
- 2) It needs to be memorable
- 3) It has to be relevant
- 4) It should be universal

