Introduction to Logo Design

Digital Media 2 / Adobe Visual Design

Logos Speak For Themselves
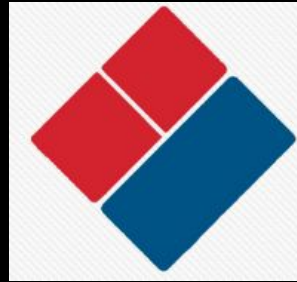
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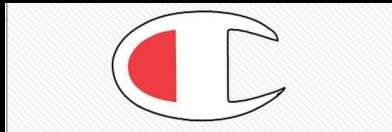
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Logos Speak For Themselves
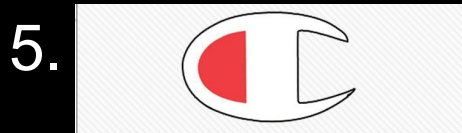
1. Amazon

2. IBM

3. Dominos Pizza

4. Sesame Street

5. Champion

6. NASCAR

7. XBOX

8. 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?

Pepsi	Coca-Cola
1898	1885
1905	
1906	
1940	
1950	
1962	
1973	
1991	
1998	
2005	
2008	2008

Why Does a Logo Change?

How Does the Past Influence The Present/Future?
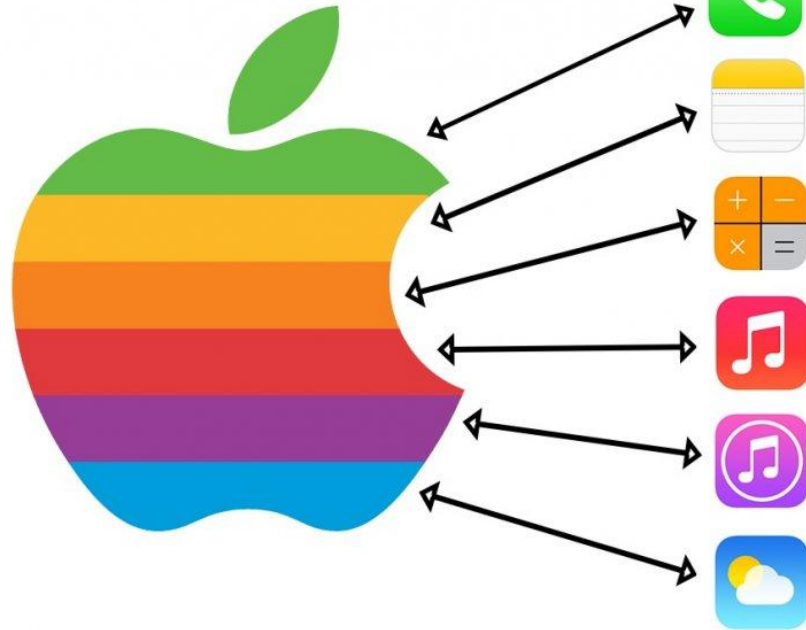
Logos Leave Good Impressions
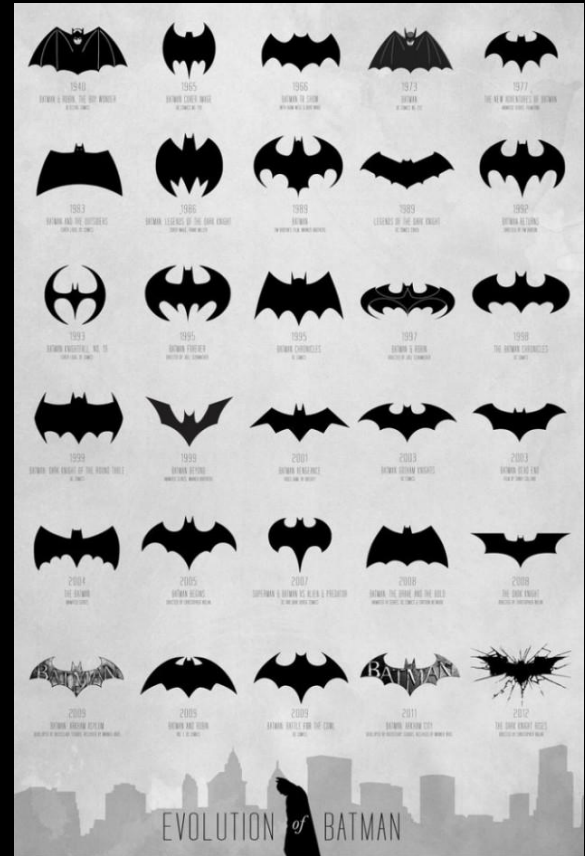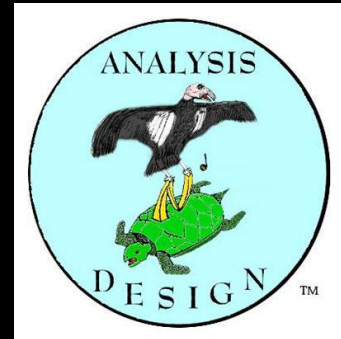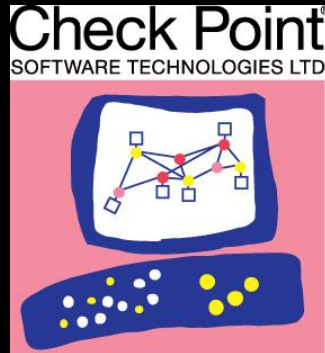
They Also Leave Bad Impressions

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