

Historic

Research and develop typography that has the look and feel of a specific time frame...

- 1920s
- 1930s
- 1940s
- 1950s
- 1960s
- 1970s
- 1980s



Logo for Conga, a line of movable tables

DESIGN FIRM
Ellis Kaiser, Nashville
DESIGNER
Laurie Ellis
CLIENT
First Source



Logo for musical group Superhoney

DESIGNER
Rich Desimone/Lucky Bunny Visual Communications, Boston



Logo for Country Music Hall of Fame

DESIGN FIRM
Team Design, Nashville
ART DIRECTOR
Virginia Team
DESIGNER
Jerry Joyner
CLIENT
Country Music Foundation

Exercise: Choose one of the following companies listed below and create a logo using the technique outlined above. **DO NOT USE VALUE !!!** These logos should be created using Black and White only. Save your file as a PDF. Fit the logo within a 6"x6" area on a 8.5"x11" document, place the file on the server for review in class.

- International Film Fest
- All American Ice Cream
- Mount Baker Ski Lodge
- Wolf Lodge
- Non profit organization or Pro bono project