

Combine

Using the initial(s) of a company combine the type with a symbol, to emphasize the name of the company or create meaning.



Logo for Point Break Communications

DESIGN FIRM

Pentagram Design

ART DIRECTORS

Woody Pirtle, John Klotnia

DESIGNER

Seung-II Choi



Logo for Somerset/Pulaski Co. Development Foundation

DESIGN FIRM

Kirby Stephens Design, Somerset, KY

ART DIRECTORS

Kirby Stephens, Bill Jones

DESIGNER

Bill Jones



Logo for Group Gallagher

ART DIRECTOR

Joseph Rattan/Joseph Rattan Design, Plano

DESIGNER

Greg Morgan

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 files as outlines and as a PDF. Fit the logo within a 6"x6" area, place the file on the server for review in class.

- Archetypes Software
- Hurricane (Martini Bar)
- American Realtors
- Tango (A Dance Studio)
- Non profit organization or Pro bono project