

Illustrate

Get off the computer.

Take out a black marker, pen, or paint brush and draw the typography.

Create a mood or feeling through the line and texture of the type.

Then scan the artwork.



Logo for Grandmother Earth, a boutique

DESIGNER

Matt Belfi/Belfi Design, Atlanta



Logo for The Herbal Cafe

DESIGNER/ILLUSTRATOR

Haley Johnson/Haley Johnson Design Co., Minneapolis



Logo for the Winston-Salem Symphony

DESIGN FIRM

Henderson Tyner Art Co., Winston-Salem

ART DIRECTOR

Hayes Henderson

DESIGNER

Andy Trantham



Logo for Sure-Fire

DESIGNER

Felix Sockwell/Felix Sockwell Creative

CLIENT

Tracy/Locke, DDB Needham

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

- Tabu Tea
- The Portland Theatre
- Coeur d'Alene Cookies
- A Favorite Band
- Non profit organization or Pro bono project of your choice