

**ARCH 3510                      ARCHITECTURAL DESIGN V**

**Commercial Project**

**Assignment 2.3**

**STORE CONCEPT & LOGO**

For Assignment 3 you will create a concept for a retail store and design its logo. Decide on a main single product or a service you will sell in your store. Know that your site for the store will not be large. Use what you learned from your precedent study for assignment 1 and now create your own dynamic and strong brand and logo.

Your board should include the following:

- Brand Statement
- Logo

**Brand Statement**

- One word or line “catch phrase” for your brand
- What product/service the brand is for
- Who the brand is targeting
- What message the brand is giving the target audience
- How the new brand is different from brands with similar products
- What tone of voice, or personality the brand has
- What concepts/ideas/feelings the branding evokes/creates

**Logo**

- Create a logo and a name for your store/company
- The logo can use images, text, or colors
- The logo can include your company name, but it does not need to
- Here’s a page of additional tips for creating your logo: [Logo Tips](#)

Before the end of class, you need to post your board to the blog. It should be 11x17 format.

**Logo Tips**

**Look at the logos of other businesses in your industry.** Do your competitors use solid, conservative images, or flashy graphics and type? Think about how you want to differentiate your logo from those of your competition.

**Focus on your message.** Decide what you want to communicate about your company. Does it have a distinct personality-serious or lighthearted? What makes it unique in relation to your competition? What’s the nature of your current target audience? These elements should play an important role in the overall design or redesign.

**Make it clean and functional.** Your logo should work as well on a business card as on the side of a truck. A good logo should be scalable, easy to reproduce, memorable and distinctive. Icons are better than photographs, which may be indecipherable if enlarged or reduced significantly.

**Your business name will affect your logo design.** If your business name is “D.C. Jewelers,” you may wish to use a classy, serif font to accent the letters (especially if your name features initials). For a company called “Lightning Bolt Printing,” the logo might feature some creative implementation of—you guessed it—a lightning bolt.

**Use your logo to illustrate your business’s key benefit.** The best logos make an immediate statement with a picture or illustration, not words. The “Lightning Bolt Printing” logo, for example, may need to convey the business benefit of “ultra-fast, guaranteed printing services.” The lightning bolt image could be manipulated to suggest speed and assurance.

**Don’t use clip art.** However tempting it may be, clip art can be copied too easily. Not only will original art make a more impressive statement about your company, but it’ll set your business apart from others.