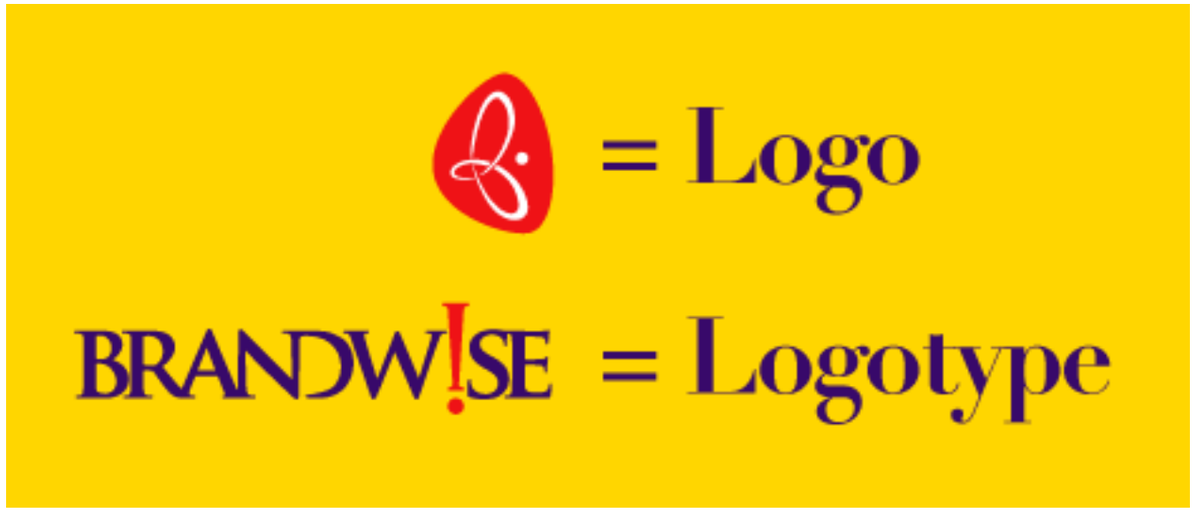
Logotypes, continued

A Quick Review

Why a Review?

- I got a few questions about this worksheet and wanted to simplify the assignment a little so that you can choose to only use typography.

What is a logotype, again?



- The general definition is pretty broad: “*any alphabetical configuration that is designed to identify by name an individual, product, service, publication or company.*”

- I always try to keep them extremely simple, using only typography if possible to hint at a pictorial element.

The Challenge

- I find it difficult to work solely in InDesign to do these. It's a little awkward, not playing to the program's strengths.

- If you are all comfortable, we can move over to Illustrator for a little while, then bring in your logotypes into your documents.

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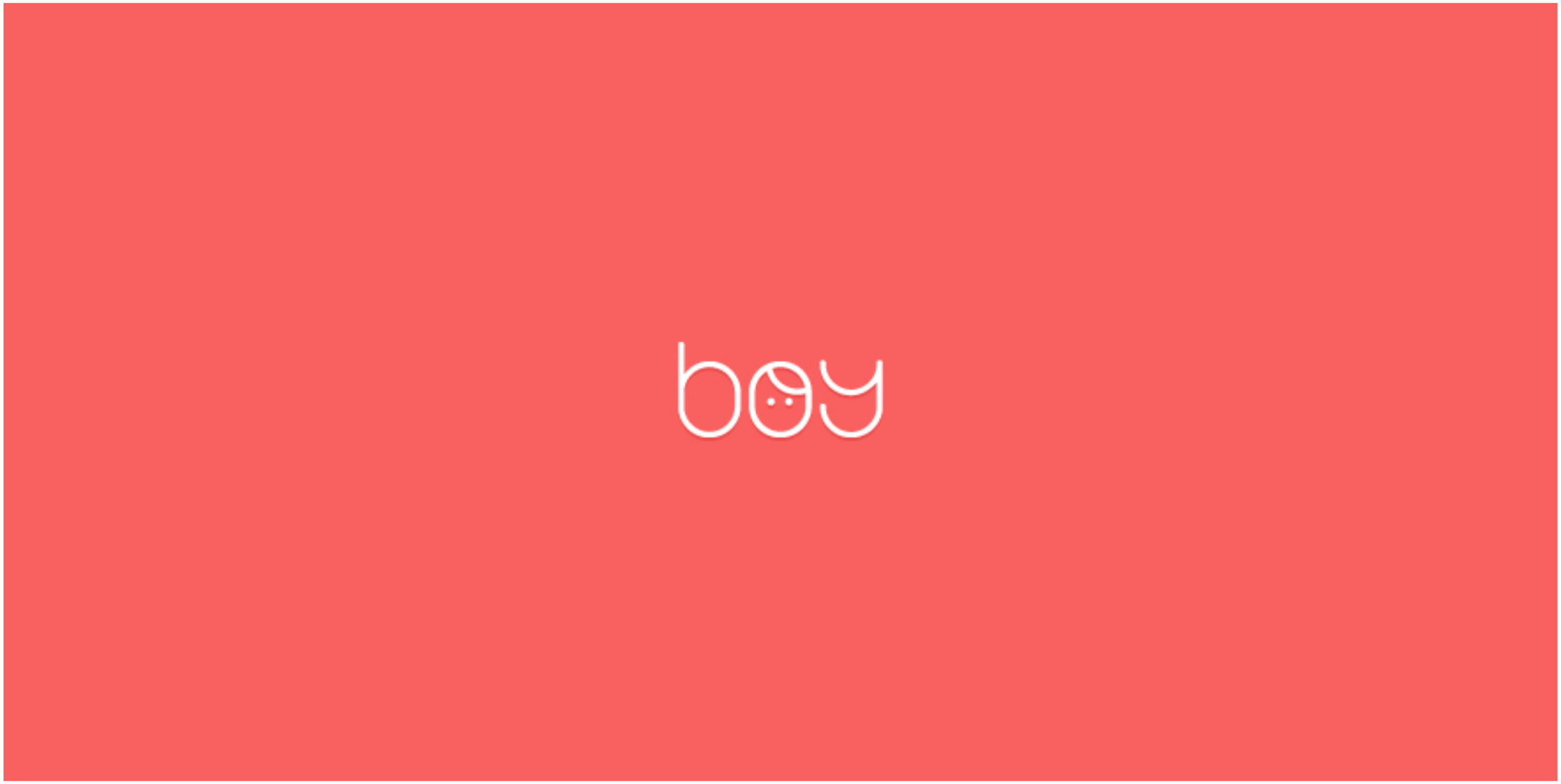
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What To Do Now

- **SKETCH. BY. HAND.** Always start with the tools you were born with before the ones you bought.

- Write out what you would need to do to the original word to make your idea happen: be as specific and clear as possible. This will be your map through Illustrator if you are not as comfortable with it.

- Once you are in Illustrator, just remember less is more. Just because you can do something fancy or wild does not mean you should. Stay on message.