**The Planning: NACI Logo**

**Overview:**

Complete this document IN FULL, then get it checked over by Ms. Hammond before starting your logo design in Illustrator. Hand this document in with your .AI, and .PNG files once you are finished.

**Your To-Do List:**

* Organize your folders
* Find and analyze some examples
* Identify what makes a logo a logo
* Identify your writing variables
* Sketch a rough draft

Complete each To-Do List item in the space below:

**1. Organize Your Folders**

Create a new folder inside your “Vector Graphics” folder called “NACILogo.” Inside, create 2 more folders:

* “Images” (this is for all the things you WON’T hand in)
* “DP\_NACILogo\_YourName” (this is for all the things you WILL hand in)

**2. Find and Analyze Examples**

Find **3 logos** (they can be for anything from drive-thru restaurants to professional sports teams). Paste **an image of each of these logos** below, along with **the company/institution’s name** that they represent. Finally, write a brief description of why each logo appeals to you. Do not talk about the content **– talk about the design** (consider: contrast, repetition, alignment, proximity, color, balance, harmony, spacing, lines, typography, details, etc.) **and talk about how well the logo suits its purpose, audience, and company/institution.**

**3. Identify What Makes a Logo a Logo**

Examine the 3 logos that you chose. In the space below, come up with 3 criteria that “make a logo a logo.” What do the three of your logos, and other logos you’ve seen, all have in common?

**4. Identify Your Communication Variables**

Identify each of the communication variables below:

* **Form (what the piece is)? – Logo**
* Central Idea (what/who is the logo about)?
* Purpose (what is the logo supposed to do)?
* Audience (who is the logo supposed to attract)?
* Context (where would the logo be presented)?

**5. Sketch a Rough Draft**

Since you’ve been using your hands your entire life, it is often easier to draw/write with them than on a computer program. Use your hands, your brain, and paper/pencil to create a rough sketch of your logo. As you sketch, consider: Is there an image? Shape? Series of shapes? What does the text say? Where is the text in relation to the image? Why? What message do you want your logo to communicate? What colours can you use to communicate your message?