

Product Logotype Project

OBJECTIVE:

Create professional looking logotype designs as part of product branding. Type will be used as a logo for products. No other graphics will be used in the design. Swashes and ligatures, along with type effects (shadows, strokes, etc.) will be explored in the process. Type style choice will continue to be important.

ASSIGNMENT:

Design product logos for three of the products listed on Page 2. The list includes flavors for dessert style drinks could be considered for sale by Shake 'n Steak for 2016. The logo designs must fit the current style used by the client to promote current product of a similar nature.

SIZE:

Each design will be printed on separate letter size papers in portrait orientation. The top half will have the logo printed on a white background. The bottom half will have the same size logo printed on a black or dark background. The logo must be an appropriate size to fit the space well and be large enough for a group to see, but remember that a logo is a self contained unit.

REQUIREMENTS AND LIMITATIONS:

- Include all of the words in the product name.
- Use appropriate type style that suits the flavors. More than one style may be used with the logotype.
- The logotype must be a standalone logo that works with the existing "Milkshake" logotype and without it.
- All type in the title must be properly kerned.
- All of the type must be legible at small sizes, as well as large.
- Type within the logotype must be modified in some obvious manner to demonstrate the use of swashes and ligatures to make the logotype more unique and custom. This should also be used to add visual interest.
- To stay in the current style used by other product logos by the client, an obvious double stroke must be used on all or part of the design.
- Use color with no limitations, but remember color harmonies, value, etc.
- All aspects of the brand logo must encourage the sale of the product by being very appealing and appetizing.
- The designs must all look like they belong together with each other and also be part of the larger group of existing similar products promoted by the client.

THINK ABOUT:

- What styles would be the most appropriate to communicate the flavor and would be appetizing? (Research!)
- Consider the arrangement and alignment of the type – make it interesting and form a tight, self-contained unit that can fit into many different spaces. Remember balance and proportion, as well as emphasis.
- Carefully consider colors and values to keep it legible on light and dark backgrounds
- The title should create its own shape, just like a logo. Consider the shape that the type arrangement will create. Do not make it too horizontal. If you do, the title will become too small on the cover.
- Keep your type legible, but give it style. You may download fonts from the web.

GRADING: 100 points for each design

We will critique these projects as a class. Your attendance for this function is mandatory. Failure to be present with your finished project will result in a 25% grade reduction.

Title Project

PRODUCT INFORMATION:

1. Dark 'n' Stormy Milk Shake

Dark rum, vanilla ice cream, ginger juice, twists, lime juice and lime zest

2. Wacky Waikiki Milk Shake

Pineapple juice, bananas, vanilla ice cream and milk

3. Mango Milk Shake

Crystallized ginger, mango, ice cubes, pineapple, fresh mint, honey and skim milk

4. Snickerdoodle Peach Milk Shake

Ice cream, snickerdoodle cookies, cinnamon, milk, vanilla extract and peaches

5. Bananas Foster Milkshake

Dark rum, light brown sugar, vanilla ice cream, ground cinnamon, bananas, unsalted butter and low-fat milk

6. Black Forest Milk Shake

Chocolate chips, chocolate ice cream, cherries and milk

7. Almond Coconut Milk Shake

Whole milk, vanilla ice cream, chocolate sauce, almonds and coconut

8. Creamy Mojito Milk Shake

Vanilla ice cream, skim milk, lime juice, sugar, mint leaves and ice cubes

9. Bourbon Pumpkin Pie

Vanilla ice cream, milk, cream, vanilla extract, pureed pumpkin, pumpkin pie spice, graham cracker crumbs, bourbon, frosting, sprinkles

10. Banana Bread Milk Shake

Vanilla ice cream, bananas, milk, ground cinnamon, light brown sugar

11. Savannah Smiles Milk Shake

Vanilla ice cream, milk, lemon vodka, lemon zest, lemon juice, whipped cream

12. Fuzzy Navel Milkshake

Vanilla ice cream, milk, peaches, cold orange juice, strawberries (garnish)

13. Funky Monkey Milkshake

Vanilla ice cream, milk, bananas, chocolate, crunchy peanut butter

14. Coffee and Doughnut Milkshake

Vanilla ice cream, milk, mini cake doughnuts (cinnamon and sugar), coffee with cinnamon roll creamer

15. Key Lime Pie Milkshake

Vanilla ice cream, almond milk, key lime juice, vanilla coffee creamer, vanilla extract, graham crackers

16. Peppermint Eggnog Milkshake

peppermint ice cream, eggnog, peppermint crunch baking chips, peppermint extract, crushed candy cane