GRAPHIC DESIGN
PROJECT 1

Project Title   Hotel Resort Logo and Identity Design

PROJECT DESCRIPTION   Media and entertainment are the second largest export of the United States (the first being weapons). Disneyland, Disney World, Sea World, Universal Studios, The Mirage, The Luxor... I could literally go on and on. We love to get away from it all and there is an industry that helps us do it. From New York to Las Vegas to Orange County to Orlando to Atlantic City to Reno to Branson, Missouri, well you get the idea.

So this project will be divided into 2 parts the first of which is the logo design for a Resort/Hotel/Casino/Whatever of your design. Some of the best Hotels and Resorts in the world work on themes. The second part will be the development of an identity system for your hotel resort.

You are free to make your resort/get away/fun park/hotel whatever anything you want. You are to come up with a unique, appropriate and relevant name and create a logo for it. Go crazy with this one, think you have to compete against the Las Vegas Strip, Universal Studios, Freaking DISNEY! Think of a good theme and it will probably be easier on you if it is something you would be interested in going to. Futuristic? Steampunk? Mythical Mountain of the Gods? Just make it fun!

A WORD ABOUT LOGOS
"Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms – on labels or mastheads, TV screens or letterheads, books or building signs. All marks must be unique, appropriate and relevant. So they have to be designed. To be anonymous in a competitive world is to be dead." (Pentgram.com).

I think the best advise about creating logos is found in the second sentence above. "All marks must be unique, appropriate and relevant." Those 3 keys are what make a logo for something perfect. A logo is a graphic representation that identifies a company, product, brand, service, iPhone app, band...you name it. But in order to be successful it has to be a perfect blend of unique while still being appropriate not only for what it is for (i.e. company, product, brand...) but also appropriate for the audience it is trying to reach and relevant to itself and it's audience.

Remember as visual communicators our goal is to be able to let people know in an instance (or maybe longer depending on what we are trying to say) not only what something is but also how they should feel about it.

A key example of being unique. Starbucks is the number one chain of coffee shops in the United States. Yet if you asked most people to design a coffee shop logo you would get something with a coffee cup or even a coffee bean. That is why Starbucks is a successful logo. It DOESN'T do that. The emblem is that of a mermaid because they are from Seattle and felt the mythical creature that was known for it's passion and beauty was something they wanted to say about their coffee. That it is a good thing and you should just wish to see a cup of it and be passionate for it. Sounds a bit far fetched doesn't it? But um who is the number one chain of coffee shops in the US?

Logos are about being expressive. They are about communicating a visual message in terms of feeling through their choice of style, shape, color, simplicity (or complexity). It is all about what the brand wants to say it is.

There are 4 major types of logos:

WORDMARK: a logo consisting of just text/letters, also referred to as a logotype.

LETTERMARK: a symbol consisting of the initials of the name.

SYMBOL MARK: a logo that uses an image/symbol, which can be abstract or representational.

COMBINATION MARK: a logo that combines words/text and image/symbols.

PROJECT GOALS

You will need begin with roughs of a minimum of 5 ideas for your logo, they can be any of the 4 major types of logos (above). Working by pencil/pen on paper in black and white only.

You will select a 2 to 3 different color schemes, using a minimum of 3 Pantone spot colors each.

You will create a solidified mark from your colors and illustrated idea to use in the development of a identity design (or stationary suite); this includes a letterhead, business card, and #10 envelope.

Final output will be printed and mounted nicely to **TWO** 20" x 15" black presentation board, the first board will present the logo design in color and black/white at small and large sizes, the second board will present the identity system designed. Below is an example of how this can be done, however if any of your pieces are two-sided you will need to give an example of both sides (see page 3 for layout of your boards).

You will also need to create a digital process book for your project consisting of all the studies you have done as well as sketches and various executions. The process book should include: Research, Thumbnails, Sketches, Color Schemes, Type Treatments, and Final Outcomes. Your digital process book will not be due until the end of the semester as this is only one part of your course long project.

The finals need also be saved in PDF format and uploaded to the class' Blackboard group For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber > FLastname-ART217-Project1.pdf

LOGO B/W   LOGO COLOR

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