

LOGOS ... with a Personal Twist

by Irv Osterer

Graphic designers are often asked to create striking logotypes—which incorporate text into the logo design—that are infused with color and can be recognized at a glance from a great distance by the consumer.

One only has to take a short drive to a concentrated shopping area to realize how much competition there is for the consumer. Any edge, especially a visual one, is deemed critical by business interests.

Merivale High School in Ottawa, Canada, is situated in the middle of what has evolved into an enormous shopping district with malls, outlet stores, fast-food places and chain stores within easy access.

My graphic-design class discussed what they thought were the most creative retail signs. Students agreed, a combination of distinct letter forms and identifiable colors made the most successful graphics. There were many of these logotypes that students could easily draw quite well from memory—



attesting to the power of well-designed corporate signage.

Students were then asked to choose a logotype of a particular business or service and re-create it in large format, but instead of using the name of the business or service in question, they were to substitute their own names.

With so many samples to choose from, students



Arnone/Sunoco

had an enjoyable but difficult time narrowing down their selections. They were encouraged to supply roughs in their sketchbook of at least three different ideas, and then to choose the one they felt would be the best solution to the problem.

Some students used the signs on the mall as their departure point, while others used high-fashion logotypes and a variety of other retail sources.

After preliminary sketches and studies, all work was carefully rendered first in 4H pencil and then painted with Pelican Designer's Gouache.

The results proved to be one of the most successful projects of the year.

For enrichment, a few of the students who completed their project had their artwork digitized and with the use of Photoshop, dropped their logo into a photo, creating a very convincing image.

When the finished projects were displayed, fellow students, staff and others admired the work and had fun connecting to the source of the design. ■



Michelle/McDonald's



Esther/Tommy Hilfger

Michael/Harley-Davidson



LEARNING OBJECTIVES

High-school students will ...

- act in the role of graphic designers by creating logotypes.
- derive inspiration from retail signs and figure out what elements make the most creative logo.

MATERIALS

- Sketchbooks and pencils
- Computers equipped with Adobe® Photoshop® (optional)
- 4H pencil
- Gouache

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