

PROJECT 3: MUSEUM LOGO

A logo is a simple icon that must represent something larger than itself. A clear combination of typography, iconography, and color, when used repeatedly and consistently, can come to embody an entire company, organization, and brand. A good logo — the ones that stand the test of time — are simple and iconic. They must look good on a billboard and a business card.

For this assignment, you will create a typographic logo for a fictional museum. Your logo should be purely typographic. While you are not creating a symbol/icon/illustration, you may incorporate additional illustrative elements into your typography. You should consider your typeface choices to ensure it matches the content of your museum. You may edit the typeface (ie. distort/bend/etc or add illustration to letterforms.) You may use color but your logo must also work in black and white.

Process

1. Choose a museum from the list to the right to design a logo for (one student per museum).
2. Research similar logos, museums, and concepts to understand the concept/context/content.
3. Sketch 3 to 5 (digitally or on paper) options or potential directions.
4. Refine one your sketches Considering typeface choices, color, kerning/tracking, illustrative elements, color, etc.
5. Save a 10"x10" PDF, named **lastname_firstname_project3.pdf**, and upload to Google Drive. Your PDF should include two pages — one showing your logo in color and one in black and white (unless you're only using black/white). Position the logo in the middle of each page with a 3" width and again at the bottom with a 1" width to show two size scales.

Examples



Grading

- Process and experimentation
- Final visual logo design and appropriateness to content
- PDF specifications
- Critique participation

Critique: October 4, printed
Due: October 9, Google Drive

Museum Options (please pick one)

Museum of Air
Museum of Feelings
Ghost Museum
Friction Museum
Museum of Trees
Earth Museum
Furniture Museum
The Museum of Stars
Data Museum
Museum of Money
Software Museum
Camera Museum
Museum of Numbers
Museum of Words
The Notebook Museum