ASSIGNMENT #6

WORDMARK

PROJECT

For this assignment, you are to create a wordmark using Adobe Illustrator. A wordmark is the name of the company spelled out in unique typography or lettering.

Within the wordmark, tweak a character to add visual interest. You will need to add color that is relevant to the design and theme. Remember the "logo pointers" we discussed. Refer to your notes, if needed.

Individually, choose a company name from the list below. Decide which industry this company fits into. Be sure your logo reflects the characteristics and feel of that industry.

Mimi's Flower Shop
The Soup Kitchen
Thom's Green Thumb Landscaping
Blue Point Bank

Begin by using the 4-step brainstorm process. Then, for the 4th step, sketch at least 10 different thumbnail variations.

SPECS

2-color logo, spec PMS color (remember to add the PMS colors to the color pallette in Illustrator BEFORE using them within the design).

Decide who your audience is:
Audience is _____

WHAT TO TURN IN

saved in Drop Box, "lastname_wordmark.ai"