

THE POWER

- **A logo helps establish the name and define the character of a company. They are instantly recognized by millions of people, and help convey a message about the brands for which they stand.**





Carolyn Davidson created the first Nike logo in 1971 and was paid \$35.



“Federal Express”

- By creating a much stronger, shorter brand name, they reduced the amount of color used on vehicles (planes, trucks) and saved hundreds of thousands of dollars in paint costs.



Created in SF by Lindon Leader. It cost millions to create.

Walmart*

- The new logo introduces the following changes:
- The name Wal-Mart is now one word Walmart with a different more softer font.
- The Star in the middle has moved to the right, but is shown as a sunburst in a bright yellow.
- The tag line - Save Money. Live Better is at the bottom of the logo.



1962-1964



1964-1981



1968-1981



1981-1992



1992-2008



2008-Present

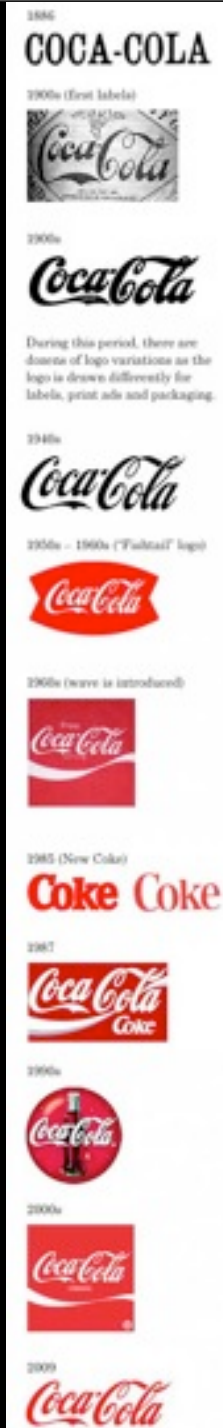
PEPSI

- Pepsi Cola was originally called Brad's Drink after its creator, Caleb Bradham, a pharmacist from North Carolina. Pepsi was a carbonated soft drink he created to serve his drugstore's customers.
- Pepsi has changed its logo and its slogans a number of times since its introduction in 1898.



Coca-Cola

- The first Coca-Cola logo was created by bookkeeper, Frank Mason Robinson, in 1885.
- Coca-Cola is the world's most popular soft drink. Sold in more than 200 countries and is often simply referred as Coke. Originally intended as a 'patent medicine' when it was invented in the late 19th century by pharmacist John S. Pemberton as a 'coca wine',



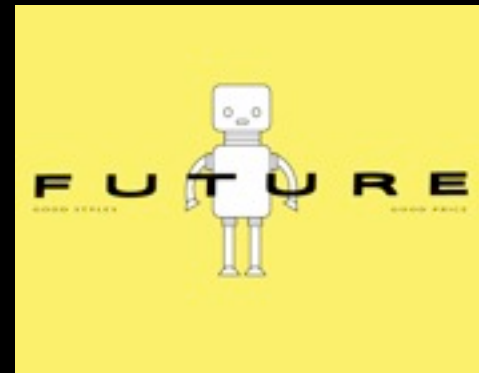
Logo Initials

- Use your initials to create a 2 letter logo
- You **MUST** stick to 1-2 colors or just use black, gray, and/or white
- Keep it clean and simple
- Use simple graphics
- The type of font you use will make a huge difference
- No images from internet may be used



Company Logos

- Make up a company of your choice
- Create an original logo for the company
- Have a simple graphic in your logo
- Have a short tagline/ slogan to give your consumer a little information about the company
- Keep it clean and simple



Logo Parodies

- A parody is a work created to mock, comment on, or make fun at an original work by means of humor
- Use their pre-existing logo and alter it in order to poke fun of their products or what they stand for
- Change their slogan to fit the new logo you have created
- Make parodies for 3 different companies



Microlost[®]

Cannon
unadvanced artillery[®]

Canon
advanced simplicity[®]

RadioCrap[®]
Do Nothing™

RadioShack[®]
Do Stuff™

e|Harmony[®]
experience a lifetime of love

de|sperate
experience a lifetime of shame

tumblr.

dumblr.
follow. like. reblog. unfollow. life of the no lives.

ihy
ihy hand
(I Hate You)

illy
illy massages

Gap

Crap
GOD IS A PIECE OF

jobless + jobless



Are you putting money in my hands?



WANT★MORE

CONSUMERISM DESTROYS

Always.

©2008 mustaphawear.com

FedUp

BAD YEAR



Spent[®]



h_{elp}[®]

Apps

- Create an original app
- Use gradients to give the illusion of a rounded app
- Use text or graphics to create you're app
- Use your Initials or Company Logo to create your app



Your Assignment

- Create:

- 1 logo using your initials
- 1 original company logo
- 3 parodies with slogans
- 2 apps

- Utilize:

- Text
- Shapes
- Appropriate colors
- Opacity masks
- Gradients
- Effects