

Creating a Business Logo - Business Graphics Assignment

In this project, you are to use Google Drawings and create a business logo. If you would prefer to use a more advanced program, such as Adobe Photoshop, that would be great, but let me know and get my approval first.

About Logo Design

A logo is an important asset of business. Businesses use their logos for many purposes. Do a Google image search on “famous logos” and take a look at some of the logos. Notice they are usually simple and easy to read. Notice also, good logos look good when they are displayed large, but they are readable when they are smaller.

Because the business logo is used for so many purposes you need to plan ahead when you design the logo. For example, sometimes you may need to size the logo to be very small, such as for a business card, but later you might need it very large for a billboard. Make sure your logo is readable both very large and very small. Remember that mobile phones have small screens—check to see if your logo is readable at 50x50 pixels (pixels are the tiny dots which make up your graphic).

You will need to decide on the dimensions (width and height) of your logo. For example, should it be in a 4:3 ratio (4 wide by 3 tall) or some other dimension? The ratio of height to width is called the *aspect ratio*. Note that we don’t need a specific unit of measurement when we design our logo. For example, the aspect ratio might be expressed in inches, feet, meters, pixels. This is because we can we will want to be able to change the size of the logo later. Just be sure you specify the aspect ratio first. For example, if you create your logo 2 inches wide by 3 inches tall (2:3 ratio) you can later change it to be bigger but you will want to keep the same aspect ratio. For example, to put on an outside billboard, you might need your logo to be 2 feet wide by 3 feet tall. You can make it bigger, but notice the aspect ratio (height to width) should stay the same even when you change the overall size. There are many good reasons for making logos using various aspect ratios. For example, if you logo is likely to often appear on widescreen displays, you might want to make it more wide than tall. However, for this assignment, you are to make your logo symmetrical. **A square logo will usually always work well and is the most versatile.**

Use should use color in your logo, but make sure your logo will look good in black and white. This is so that when you use it in print publications (such as newspaper ads), it will still look good. Color printing can be **much** more expensive than black & white printing, so businesses often print in black and white. It can be really surprising the difference in printing costs of cost of printing black and white vs color. [Google search on cost of printing black and white vs color](#). Also, note that the more ink you put on a printed page, the more costly the printing will be. So even a black and white logo, if it uses a lot of ink, can be expensive to print.

When designing your logo, fill up the available space and center the logo in the drawing space. Don’t leave blank space around the sides, or top and bottom. You can always add borders and frames later if you need it. For example, if you are designing an advertisement for a newspaper and you want spacing around the logo, you can insert the logo in a textbox in a word processing document and then format the textbox for additional spacing.

To get started in Google Drawings, look at this [Create and Edit Drawings](#) and play around creating drawings. Remember to use Google Chrome as your browser when working with Google websites.

Assignment:

1. Select a hypothetical brand or product for which you will be building your logo. In a separate assignment (later in the semester) you will build a Facebook page for this hypothetical brand or product.
2. Create a folder in Google Drive in your **BCIS 1305- yourname** folder. Name the folder **yourname-My Business**. You will use this folder to contain data files you will use on your Facebook page and for the graphic images you create.
3. For this assignment, create a new Google Drawings document named **Yourname-Logo** and put it in the **yourname-My Business** folder. Make your logo symmetrical (a square logo usually works well). To set the size of your graphic, in Google Drawings, go to File menu, select Page Setup, select Custom, change to pixels and specify the size. A good size to get started would be 500 pixels by 500 pixels. **When designing your logo, fill up the available space and center the logo. There should be no blank space around the logo.**

The logo **must be your original work and built from scratch. DO NOT USE ANY PRE EXISTING ARTWORK. Everything** in the logo must be drawn by you using only the tools available in Google Drawings. If you are a business, one reason you do not want to use other artwork or photos in your logo is because of copyright concerns. Imagine the problems you would have if someone later sued you because you used their picture or art as a part of your logo!

4. After creating your logo, resize it and download it to your computer (you will submit in Blackboard when finished). It should be resized to be 400x400 pixels (Use File>Page Setup to change the size) and then download your graphic in JPEG format (to download the in Google Drawings, from the File menu, choose Download as, and select JPEG image). Name the file **yourname-Logo(400x400)**.
5. In Blackboard, submit the following for **Creating a Business Logo - Business Graphics Assignment**:
 1. **The clickable link to yourname-My Business folder.** Use **My Business folder** for the link text. Because your BCIS 1305-yourname folder has been shared with me previously, and your yourname-My Business folder is in that folder, I should be able to access it.
 2. **yourname-Logo(400x400).jpg**