

Logo and Branding Elements

Logo or Wordmark- Create a logo or wordmark, sometimes referred to as logotype, which is the name of your company or product name set in a specific, fixed way.

Logo in Black/White/Transparent- Create a version of your logo on a white, black and transparent background

Key Colors + Color Palette – Choose key colors for the logo and complementary colors. Name the colors with a HEX, RGB or CMYK value

Typefaces- Choose consistent typefaces for the copy throughout the campaign. Name the typefaces you will use for HEADLINES, BODY COPY, etc

Standard typographic treatments – Create a consistent way to use your typefaces. Decide how your Headlines, Paragraphs will look. For example- will your text be highlighted? Underlined?

Consistent style for images- Include at least 2 images that you will use in your branding campaign. Images should have the same look and feel or a cohesive relationship.

Graphic elements : Choose any other textures, treatments, etc you will use throughout the campaign.

Tag Line: Create a 3-5 word tagline for your company

Creative Brief Questions: Answer all the questions from the Creative Brief Handout for your Brand. Make sure to write complete sentences and have at least 3 sentences for each question.

Project should be at least 2 pages.

1 page for Logo/Branding Elements AND 1 page for Creative Brief Questions.

Letter (8.5x11) at 300dpi.

Final version must be in PDF format.

Save the project as Lastname_Logo_Branding_Elements.pdf and share with class.



JUST DO IT.



**SURFRIDER
FOUNDATION**

