



Art & Design / Graphic Design

Figma / Illustrator / App Design



Keywords

Logo	Symbol representing a company/ organisation
Branding	Use of a logo to create an identity
Symbol	A logo made from an image
Logogram	A logo made from initials
Logotype	A logo made from a word
Typography	Art of arranging, designing type
Colour Association	Theory of how specific colours can provoke a response
Colour Combinations	Use of colours to inspire a theme or reaction - cool, calm, energetic, conflicting, contrasting...
Unique Selling Point	What makes your product/ service/ stand out against others
Augmented Target Market	Enhanced/ added to digitally
UI/ User Interface	Design of a users experience navigating with and engaging with digital design (app/ web)

Logo Design Process



Case	Upper case, lower case
Amend	What can be modified?
Remove	What can be simplified?

Brief

Research

Concepts

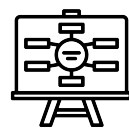
Refinement

Outcome

Key Questions

What is my company or product **name** and is it easy to understand?
 Who are my **competitors**, and what makes them stand out / be popular?
 What are the **trends** in the market area?
 What representative **symbols** come to mind and how could they be more unique?
Who am I aiming my product at and what appeals to them?
 How could my brand be more **unique**?
 What is my **Unique Selling Point**?
 What **tone** should my design express? (Premium / Budget / Informal etc.)
 Which colours or colour combinations would **attract** my market?
 How could I use **typography** to be more unique?

SWOT



Strengths
Weaknesses
Opportunities
Threats

Illustrator Tools

