

LOGO DESIGN CHALLENGE



Hi I'm Neil and I am an illustrator and graphic designer, based in Salisbury.

I am super-excited to be asked to come up with an art challenge for you. Logo design is one of the most interesting and fun elements of my work. I love it. Most of my work is digital but logo design gives me a great excuse to draw with a pencil and paper.

So my challenge for you, is to read the below and come up with a new logo design for my client who is in urgent need of your art skills.

ABOUT LOGO DESIGN

Logos are everywhere. By the time you have got up and had your breakfast you might have seen 25 logos, whether you know it or not.

Logo design is important for organisations of all kinds (from the NHS to Apple) to communicate a message to the public to say what they are all about.

Symbols are a universal visual language that transcend cultural barriers. And they are great fun to make.

LOGO DESIGN TECHNIQUE

Nearly all the pro logo designers agree, that drawing is the best way to come up with an idea for a great logo design. Some logo designers spend days drawing before moving to their computer to create the final digital rendering of their pencil design.

Drawing is quick and easy and an ideal way to spark your imagination. It is also a really great way to fail quickly! Very rarely will you get a logo design right first time. You are going to make mistakes. So accept it and make sure you make your mistakes quickly on a piece of paper and move on. The next sketch you do could be The One.

SOME GOOD RULES

- Keep it simple, less is more. Think about the simplicity of the Nike swoosh.
- If your logo can be clever and imaginative, so much the better.
- Focus on ONE thing for the logo design. Imagine the message you are communicating is a ball you are throwing at a person on the street. If you throw three balls at someone, they will most likely drop them all. They will have a much better chance with just one.

THE CHALLENGE

I have received the message on the right from a new client. Your challenge is to read the brief and create a new logo for the client. Good luck!

THE BRIEF

My name is Pete and I have a pizza business in Ringwood: **PETE'S PERFECT PIZZAS**

I have recently come into some money and have a huge budget to spend on a new logo.

Below is my current logo, which I actually really like, but my sales have been down since I started using it. My new business partner says we need a rebrand.



I would like my new logo to look:

- Professional
- Playful (to match my personality)
- Fun, as my pizzas are targeting the student market, not more sophisticated people.
- Ready to challenge Dominos and Papa Johns Pizzas. You know what their logos look like right? My logo needs to be similar but different. More fun.

Could you give me some ideas in the next few days?

Many thanks, Pete.

LOGO GAME

How well do you know the famous brands? Click on this link to play:
brandseenapp.com

INTERESTED IN LOGO DESIGN?

Check out the work of superstars like Paul Rand and Aaron Draplin