A Brief History of Logos
Their Evolution & Technical Function in the Contemporary Graphics Environment

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What is a logo?

- A **logo** is a graphic mark or emblem. It has been used by commercial enterprises, organizations, and even individuals, to aid and promote instant public recognition.

- Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).
Logos have existed throughout history...
Some complex logos endure...

...while others don’t....
... but simple logos are the current trend.
Why do logos change?

- Sometimes a logo needs to reflect a new product, service, or direction entity is taking
A logo’s look can become “dated”, sometimes as a result of technological evolution or improvement—like improvements in reproduction of detail or color.
A Century of Pepsi Logos

1898 - 1905 - 1906 - 1940
1998 - 2003 - 2008 - TODAY

www.boredpanda.com
Sometimes logos need to adapt to fit contemporary communication technology.
Design reminder: “Form Follows Function”

- This famous quote from renowned architect Louis Sullivan was to guide designers, to make sure that a design can do the task it was designed to do (function)—and functionality should take priority over how it looks (form).

- In logo design, that means the designer should be sure that the logo can be reproduced (function) in all media intended to be used before the visual elements are assembled into the final “look” of the logo (form)—or in other words, “design for the output device(s)”.

What technical functionality should a logo have?

- Logos are images that need to be clearly reproduced or displayed in a variety of forms:
  - Print: Vector
    Process Color (CMYK)
    Spot Color (PMS)
    Single Color/Grayscale
    Black and White
  - Screen: Raster & SVG (Scalable Vector Graphic)
    Web and Mobile Devices (RGB)
    Video (RGB)

- So, what software is used to create the logo file(s)?
Logos should start as a vector image

- A logo should be drawn in a vector drawing program like Adobe Illustrator.

- This allows for the logo to be scaled to any size without having to worry about “jaggy” edges from insufficient resolution.

(graphic from smashingmagazine.com)
Beware of hidden problems with fonts

- If your logo design has any text in it that was created with fonts, that text should be converted to an outline, so the text will appear as designed, even if future users do not have the same font(s) on their computer.
Use Workable Design Elements

- Use line weights that will not become too thin when the file is reduced to its smallest size.

- Don’t let color be the defining element of the design—the grayscale or B&W versions of the logo may not maintain design integrity.

(graphic from smashingmagazine.com)
More Design Element Considerations—1

- Consider how the logo will look if reversed—especially if shadows define the shape.
More Design Element Considerations—2

- Keep font usage to a minimum—generally no more than two. (graphic from smashingmagazine.com)
How do you use that vector logo on a screen as a raster RGB?

- Vector files can be opened in a raster program like Photoshop. It will allow you to choose whatever mode (usually RGB) and resolution you need for your web or video applications. Later, it can be saved in whatever file format you need.
Do you need to make multiple files?

- When a designer makes a logo design, the design elements should look good at a complete range of sizes, and in every mode where the logo will appear.

- When the designer delivers the final logo, the final product should include versions of the logo in every mode in which the logo will appear—in print or on a screen.

- For example...
What else does a designer supply?

- Generally, a logo is designed as one component of a branding strategy. Components of a branding strategy would include things like:
  - The Logo, and specifications for its use
  - A Color Scheme/Palette
  - Preferred Fonts
Typical Logo Design Specifications

Official Colors

Harper College’s official colors used in the great majority of internal and external communications and publications, are the “official blue,” or PMS 288 Blue, and the “official silver,” or PMS 877 Metallic Silver. Gray (PMS 421 uncoated or PMS 422 coated) may be substituted for the silver if print budgets or specifications do not permit a metallic ink.

Using the designated PMS (Pantone* Matching System) colors for our official colors provides the greatest consistency in their appearance. For this reason, please do not attempt to build these colors without working closely with our Marketing Services.

When printing four color process, please make sure to use the following CMYK builds for the College’s Official colors below.

**Official Blue**
CMYK: C:100 M:67 Y:0 K:23 coated/uncoated
PMS: 288
RGB: R:0 G:0 B:102
(HEXADECIMAL: 003366)

**Official Silver**
PMS: 877 coated/uncoated

**Official Gray**
CMYK: C:0 M:0 Y:0 K:26 uncoated
CMYK: C:0 M:0 Y:0 K:33 coated
PMS: 421 uncoated
PMS: 422 coated
RGB: R:153 G:153 B:153
(HEXADECIMAL: 999999)

Using correct color combinations in the logo

The examples to the right provide the only correct combinations of colors to be used in our logo. All other combinations of colors are unacceptable.

When printing in a color palette that does not include the official colors, use black to create a one-color version of our logo. If the official blue is a color being used, it may also be used to create an acceptable one-color version of the logo. Only black, official blue or reverses (described in the next section) are acceptable for one-color uses. Foil-stamping the logo in silver is also acceptable.

100% Black

Reversed

100% Blue (PMS 288)

Silver (PMS 877) Blue (PMS 288)

Gray (PMS 421u or 422c) Blue (PMS 288)
More Typical Logo Design Specs

**Primary:** Pantone Cool Gray 11, Cool Gray 6, & 306
This version of the logo is recommended for use whenever possible.

**Black**
For use when color printing is not an option, as in faxing or xeroxing.

**Knockout**
When the logo appears on a solid color plane, the white knockout logo may be used.
Even More Logo Design Specs

Alternates
The vertical and abbreviated versions of the logo may also be used when appropriate.

Monogram
With the exception of profile images on social media platforms, the GCE monogram should not be used alone without the name or initials of the organization.
Hands-on Activity

- Pick one of the provided Illustrator files and change its mode to Grayscale or Bitmap.

- Take one of the provided Illustrator files and convert it to RGB and save it as a 72 pixel per inch JPEG file.

- Choose one of the provided Illustrator files and rearrange the design elements to make a better functioning logo.

- Design a logo from scratch, incorporating the concepts presented.
Available Logos

MAMMOTH
Performance Wool Products

TICK
TOCK

Rise & Shine

...or design your own from scratch
Variations on a Theme
If you had a logo for yourself, what would it look like?

- Batman had
- Superman had
- John Lennon had
- You have ????????????????????
Can you be this clever?
Logo-A-Go-Go

Each letter below was taken from a famous logo.
Try to identify the logo from which it came.

It’s as easy as A, B, C... er, make that A, E, D, C, B.
Hint: It’s nice hand if you can get it!

A  E  D  C  B

Each image below was cut from a famous logo.
Try to identify the logo from which it came.

Hint: You are in for a tasty ride!

___  ___  ___  ___  ___  ___
It’s as easy as A, B, C... er, make that A, E, D, C, B.  
Hint: It’s nice hand if you can get it!

Each image below was cut from a famous logo.  
Try to identify the logo from which it came.  
Hint: You are in for a tasty ride!
What are some activities you use to teach designing a logo?