



Course **Arts & Communication**
Section: **Graphic Design**



James Rumsey
Technical Institute

Design a Logo

What You Will Do

Create a modern-looking logo for a sports team with an animal mascot.

Materials You Will Need

- Pencil
- Eraser
- Paper (3 sheets recommended)
- Colored pencils or markers
- Ruler (optional)

Important Terms

Abstraction – The process of simplifying ideas or characteristics, removing details to focus on the general concept. For example, a stick figure is recognizable as a person but doesn't look realistic at all. It just has a circle for a head but you know it's a head. An abstract representation is more like the idea of something rather than a realistic portrayal of it. Logos usually use abstract representations. Think of Apple's logo.

Color Palette – A specific, limited selection of colors used in a design.

Critique – The process of evaluating a design to make sure that it is effective.

Step 1: Realistic Sketch

Draw the animal as realistically as you can.

Focus on details like:

- Eyes
- Fur/feathers
- Teeth/beak
- Legs/wings
- Tail

Spend 5–10 minutes on this drawing.

Step 2: Abstraction

On a new sheet of paper:

Look at your realistic drawing.

Simplify your animal drawing using only:

- Basic shapes
- Lines
- Curves
- Triangles
- Circles

Remove small details.

Example:

- Feather details become one curved wing shape
- Fur becomes a smooth outline
- Teeth become one triangle shape

Step 3: Choose a Color Palette

Select a color palette that is limited to two or three colors. The colors are an important part of the branding. Every sports team is identified by their colors as much as the image in the logo.

Will your colors be related to the animal depicted? Arizona Cardinals use red and black because those are the colors of the real animal.

The same is true of the Cincinnati Bengals (orange and black). However, the Detroit Lions use blue and white. Will you choose a color palette based on what you think is attractive or to support the recognition of the animal?

Step 4: Turn It Into a Logo

On a third sheet:

- Make the image bold and clean.
- Use thick lines or fill shapes with solid colors.
- Make sure it is recognizable from far away.
- Add optional:
 - Circle badge
 - Shield
 - Initial letter
 - Team name

Erase any sketch lines. Make the image as clean and polished as possible.

Step 5: Critique the Logo

Show your logo to a friend and ask them:

- Can you easily tell what the animal is?
- What adjectives come to mind when you see it (strong, modern, fast, scary)?
- Would you wear it on a shirt?
- Is it simple enough to remember?