

Logos, Marks & Branding

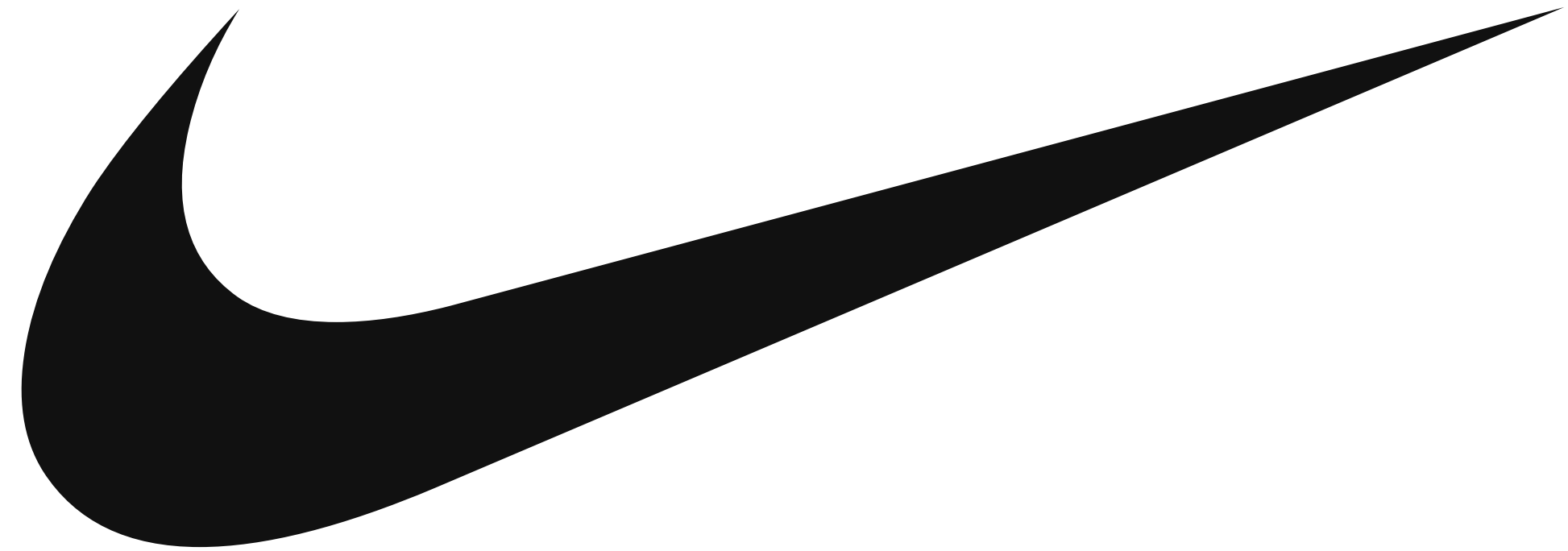
CAREER SNAPSHOTS

VC111

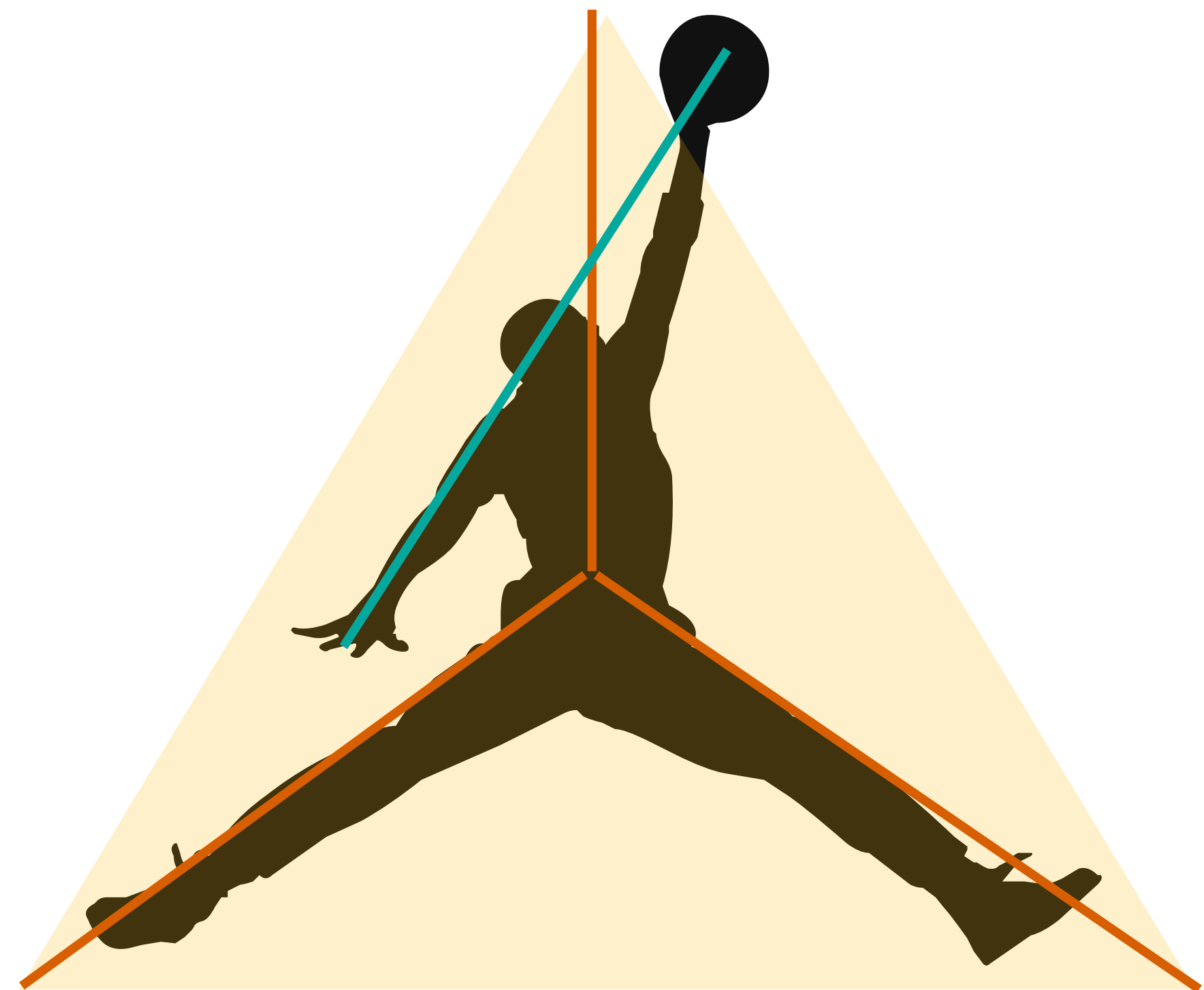
Logos & Marks

**“The logo is the mark that reduces all
business attributes into a recognizable sign”**

— *Steven Heller*





















apple computer







Apple WATCH

Apple News

Apple One

Apple tv+

Apple Music

Apple News

COCA-COLA LOGO EVOLUTION



1886



1890



1893



1905S



1940



1950



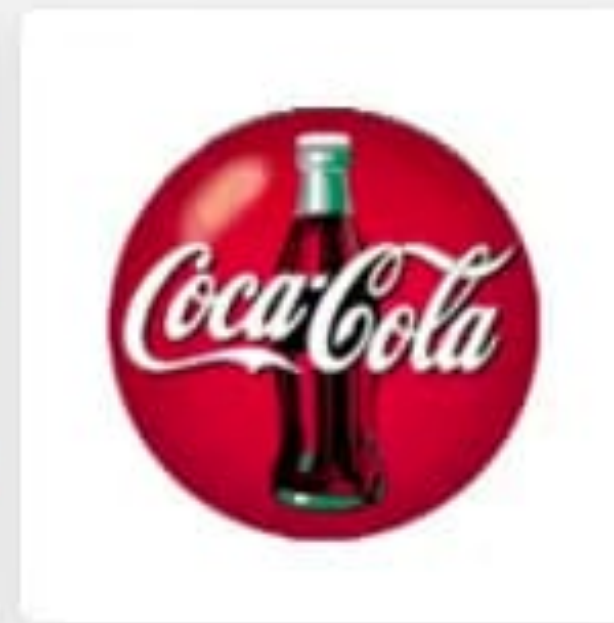
1969



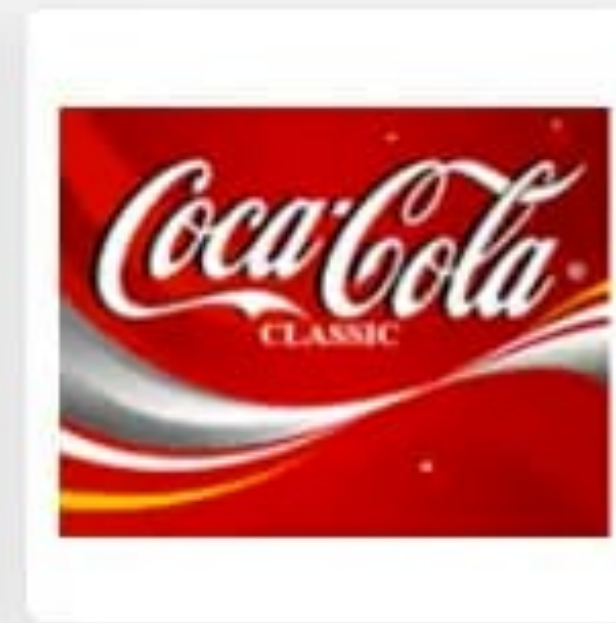
1985



1987



1993



2003

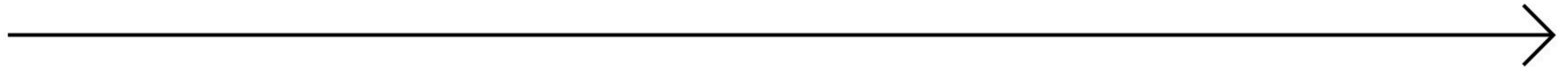


2007

turbologo.com

<https://turbologo.com/articles/coca-cola-logo/>





1990

Oct 6, 2010

Oct 12, 2010

“...it is not simply a graphic device to denote one business from another, but, like a national flag, a charged symbol of corporate philosophy.”

— *Steven Heller*



Our Family



FIREFLY PRIMARY SIGNATURE



Service mark



Logotype

F i r e F l y

Cool Stuff

Tag line / Descriptor



CLIENT FireFly | JOB / JOB# FireFly corporate identity / Pd.0000 | DATE 01.03.11 | CLIENT PO# N/A | ROUND 1 | OPTION 1

POLLARDdesign | 8841 SW 52 Ave | Portland, OR 97219 | Vm 503+246+7251 | Jeff@POLLARDdesign.com | POLLARDdesign.com | ©2009 POLLARDdesign. All Rights Reserved

Service mark



Logotype

F **i** **r** **e** **F** **I** **y**

Cool Stuff

Tag line / Descriptor

Discover

Chemeketa

Community College





Discover

Chemeketa

Community College



Discover

Chemeketa

Community

over

meketa

Community College





visual
communications



BUG / MARK / SERVICE MARK

visual
communications

LOGOTYPE



LOGO



Logobug

mcdc

marion cultural development corp.



mcdc

marion cultural development corp.

Logotype

Full title is less prominent



BOLD GUYS

FRAMES

Bold Guys, Bold Frames

Brand Identity & Style Guidelines

NOV. 7TH, 2017

COLORS & APPLICATION

PRIMARY COLOR-CYAN



C	100%	R	0
M	0%	G	174
Y	0%	B	239
K	0%	#	00aeef

SECONDARY COLOR-BLACK



C	0%	R	0
M	0%	G	0
Y	0%	B	0
K	100%	#	000000

ACCENT COLOR-50% BLACK



C	0%	R	147
M	0%	G	149
Y	0%	B	152
K	50%	#	939598

2 COLOR



**BOLD GUYS
FRAMES**

Bold Guys, Bold Frames

GRAYSCALE



**BOLD GUYS
FRAMES**

Bold Guys, Bold Frames

REVERSED (WHITE)



**BOLD GUYS
FRAMES**

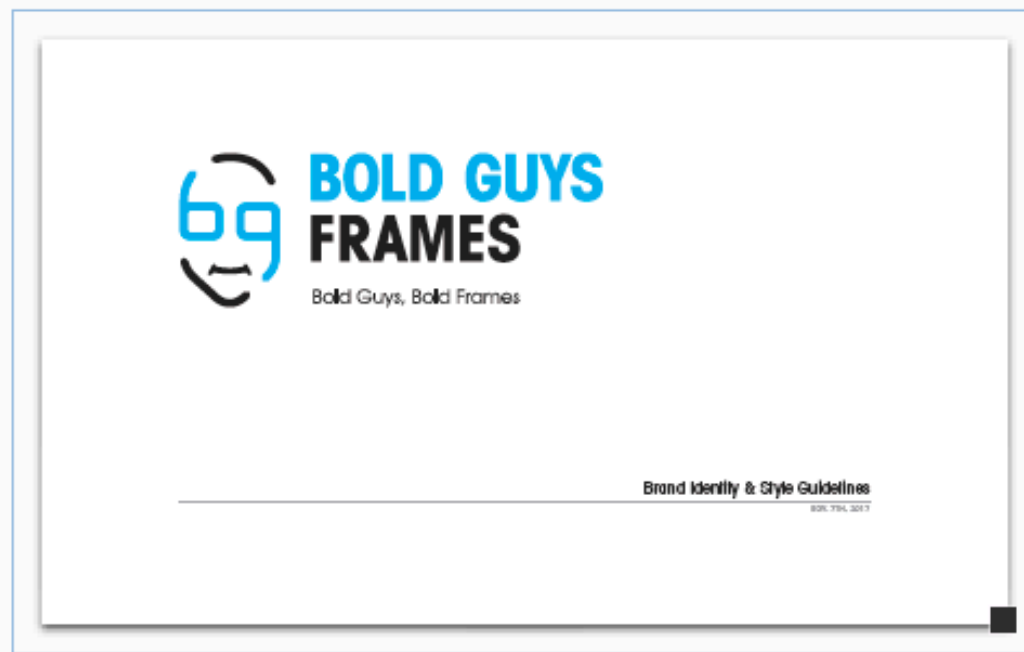
Bold Guys, Bold Frames

BLACK



**BOLD GUYS
FRAMES**

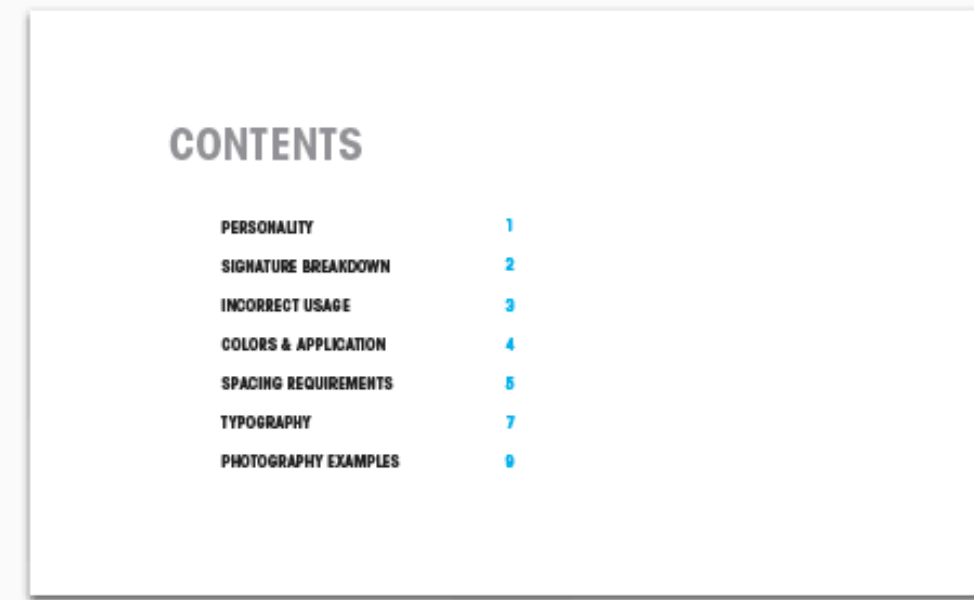
Bold Guys, Bold Frames



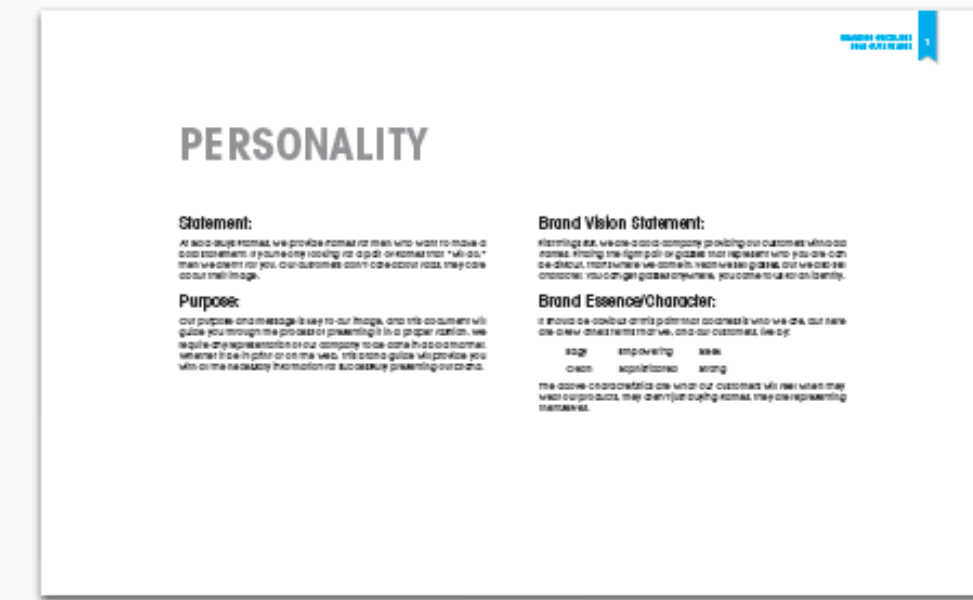
1



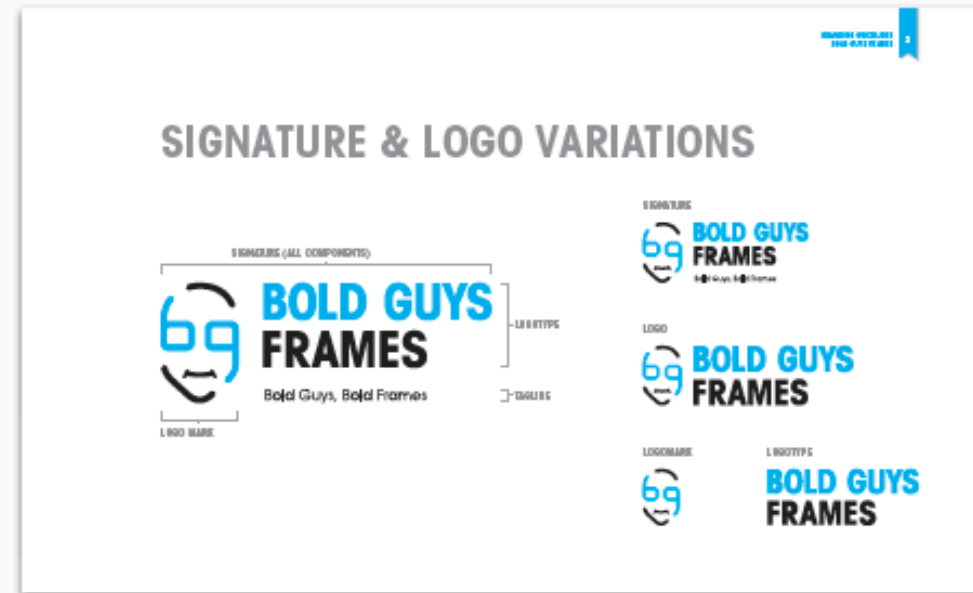
2



3



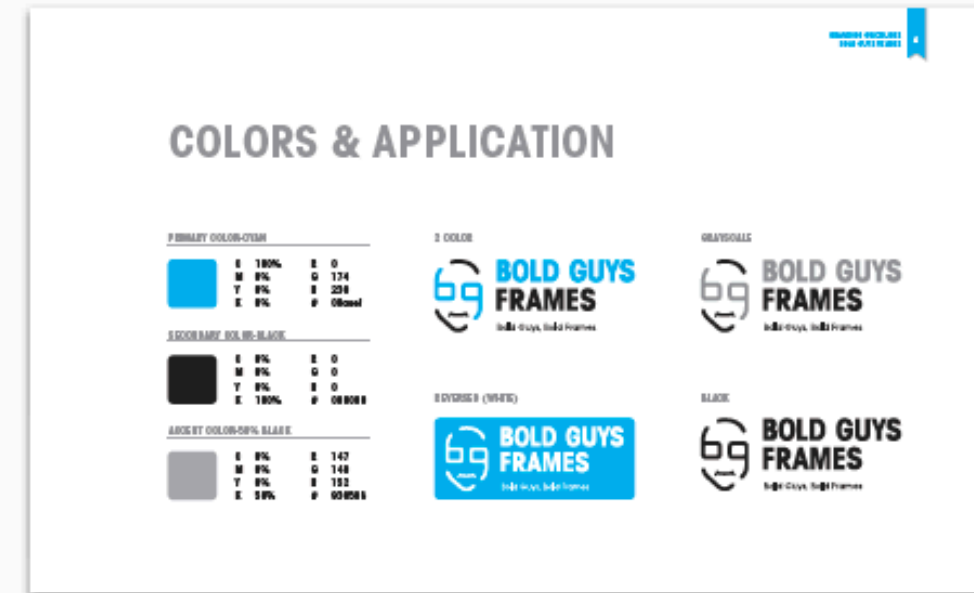
1



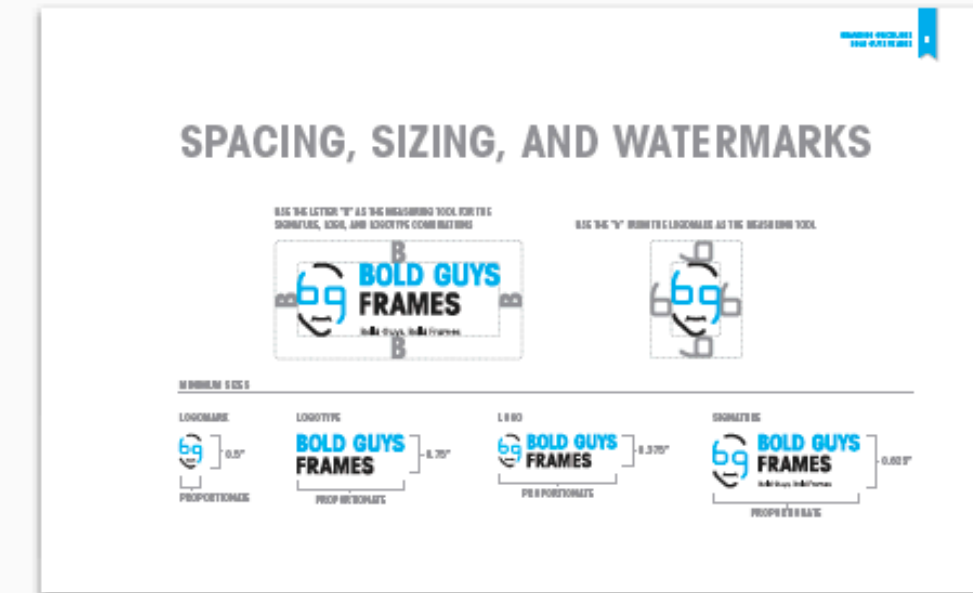
2



3



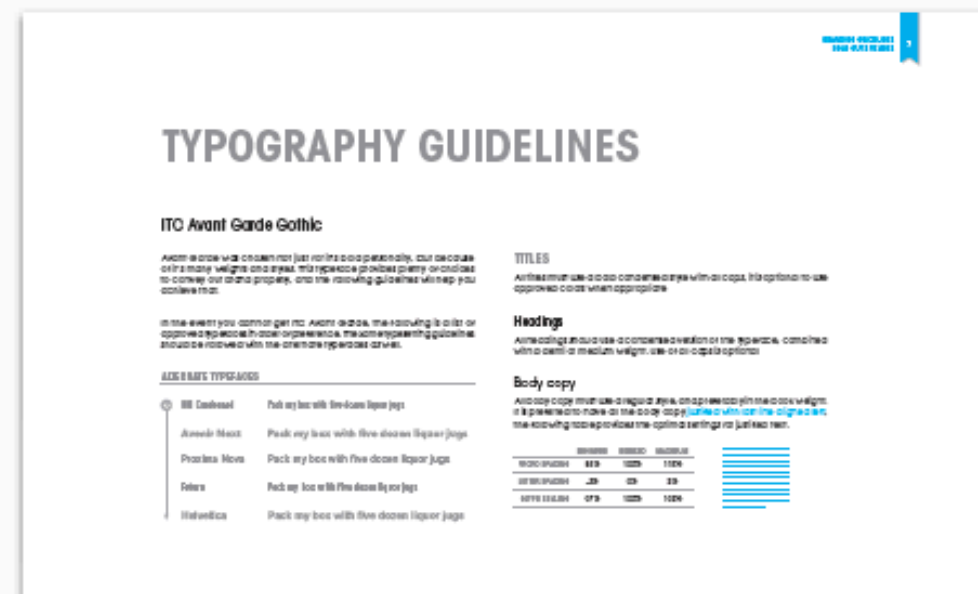
4



5



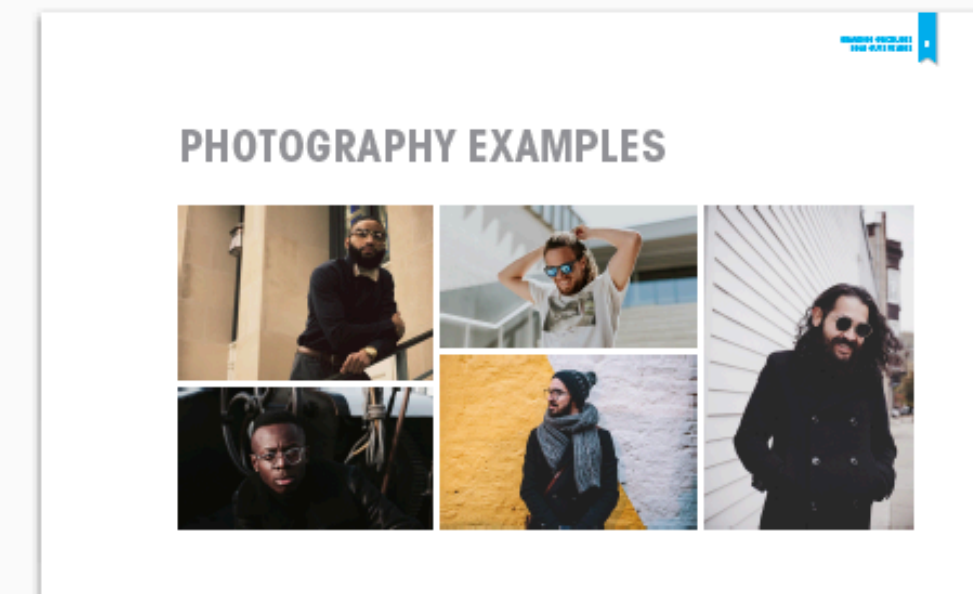
6



7

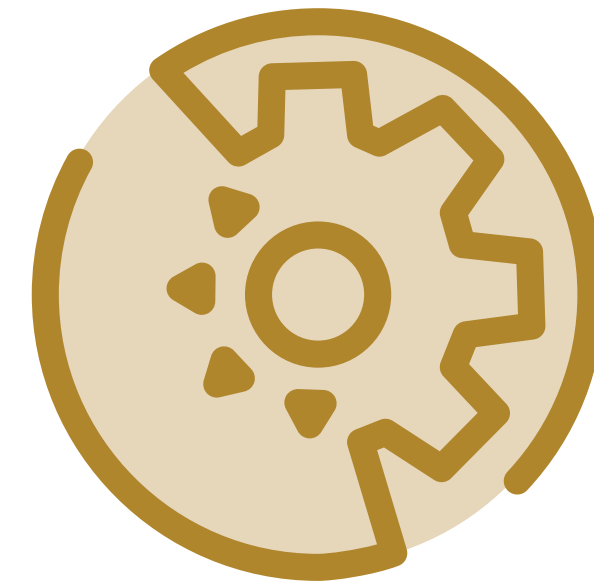
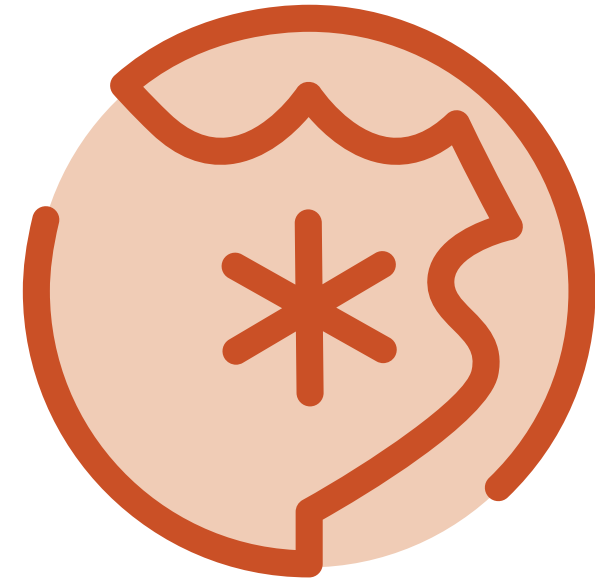


8



9

Icons Only



Icons and Pathway Names Horizontal



**Health Professions
& Wellness**



**Arts, Humanities
& Communication**



**Education &
Social Sciences**



**Agriculture, Industrial
Technology & Skilled Trades**



**Emergency Services
& Public Safety**



**Business &
Hospitality**



**Science, Technology,
Engineering & Math**

Icons and Pathway Names Vertical



**Health Professions
& Wellness**



**Science, Technology,
Engineering & Math**



**Arts, Humanities &
Communication**



**Business &
Hospitality**



**Emergency Services
& Public Safety**



**Education &
Social Sciences**



**Agriculture, Industrial
Technology & Skilled Trades**

Full Color



**Health Professions
& Wellness**



**Health Professions
& Wellness**

Grayscale



**Health Professions
& Wellness**



**Health Professions
& Wellness**

Black and White



**Health Professions
& Wellness**



**Health Professions
& Wellness**

Reversed



**Health Professions
& Wellness**



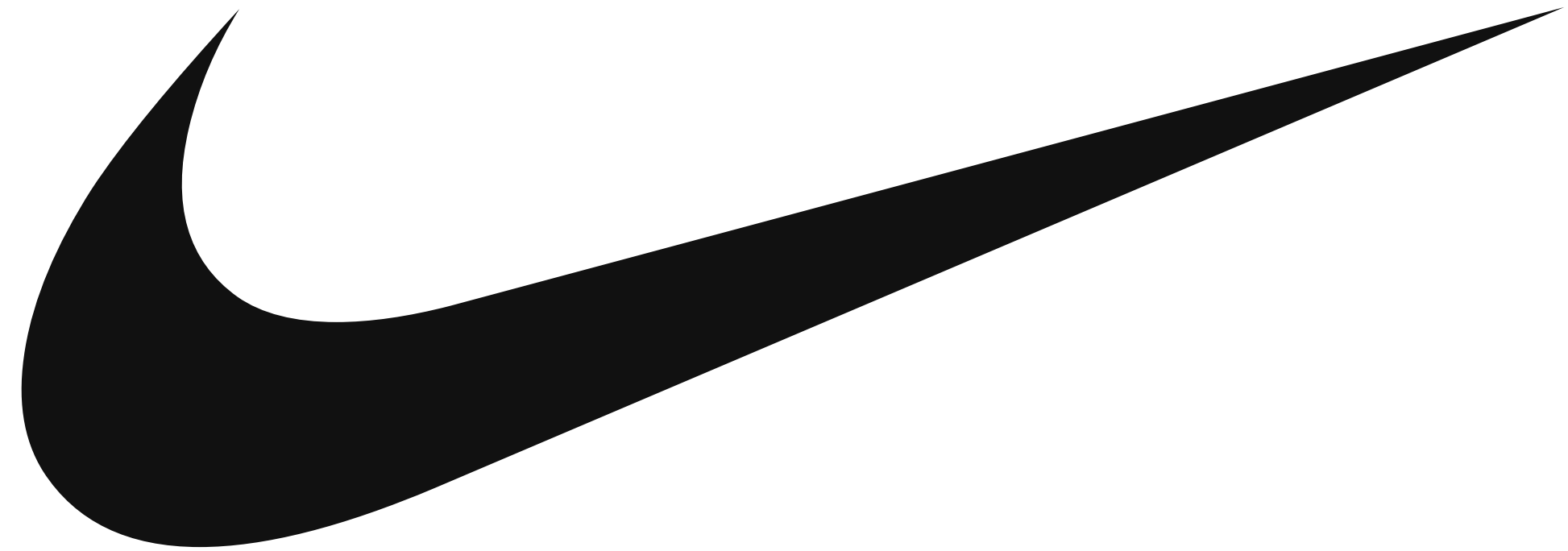
**Health Professions
& Wellness**

Branding

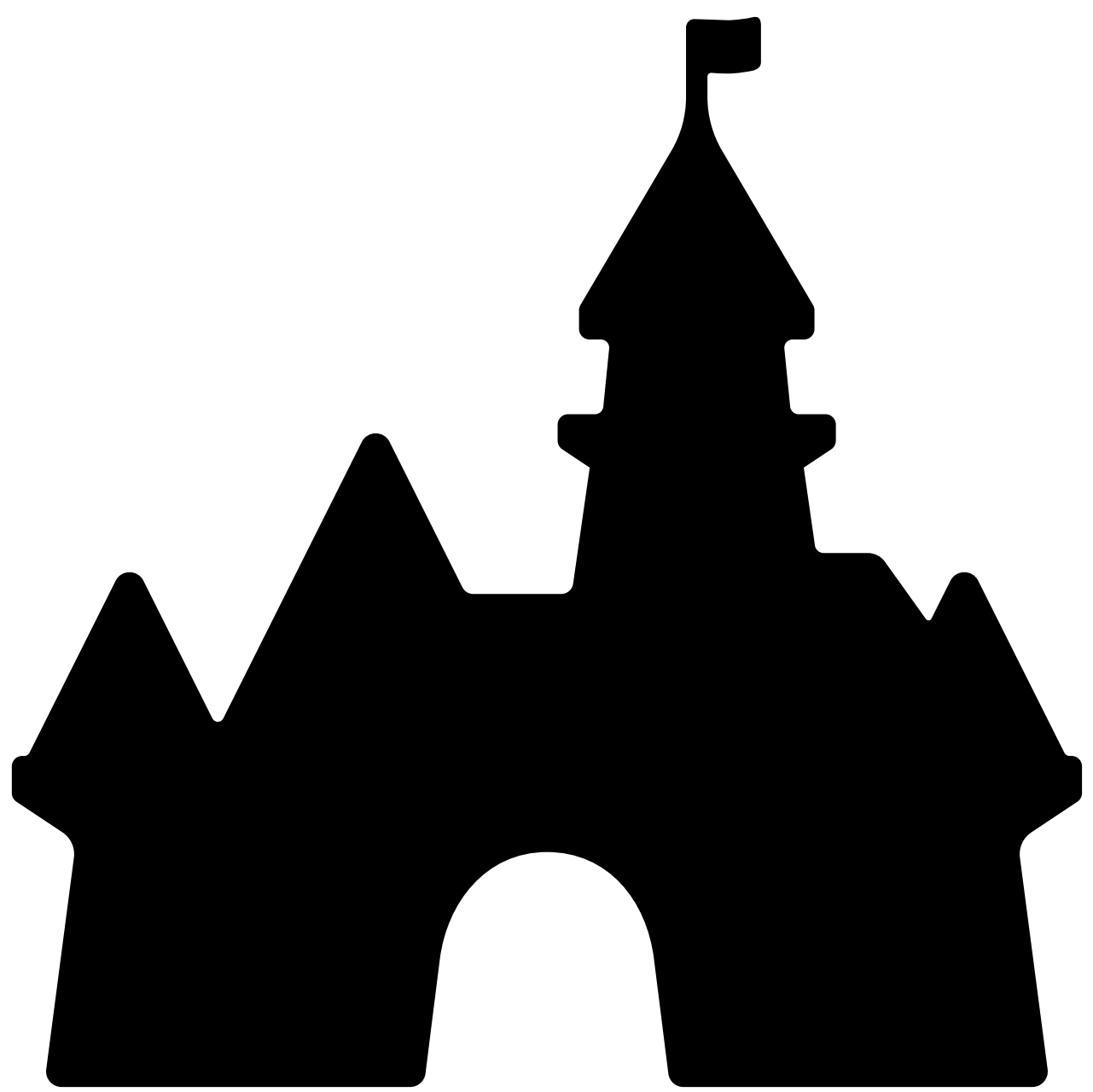
Branding is storytelling

“It’s that simple. And storytelling is always interesting because it’s driven by one question: What happens next?”

— *Brian Collins*







Disney







IDENTIFIED BY
97%
of the population



IDENTIFIED BY
94%
of the population



IDENTIFIED BY
92%
of Children



DEWALT
20V XR
BRUSHLESS
20V
XR
4 AH

Makita
BRUSHLESS
5.0Ah
18V LITHIUM-ION

RYOBI
ONE+ MP
RYOBI
18V LITHIUM
4Ah
RYOBI
ONE+ B

RIDGID
MAXIMUM
15Ah

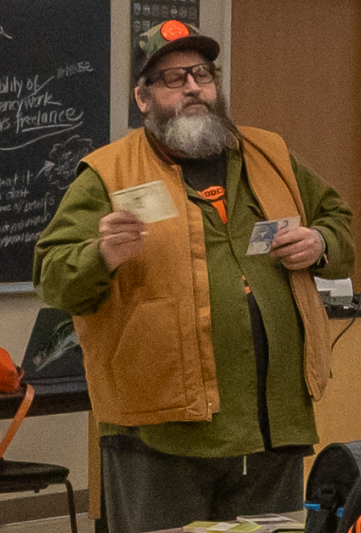
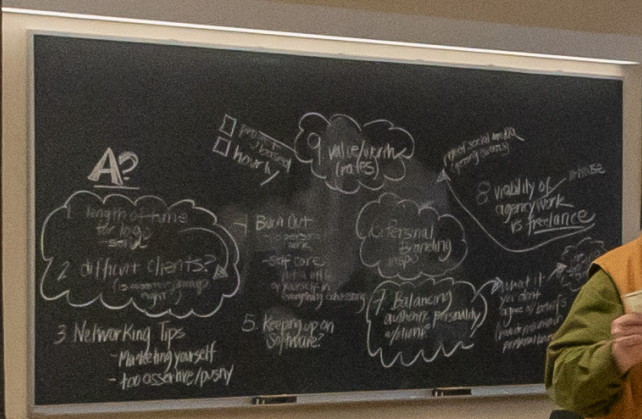
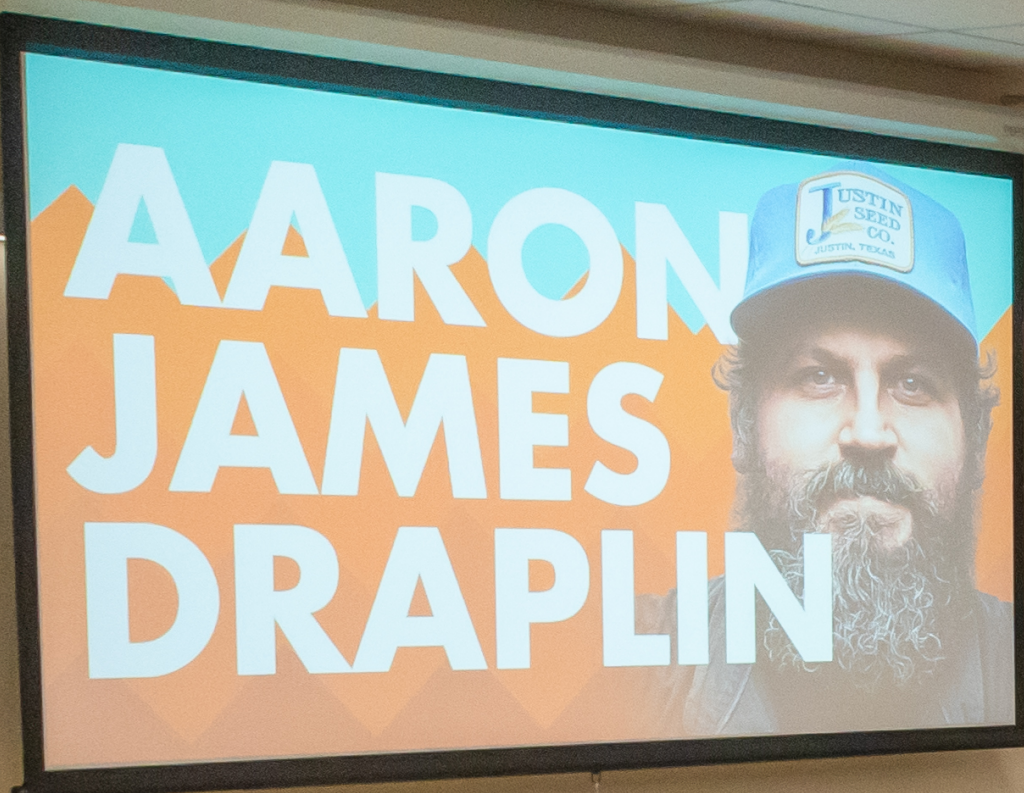
Milwaukee
FUEL
M18
RED LITHIUM
XC 6.0Ah

Where you will learn logos and marks

- ART221 Graphic Design 1: Icons & Symbols
- ART222 Graphic Design 2: Logo Design
- ART223 Graphic Design 3: Package Design
- VC284 Portfolio









AARON JAMES DRAPLIN

AP?

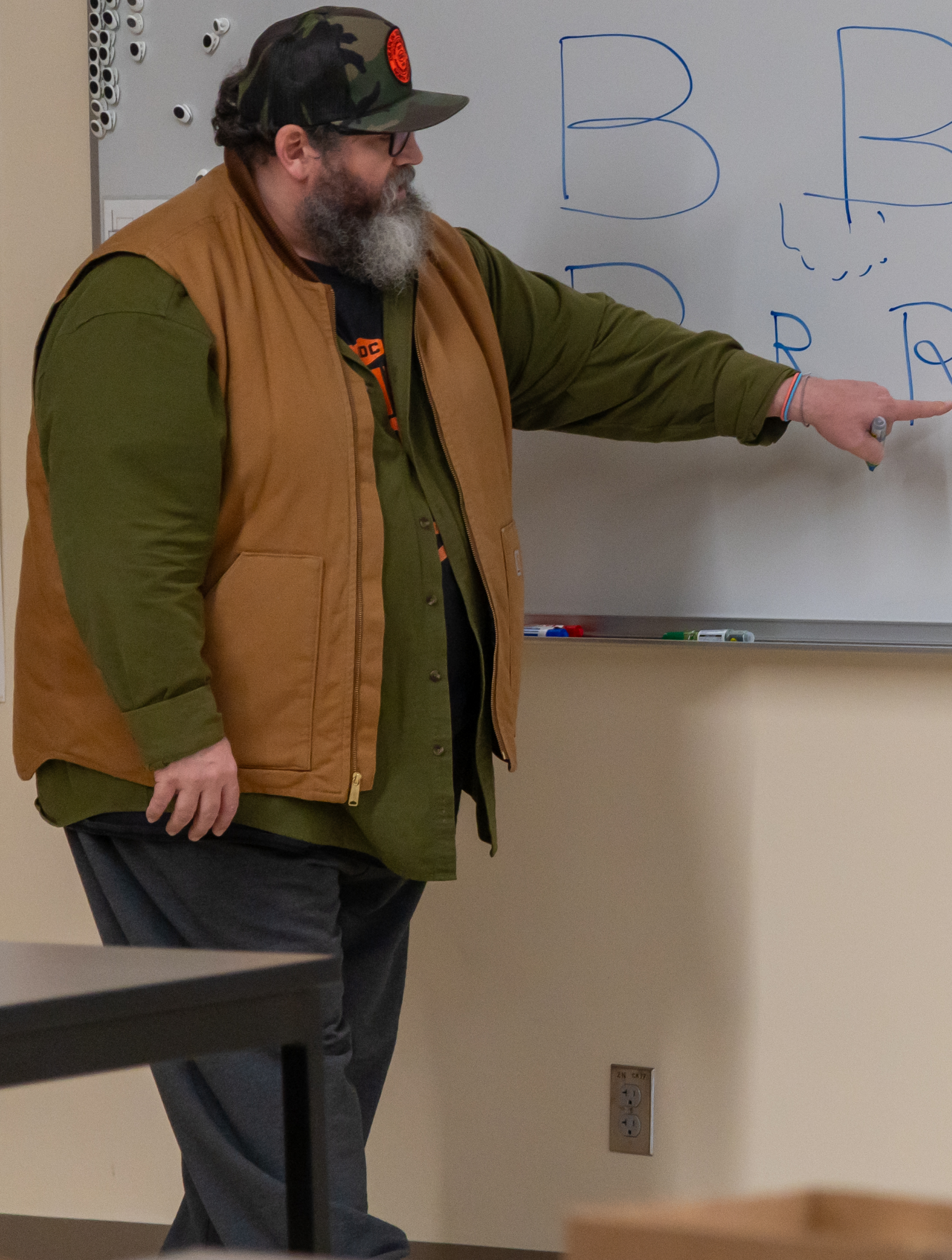
- 1. length of time to get
- 2. difficult clients? (company/group)
- 3. Networking tips: - make long yourself - too assume/proxy
- 4. Burn out: - self care - take a little of yourself to bring to work
- 5. Keeping up on software
- 6. Personal branding: - map
- 7. Balancing authentic personality
- 8. viability of agency work vs in-house
- 9. value/worth (rates)

Project based hourly

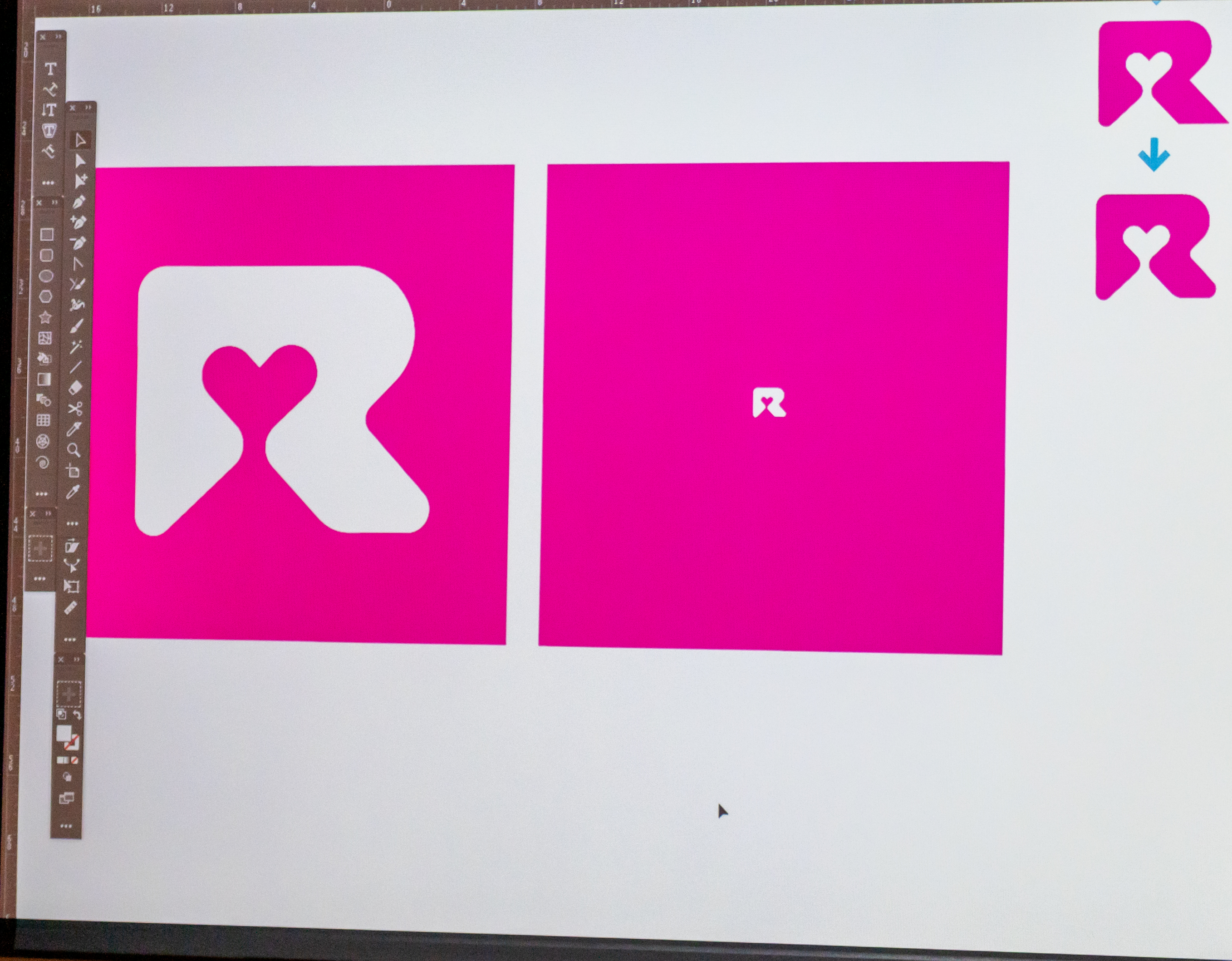
social media (posting ideas)

in-house

Qllo bbdpq
gq_g eec sa
n_nmr hux
vv_{vw} ww yy_y
f_f t_t j_i Kk_k xz



R L S O
B B B B
R R



Properties

Color Swatches

Layers Gradient

2 Layers

Stroke

Dashed Line

Pathfinder

Align

Artboards

Transform

Links

Symbols

Document Inf...

Color Guide

Transparency

Attributes

Appearance

Character

Character Sty...

Paragraph

Paragraph St...

Glyphs



7 2 difficult clients?
(is customer always right?)

Networking Tips
- Marketing yourself as assertive/pu...









DDC draplin 8h

@draplin



ORE
GON
BOYZ

Send message...



