



Digital Design Graphics Technology  
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## DDGT121 Logos

You will create several variations of one logo based on the following criteria. You will request a visual check-off before you submit your logos to the handins folder. Include the PSD file(s) and the contact sheet.

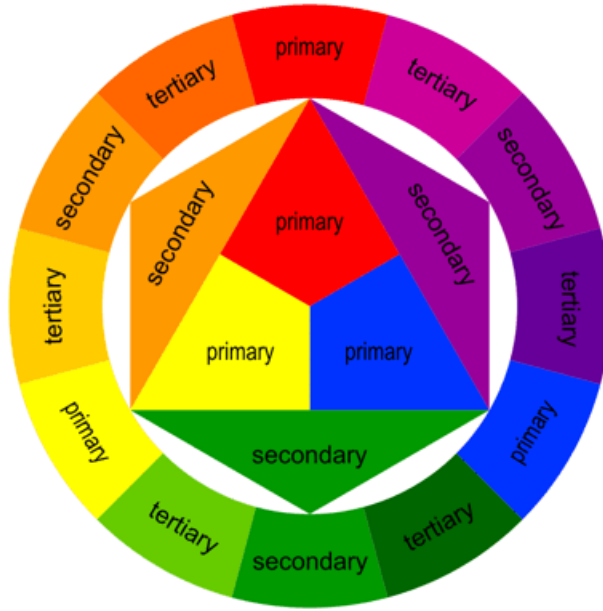
Logo Variations to include (note one version of your logo may satisfy multiple options below):

- Simple logo
- Vertical option
- Horizontal option
- Solid colors version
- Gradient version (optional)
- Against white background
- Against black background
- Logo with text
- Logo without text

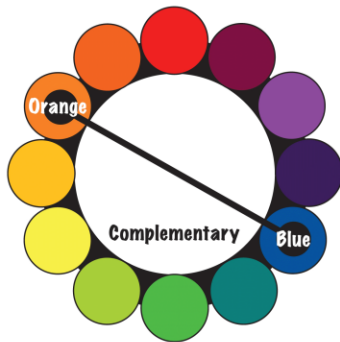
Things to consider when creating your logo:

- Size and scalability.
  - How will your logo look when it is big?
  - How will it look when it is small?
  - Will it still be readable or will it be too busy?
- Positioning.
  - Does your logo have a horizontal option?
  - Does your logo have a vertical option?
- Color Wheel.
  - Try to stick with two or three colors. It is not recommended to use more colors than this for a logo although there are always exceptions.
  - Website Resource: <https://color.adobe.com/>
  - Website Resource: <http://www.w3schools.com/colors/>



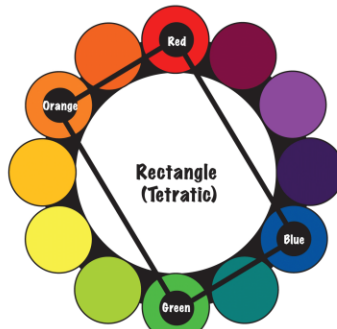


# Color Schemes



**Complementary color scheme**  
Colors that are opposite each other on the color wheel are considered to be complementary colors

(example: Orange and Blue).



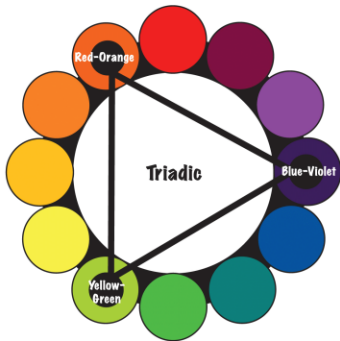
**Rectangle (tetradic) color scheme**  
The rectangle or tetradic color scheme uses four colors arranged into two complementary pairs.

(example: Orange, Red, Blue and Green)



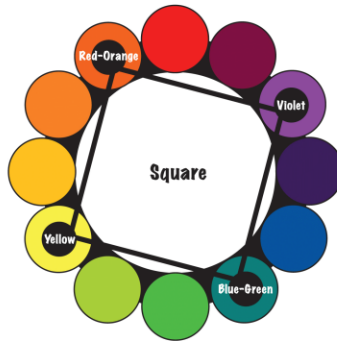
**Analogous color scheme**  
Analogous color schemes use colors that are next to each other on the color wheel.

(example: Green, Blue-Green and Blue)



**Triadic color scheme**  
A triadic color scheme uses colors that are evenly spaced around the color wheel.

(example: Yellow-Green, Red-Orange and Blue-Violet)



**Square color scheme**  
The square color scheme is similar to the rectangle, but with all four colors spaced evenly around the color circle.

(example: Yellow, Red-Orange, Violet and Blue-Green)



**Split-Complementary color scheme**  
The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.

(example: Yellow, Red-Violet and Blue-Violet)

- Gradients. You can use gradients on your logo but you should also have a version of your log with solid colors – no gradients.
- Background color.
  - Does your logo work against a white background?
  - Does your logo work against a black background?
- Color Codes.
  - What is your color in RGB?
  - What is your color equivalent in CMYK?
  - What is your color code in PMS (Pantone)?
- You should avoid blending options (such as “glows” or “drop shadows” unless you can vectorize it).
- Text. You should use one font but you can use multiple variations of that font. (Example: regular, bold, italic, etc.) If you are going to use a special font, you will be required to purchase it if necessary (fonts are upwards of \$25 each).
- Animation. Although you will not animate your logo for this assignment, it is worth noting that you will animate your logo next year and you should consider now how you plan on animating your logo in future assignments. This may change the design of your logo.