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WELCOME TO THE EPL OF RETHEL!

— CREATION OF A LOGO

WHAT IS A LOGO?

A logotype, or logo for short, is a figurative composition used to visually and immediately identify a company, a brand, an association, an institution, a product, a service, an event or any other type of organization.

What is the purpose?

To make them known and recognized by the audiences and markets to which they are addressed and to differentiate them from other entities in the same sector of activity,

Logos are registered models whose reproduction without authorization is punishable as counterfeiting

Step of a creation



In a logo, we find:

- One or more shapes
- 1 title
- 1 baseline



Step of a creation



1- Market study

- What is the purpose of your logo?
- Why do you need to create a logo?
- On which channels do you want to communicate?



Step of a creation



2- Know your target

Social approach

- > Who is this logo for?
- > What is your target? Create a Personas

Visual atmosphere

- > Clean logo? Minimalist? Colorful?

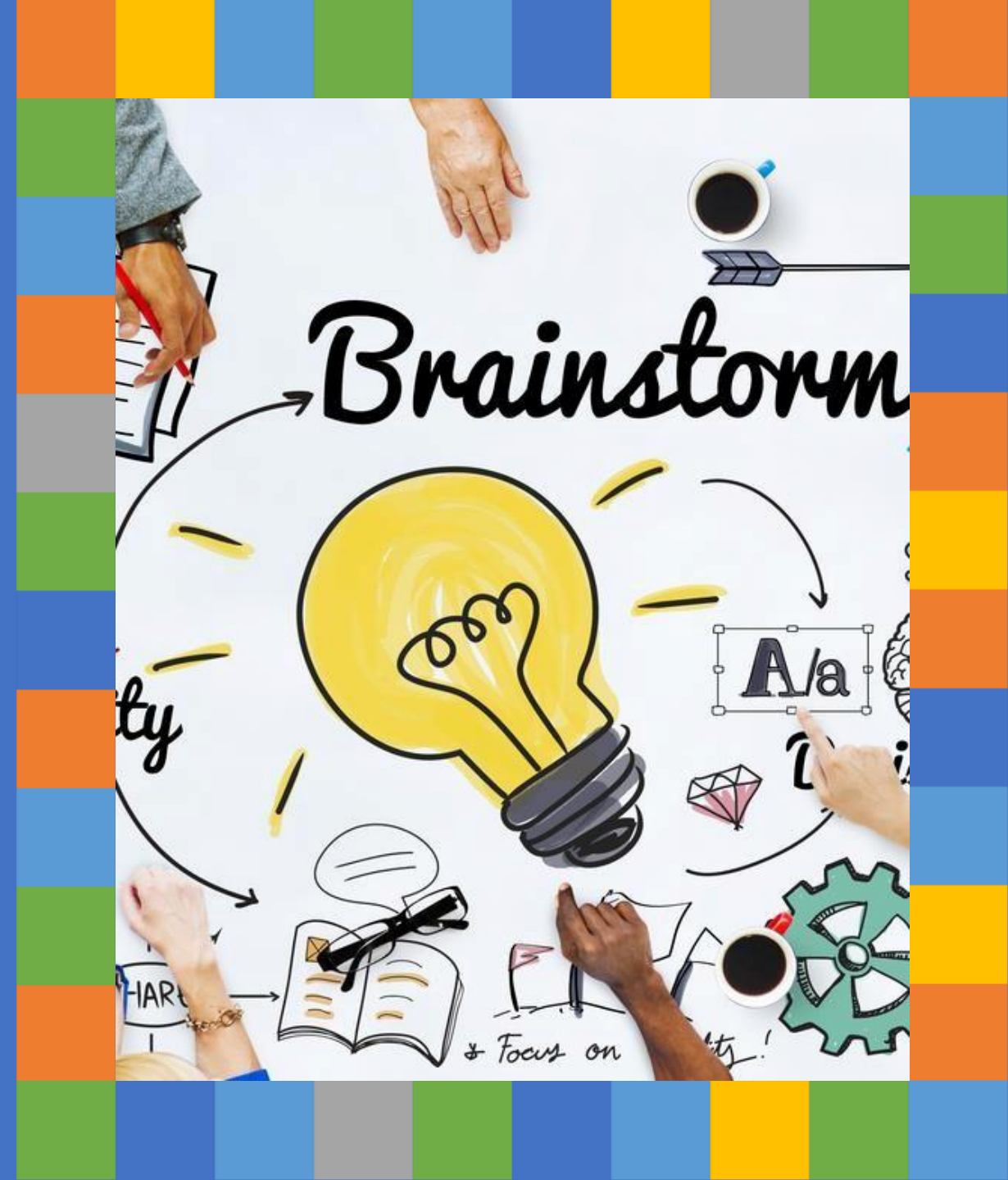


Step of a creation



3 - Brainstorming

- Will form the basis of your working document for the development of your visual identity.
- The opportunity to let yourself go to reflective but also spontaneous thinking. Let ideas flow even if they do not seem to have an immediate connection between them, focus on your project and let go of everything that comes to mind when you think about your company. This work that mixes reason and impulsiveness must follow these 4 axes: adjectives, values, expertise and differences.



Step of a creation



4 - Moodboard

- Take the time, about 1 hour, to do graphic research! This will allow you to find other logos, find inspiration, interesting typographies, shapes... Lay out this document so that it is presentable!

Ex: Pinterest, Canva, google images...



Step of a creation



5- Make way for creation!

- Look for colors, you need to know the meaning of the colors, know which colors go well with them!

Do several tests, several logos if necessary. Generally, for 1 project, we design 3 logos!

Use: Adobe Color for colors



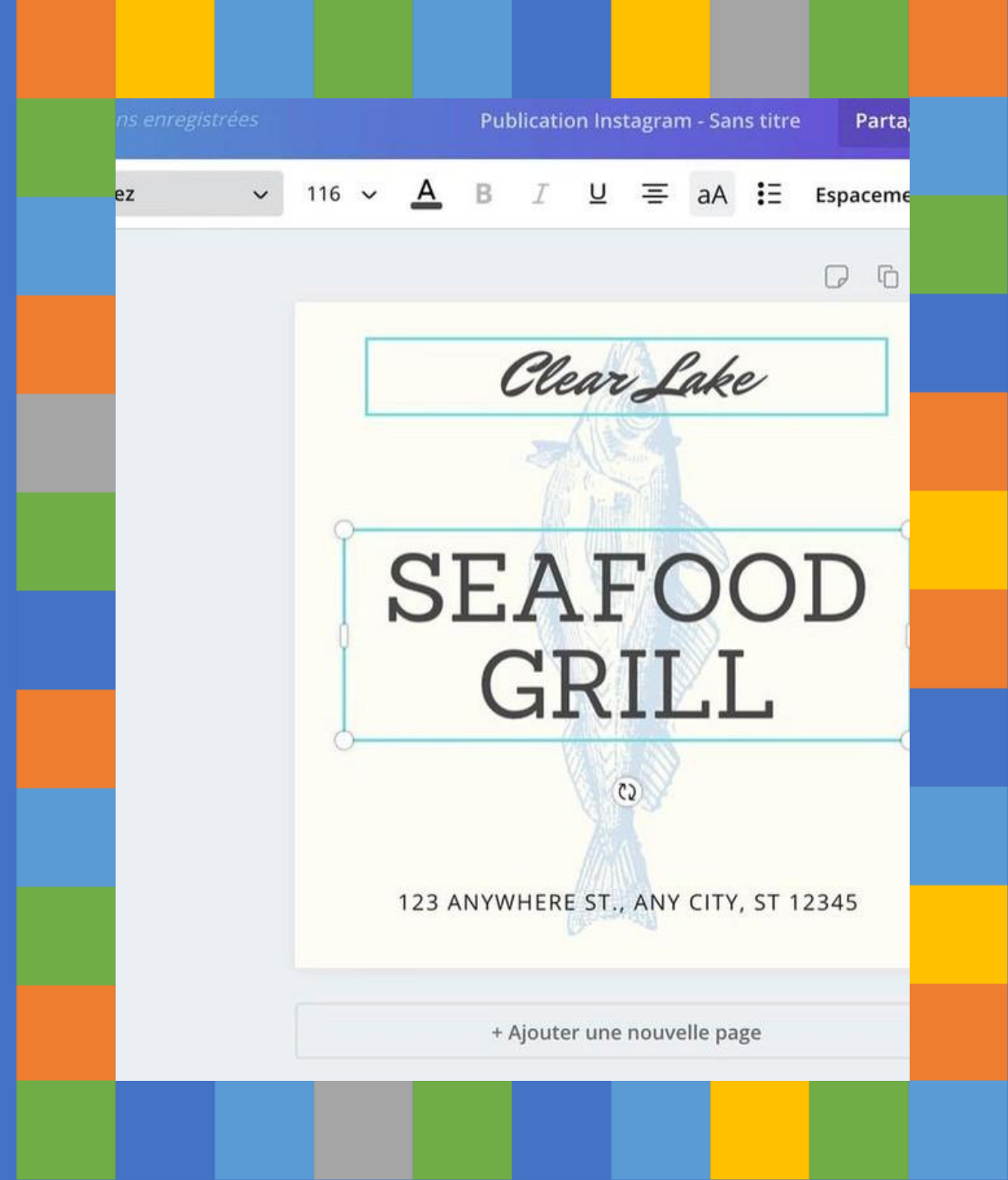
Step of a creation



5- Make way for creation!

- Look for fonts, ideally, you should use 2. A stick and 1 more sophisticated.

Use: dafont or other sites with royalty-free fonts!



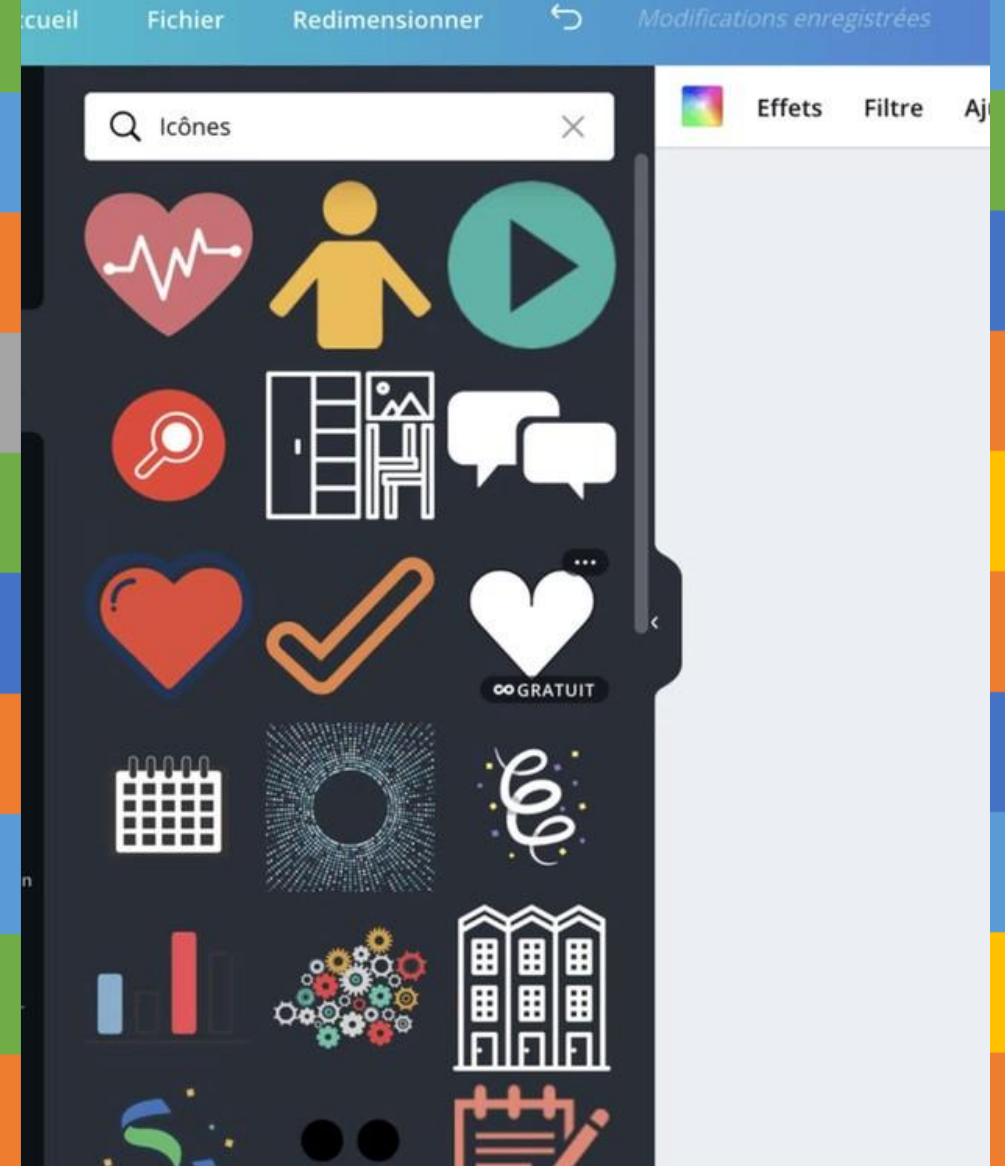
Step of a creation



5- Make way for creation!

- What shape can match your logo? Use your moodboard to either draw a shape by hand or use your computer!

Use CANVA to create your logo for free.



Step of a creation



6- Presentation

- You must then create an argument concerning your logo. You must describe to us how you imagined it, what it reflects for you, why you chose this or that color etc...



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FACEBOOK : LYCÉE, CFA DE RETHEL

INSTAGRAM : CENSE08

