

Logos and Marks

Logos are made up of letters.

Marks are shapes that represent a brand. The shapes can be recognizable icons or abstracted shapes.

Logo #1 - Your client is a home decor company called, CALM. They are competitors of IKEA and Target. The company wants a **logo** that expresses quality products for modernist style homes.

The art directors wants three possible solutions to present to the company.

Mark #1 - Your client is a dessert, chocolate and candy company called, Ginger Elizabeth's (this is a real company, do some research to see what they sell.) They are competitors of See's candy. The company wants a **Mark** that expresses the euphoria of eating good sweets.

The art directors wants three possible solutions to present to the company.

Logo and Mark combine - Your client is a music venue and restaurant called, North Coast. Their are competitors of Harlow's (this is a real company, do some research to see what they sell.) . The company wants a **Logo and Mark** integrated together. The client is OK with the use of just initials if necessary. They want the mark to show that they have music and food

The art directors wants ONE solution to present to the company.