

22:338 Design II
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Logo/Wordmark Design:

2018 National Forensic Association National Speech & Debate Tournament

Client/contact: Elliot Fischer (fischere@uwosh.edu)

For this project, you are required to come up with **two** unique logo/wordmark concepts.

Logo Uses:

SOCIAL MEDIA

Facebook page, Twitter, Instagram, Snapchat

TOURNAMENT PROGRAM

Official Schedule, Campus Information

MERCHANDISE

Stickers, T-Shirts

SIGNAGE

Directional Signs, Postings for Finalists

BALLOTS

Criteria:

Minimal amount of colors

Must have a black-and-white version

Must look good both small (less than an inch) and large

Specify CMYK/RGB/HEX values for your chosen colors

Text must include:

NFA

2018 or 18

UW Oshkosh or UWO or University of Wisconsin Oshkosh

Critiques: 3/2, 3/9

Project due: 3/14

Submission: each proposed design should be flush mounted on its own 11 x 17 board. Show your logo at various sizes, both in color and in black and white. Don't forget to specify color swatches *and* fonts used. Place logo on a blank mock-up photo (samples pictured; you can find these on sites such as graphicburger.com). Optional: use descriptive text on your boards to "sell" your concept. The examples at bottom of this page were created by UWO student Seth Pahmeier.

Please include a label on the back of each board listing your name, the name of this class, and your email address. And don't forget your process book, which *must* show research into logos/event identity as well as much ideation/trial & error.



ICON CONCEPT

Tivoli Roasters is a unique coffee brewing company that is local and loyal to Watertown, WI. Tivoli Roasters has done to the coffee market what craft beer breweries have done to the beer industry; creating a collection of quality roasts without forgetting about the quantity of options. The inspiration was gathered from the local water tower in Watertown, along with a morning sunrise, and you can't forget about the toasty coffee mug we hold in our hands to start our day.



COLOR

The Pantone 7580 was chosen as the main accent color because of its muted modern quality that compliments the simple water tower icon, but mostly because of its warm and calm character.



TYPEFACE

Avenir Black was selected as the primary or header typeface because it is a clean sans-serif font that compliments the thick shape character of the icon. Then Merriweather Regular was chosen as a secondary typeface because it correctly contrasts Avenir and fits aesthetically. This secondary font will be used for bodies of text on packaging, collateral and other information.

AVENIR (BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



The Joined Concept stresses the concept of objects that come together and all become one; reflecting FIT Oshkosh's purpose of welcoming message that we are all the same, while also celebrating each other's race.



FIT-OSHKOSH FIT-OSHKOSH FIT-OSHKOSH



because race matters because race matters because race matters

