

Logo/Wordmark + Poster Design:
Student Legal Services

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For this project, you are again required to come up with **two** unique logo/wordmark concepts **as well as** a replacement design for the poster shown.

Logo Uses:

LETTERHEAD + BUSINESS CARDS

Official Schedule, Campus Information

POSTER

Used to advertise services at student events

SIGNAGE

Directional Signs, Office Signs

Criteria:

“Legal yet welcoming to students.”

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:

Student Legal Services

Poster must include:

New logo, and all of the existing information including existing OSA logo. See below.

Size and format is variable—their current version measures 36 in. x 25 in.

Critiques: 3/30, 4/6

Project due: 4/18

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. Refer to examples on Forensics project assignment. Don't forget to specify color swatches *and* fonts used. Place logo on a blank mock-up photo(s) of your choice. Optional: use descriptive text on your boards to “sell” your concept. 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/legal identity as well as much ideation/trial & error.

