22:338 Design II
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Logo/Wordmark Design:
2019 ISSRM Conference
(International Symposium for Society & Research Management)

Client/contact: Paul Van Auken (vanaukep@uwosh.edu)
Conference Website: www4.isasnr.org/international-symposium-on-society-and-resource-management-issrm/

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

Example Logo Uses:
SOCIAL MEDIA
Facebook, Twitter, Instagram, etc.
TOURNAMENT PROGRAM
Official Schedule, Campus Information
MERCHANDISE
Water bottles, etc. (Note: “Low-swag conference.”)
SIGNAGE
Directional Signs, Postings

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

Considerations:
- About the intersection of environment and people
- Half of attendees are grad students: appeal to a younger (20s) audience.
- Environmental bent
- Wisc ties to consider: Aldo Leopold Foundation, sustainable forestry (Menominee Nation), Fox River
- Try to avoid environmental clichés

Text must include:
ISSRM
2019 (or 19 or ‘19 or...)
UW Oshkosh or UWO or University of Wisconsin Oshkosh

Critiques:
4/4, 4/9

Project due: 4/16

Submission: Digital only; each proposed design should be submitted to the GoogleDrive folder (check your email) as a PDF, tabloid size (11 x 17). Show your logo in two different sizes (your choice, but the small reproduction should not exceed 1 inch on its longest dimension), both in color and in black and white. Don’t forget to specify color swatches and fonts used. Optional: use descriptive text on your boards to “sell” your concept.

* And don’t forget to submit your physical process book, which must show research into logos/event identity as well as much ideation/trial & error.

<<< RELATED EXAMPLES, DIFFERENT CLIENT: JACOB VANG, SAM KISOW, ASHLEY STATZ