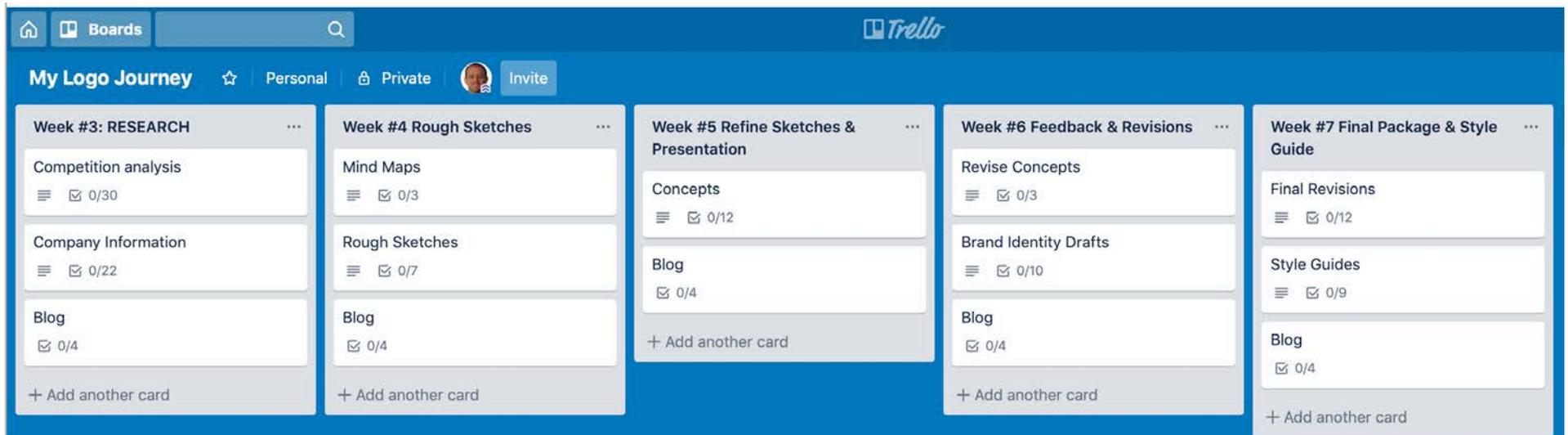# Logo Project Plan

Approach

For my brand identity project, I'm using Trello. Each of the remaining five weeks is set up as a list. The objectives for each week are cards. Most cards include multiple checklists, usually broken down by task and company. Below is a week-by-week outline with objectives and artifacts for each week.

Week #3 Research & Background

Objectives

☐ **Conduct industry research and competition analysis.** I aim to find three competitors for each of my fictious companies and analyze their branding.

☐ **Fill in company information.** I will devise the name, audience, motivation, and goals for my companies. I want to isolate the companies' niches and unique selling points.

Artifacts/Deliverables

- **Logo Journey Competition analysis.** I will combine the research and analysis for the competitors into a single project document.

- **Logo Journey Company Information.** Similar to the competition analysis, I will create a document that includes all the necessary company information to begin the design process for my three organizations.

- **Blog post.** I will write a blog post chronicling my journey, what I've learned, and (or) my musings.

Week #4 Rough Sketches & Mind Maps

Objectives

☐ **Create mind maps.** Before putting pencil to paper, I will create mind maps for each company. David Airey recommends mind maps in Logo Design Love. He says they help designers consider as many design directions as possible.

☐ **Sketch ideas.** I will sketch preliminary logo ideas for the three companies after I've finished the mind maps.

Artifacts/Deliverables

- **Mind maps.** To demonstrate my thought process, I'll share the mind maps I build for the companies.

- **Rough sketches.** I'll present my rough sketches to illustrate my logo creation process.

- **Blog post.** I will write a blog post that incorporates my rough sketches.
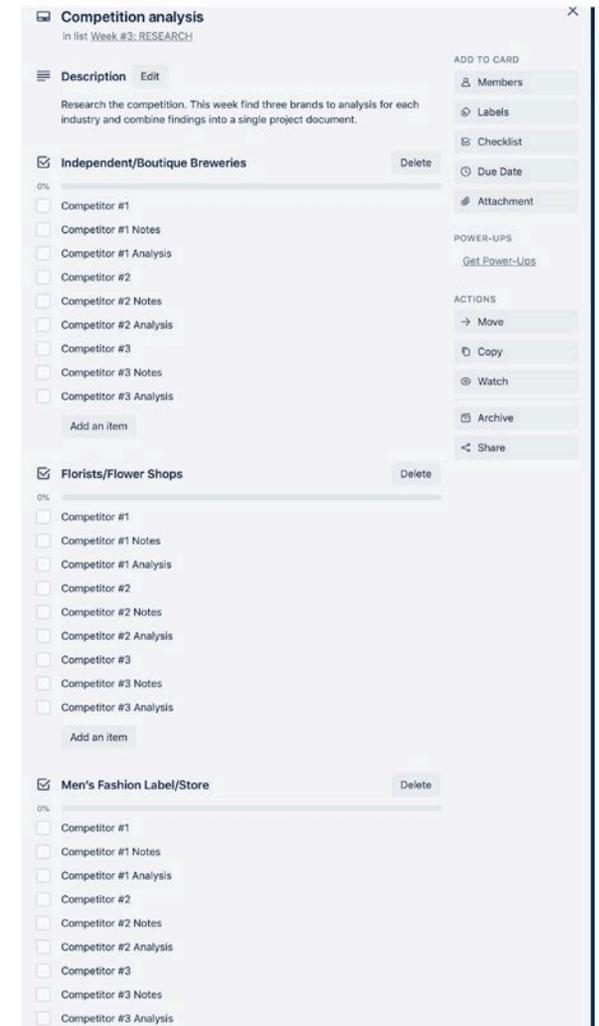
Week #5 Refine Sketches & Presentation

Objectives

☐ **Create concepts.** It's time to bring the drafts to the computer and refine them. I'll select two or three concepts per company to present. Each concept will include color and single-color versions. The idea is to showcase the concepts in context.

Artifacts/Deliverables

- **Logo concepts.** I will create a document to present two or three concepts for each company. Each concept will include a rationale explaining my thought process.

- **Blog post.**

Week #6 Feedback & Revisions

Objectives

☐ **Revise concepts.** After receiving feedback, one concept per organization will be selected for a round of revisions. The color palettes will be finalized.

☐ **Create brand identity drafts.** The revised concepts will be used to create brand identity artifact drafts (i.e., business cards, letterheads, and social media banners).

Artifacts/Deliverables

- **Revised logos.** Taking feedback into consideration, I will revise the selected concepts for the companies and present the revisions in a PDF.

- **Brand Identity drafts.** The refined logos will be presented in context. The PDF presentation will include drafts for business cards, letterheads, and social media banners.

- **Blog post.**
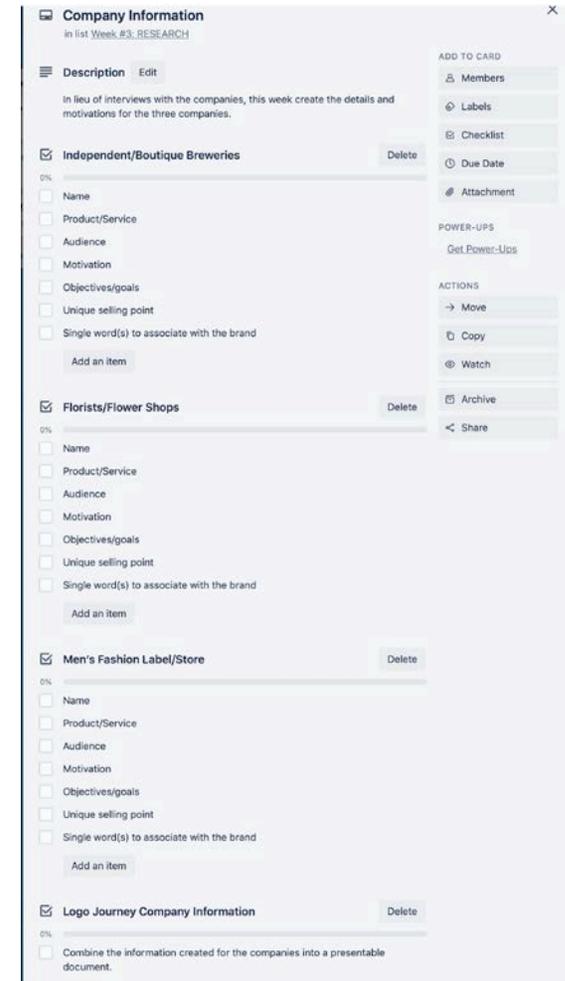
Week #7 Final Package & Style Guide

Objectives

☐ **Final revisions (if needed).** Apply the finishing touches to the logos and brand identity artifacts for the organizations.

☐ **Create style guide(s).** As a final touch for the brand identities, I will create brand style guides for the brands, including fonts and color palettes.

Artifacts/Deliverables

- **Final logos.** I will package the final logos for the companies in a standard format (e.g., ESP and PNGs)

- **Final brand artifacts.** I will deliver the final versions of the brand identity artifacts (e.g., business cards) for the three organizations.

- **Style guide(s).** I intend to create a polished style guide for at least one of the brands.

- **Blog post.** I will write a blog, including my final logos, brand artifacts, and style guides.