

GRAPHIC DESIGN

PROJECT 1

Project Title Food Truck Logo and Identity Design

PROJECT DESCRIPTION

A food truck is a large vehicle equipped to cook and sell food. Some, including ice cream trucks, sell frozen or prepackaged food; others have on-board kitchens and prepare food from scratch. Sandwiches, hamburgers, french fries, and other regional fast food fare is common. In recent years, associated with the pop-up restaurant phenomenon, food trucks offering gourmet cuisine and a variety of specialties and ethnic menus, have become particularly popular. Food trucks, along with portable food booths and food carts, are on the front line of the street food industry that serves an estimated 2.5 billion people every day.

So this project will be divided into 2 parts the first of which is the logo design for a food truck of your design. Some of the best food trucks out there cater to a particular cuisine or fushion. The second part will be the development of an identity system for your food truck.

You are free to make your food truck anything you want. You are to come up with a unique, appropriate and relevant name and create a logo for it. Think of a good theme/cuisine and it will probably be easier on you if it is something you would are interested.

BUSINESS PLAN: Before you begin working on your identity you will need to write up a business plan in the form of a the 1000 word report. Your plan must consist of information about your food truck including the type of cuisine you plan of serving, the audience demographic you wish to serve (the can include but isn't limited to gender, age range, salary range, etc), you will need to also include the geographic area you are looking to serve. I would also include a short list of competitors (actual food trucks that serve a similar cuisine).

A WORD ABOUT LOGOS

"Marks appear as pictorial or abstract symbols, name or letterform logotypes, amalgamated or connected letter monograms - on labels or mastheads, TV screens or letterheads, books or building signs. All marks must be unique, appropriate and relevant. So they have to be designed. To be anonymous in a competitive world is to be dead." (Pentgram.com).

I think the best advise about creating logos is found in the second sentence above. "All marks must be unique, appropriate and relevant." Those 3 keys are what make a logo for something perfect. A logo is a graphic representation that identifies a company, product, brand, service, iPhone app, band...you name it. But in order to be successful it has to be a perfect blend of unique while still being appropriate not only for what it is for (i.e. company, product, brand...) but also appropriate for the audience it is trying to reach and relevant to itself and it's audience.

Remember as visual communicators our goal is to be able to let people know in an instance (or maybe longer depending on what we are trying to say) not only what something is but also how they should feel about it.

A key example of being unique. Starbucks is the number one chain of coffee shops in the United States. Yet if you asked most people to design a coffee shop logo you would get something with a coffee cup or even a coffee bean. That is why Starbucks is a successful logo. It DOESN'T do that. The emblem is that of a mermaid because they are from Seattle and felt the mythical creature that was known for it's passion and beauty was something they wanted to say about their coffee. That it is a good

thing and you should just wish to see a cup of it and be passionate for it. Sounds a bit far fetched doesn't it? But um who is the number one chain of coffee shops in the US?

Logos are about being expressive. They are about communicating a visual message in terms of feeling through their choice of style, shape, color, simplicity (or complexity). It is all about what the brand wants to say it is.

There are 4 major types of logos:

WORDMARK: a logo consisting of just text/letters, also referred to as a logotype.

LETTERMARK: a symbol consisting of the initials of the name.

SYMBOL MARK: a logo that uses an image/symbol, which can be abstract or representational.

COMBINATION MARK: a logo that combines words/text and image/symbols.

You will need begin with roughs of a minimum of 5 ideas for your logo, they can be any of the 4 major types of logos (above). Working by pencil/pen on paper in black and white only.

You will select a 2 to 3 different color schemes, using a minimum of 3 Pantone spot colors each.

You will create a solidified mark from your colors and illustrated idea to use in the development of a identity design (or stationary suite); this includes a letterhead, business card, and #10 envelope.

FINAL PRESENTATIONS

Final output will be printed and mounted nicely to **TWO** 20" x 15" black presentation board, the first board will present the logo design in color and black/white at small and large sizes, the second board will present the identity system designed. Below is an example of how this can be done, however if any of your pieces are two-sided you will need to give an example of both sides (see page 3 for layout of your boards).

You will also need to create a digital process book for your project consisting of all the studies you have done as well as sketches and various executions. The process book should include: Research, Thumbnails, Sketches, Color Schemes, Type Treatments, and Final Outcomes. Your digital process book will not be due until the end of the semester as this is only one part of your course long project.

The finals need also be saved in PDF format and uploaded to the class' Blackboard group For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project1.pdf*

