

## GRAPHIC DESIGN

# PROJECT 1

*Project Title* Ride Rental Logo and Identity Design

### PROJECT DESCRIPTION

Ride rental, also known as shared mobility, includes all modes of travel that offer short-term access to transportation on an on-needed basis either for personal transportation or goods delivery. You may choose the vehicle of your choice but some options include the following:

**CARSHARING** is a model of car rental where people rent cars for short periods of time, often by the hour. They are attractive to customers who make only occasional use of a vehicle, as well as others who would like occasional access to a vehicle of a different type than they use day-to-day.

**BIKESHARING** is a service in which bicycles are made available for shared use to individuals on a short-term basis for a price or free. Many bike share systems allow people to borrow a bike from a “dock” and return it at another dock belonging to the same system. Docks are special bike racks that lock the bike, and only release it by computer control. The user enters payment information, and the computer unlocks a bike. The user returns the bike by placing it in the dock, which locks it in place.

**SCOOTER SHARING** is a service in which scooters are made available to use for short-term rentals. The term describes the sharing of mostly electric motor scooters (also referred to as electric mopeds) as well as electric kick scooters. The sharing of scooters is similar to carsharing or bicycle-sharing systems; with some scooter-sharing companies offering more than one type of vehicle via their service. Scooters are generally “dockless”, meaning that they do not have a fixed home location, and are dropped off and picked up from arbitrary locations in the service area. This makes them a convenient mobility option for first-/last-mile mobility in urban areas.

These are some examples of real-world shared mobility systems. You are not limited to just these however. You may use your imagination to create a system that does not yet exist such as Snowmobiles, Jet Skis, Segues, etc. The only limitation is that it must be something that actually exists.

So this project will be divided into 2 parts the first of which is the logo design for a ride rental of your design. The second part will be the development of an identity system for your ride rental.

You are to come up with a unique, appropriate and relevant name (*that cannot already exist as a business in the industry of shared mobility*) and create a logo for it.

**BUSINESS PLAN:** Before you begin working on your identity you will need to write up a business plan in the form of a 1000 word report. Your plan must consist of information about your ride rental including the type of vehicle being used, the audience demographic you wish to serve (*this 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 ride rentals that serve that particular area*).

### 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 advice 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 its 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 its 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 boards (these are **NOT** matte boards like what you find at Michaels, matte boards are too thin and warp. These are Letramax black illustration board which can be purchased at an art supply store such as Plaza).

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

