

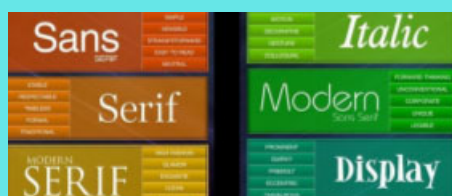
Year 9 Knowledge Organiser

Art & Design: Graphics

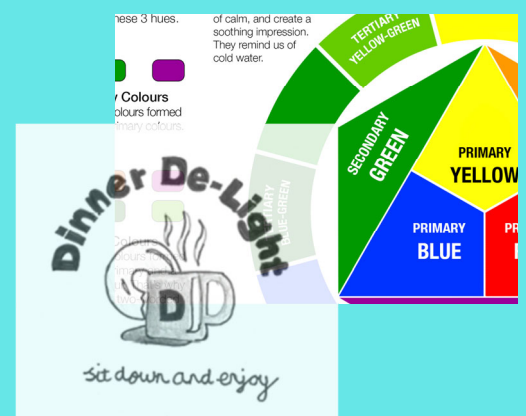
Name:

Class:

Terms 1 & 2: Logo Design Project



BASIC COLOUR PSYCHOLOGY IN DESIGN				
WHITE The universal colour of peace and purity. This can be found in logos as reversed text or negative space. Cleanliness Innocence Purity Peace Refined Sterile	GREEN Represents life and renewal. It is a restful and soothing colour, being the most relaxing for the eye to perceive. It can also represent jealousy and inexperience. Companies often use this when they wish to be portrayed as eco-friendly. Crisp Environmental	BLUE A calming colour that can stir up images of authority, success and security or trust. This is one of the most popular colours in logo design, often seen in government, public service and medical logos. Authority Calm	PINK Can be seen as a feminine colour and can imply delicateness, tenderness or even innocence. It is a warm colour that inspires positive and comforting and can also be seen as insightful and intuitive. Appreciation Delicate Fanciful	YELLOW Can have connotations of happiness and optimism. It is a warm colour that inspires positive and comforting and can also be seen as insightful and intuitive. Happiness Optimism Warmth Joy Curiosity



What will you have learnt by the end of TERM 2?

The National Curriculum programme of study states that students should ***"know how art and design both reflect and shape our history, and contribute to the culture, creativity and wealth of our nation."***

Students will learn about colour psychology in design and how companies use these in branding. They will learn about logos and logo systems, how colour is used within these and develop their own ideas to respond to a given brief to design a logo for a company of their choice. Students will learn how to research, analyse and respond to sources materials, gathering resources appropriate to their intentions and learn how to use different types of sketches for different purposes.

Students will use basic design sketches to develop and refine their proposals and use annotations to explain their thought processes clearly. They will develop one final logo in response to the brief and extend their learning by considering the concept of a logo system to adapt their final logo based upon a theme, cause or specific target market of their choice.

The Subjects

At KS3, students will study one "Art and Design" lesson once per week. Art and Design modules will include fine art, graphics and art. craft and design schemes of learning with a view to introduce students to a broad variety of visual literacy skills and knowledge. Term 2 will focus on graphics.

Assessment

As all subjects within the Art, Design and Technology faculty are predominantly practical, assessment and verbal feedback is an essential aspect of most lessons- this may be teacher led, peer or self-assessment.

At the end of each module, each student will be given grades based upon the work they have completed in addition to an Attitude to Learning grade.

Wider Reading

Each Scheme of Learning is geared towards teaching essential skills, knowledge and understanding with progression towards the KS4 GCSE courses in mind. Please find some resources listed below for wider reading:

The Logo Brainstorm Book: A Comprehensive Guide for Exploring Design Directions [Blurb] Type, Color, Symbols, Concepts Hardcover – Jim Krause

Graphic Design For Everyone: Understand the Building Blocks so You can Do It Yourself Hardcover – Cath Caldwell

Non-Designer's Design Book, The—Robin Williams

[7 Reasons Why Typography Is Important In Graphic Design And Font Choice](#)

www.bbc.co.uk/bitesize/guides/z9bbk2p/revision/1 (Colour Theory research)

www.freelogodesign.org

www.designmantic.com (logo creator)

Logo Design Project Knowledge Organiser

Key Skills	Materials used in Terms 1 & 2	Health and Safety
Analysing logos using correct terminology	Pencil	Use equipment with care and diligence
Identifying suitable source materials for a target market	Colouring Pencil	Move around the classroom environment with awareness of others
Sketching for different purposes	Fineliner pens	Behave appropriately in accordance with the class and school rules
How to annotate to show design thinking	Paints	
How to evaluate your own work		

Key Vocabulary	
Harmonious Colours	Colours which lay next to each other on the colour wheel (eg red and orange). When used together they create a sense of harmony and ease.
Complementary Colours	Colours which lay opposite each other on the colour wheel (eg blue and orange). When used next to each other they appear brighter
Warm Colours	Colours such as red and orange that can be considered fiery and exciting. These colours stand out more and appear closer to the viewer.
Cool Colours	Colours such as blue and green. These colours seem further away and can create a sense of peace and calm.
Colour Psychology	The idea that colours can affect our thoughts, moods and importantly in branding, our buying habits.
Brand Image	The current view the customers have about a brand or product
Logo	A graphic mark, symbol or emblem to represent a company or organisation
Typeface	The individual style and design of a group of letters, numbers and characters
Font	A collection of letters, numbers, and special characters of the same size and style of typeface

FORMAL ELEMENTS						
Line	Colour	Tone/Value	Shape	Texture	Form	Space
Outline	Hue	Light	Geometric	Rough	Volume	Positive space
Implied	Saturation	Dark	Organic	Smooth	Mass	Negative space
Gesture	Value	Mid-tone	Abstract	Matte	Three-dimensional	Foreground
Thick	Tint	Highlight	Positive	Glossy	Geometric	Background
Thin	Shade	Shadow	Negative	Impasto	Organic	Middleground
Diagonal	Tone	Contrast	Silhouette	Tactile	Static	Overlapping
Vertical	Primary	Gradient	Symmetrical	Visual	Dynamic	Linear perspective
Horizontal	Secondary	Chiaroscuro	Asymmetrical	Simulated	Relief	Atmospheric perspective
Parallel	Tertiary	Silhouette	Freeform	Implied	Sculpture	Depth
Crosshatching	Complementary	Tonal range	Flat	Patterned	Contour	Vanishing point
Broken	Analogous	Low key	Rectilinear	Bumpy	Proportion	Horizon line
Dotted	Monochromatic	High key	Curvilinear	Grainy	Scale	Scale
Curved	Warm	Reflective light	Outline	Polished	Plane	Proximity
Sketchy	Cool	Ambient light	Contour	Coarse	Void	Crowded
Continuous	Harmonious	Diffuse light	Plane	Fuzzy	Solid	Open space
Zigzag	Contrast	Highlight	Amorphous	Soft	Perspective	Closed space
Wavy	Chromatic	Cast shadow	Closed	Hard	Depth	Shallow space
Dynamic	Vibrant	Shadow	Open	Uneven	Distortion	Deep space
Static	Colour wheel	Tint	Angula	Shiny	Balance	Foreshortening
Radial	Dull	Shade	Ellipse	Velvety	Symmetry	Framing
Perpendicular	Neutral	Saturation	Square	Embossed	Asymmetry	Empty
Sinuous	Pastel	Value scale	Triangle	Prickly	Natural	Layered
Orthogonal	Polychromatic	Blending	Circle	Wrinkled	Angular form	Illusion of space
Spiral	Intense	Luminosity	Hexagon	Glazed	Structure	Distance
Meandering	Bright	Depth of tone	Polygon	Frosted	Geometrical	Filled

ART PRINCIPLES

Balance	Contrast	Emphasis	Rhythm
Symmetrical	Light vs. dark	Focal point	Repetition
Asymmetrical	High contrast	Center of interest	Alternation
Tipped balance	Low contrast	Highlight	Flowing rhythm
Visual weight	Tonal contrast	Dominance	Progressive rhythm
Balanced asymmetry	Color contrast	Accents	Regular rhythm
Stability	Soft contrast	Contrast emphasis	Irregular rhythm
Imbalance	Sharp contrast	Visual priority	Staccato rhythm
Horizontal balance	Texture contrast	Isolation	Visual rhythm
Vertical balance	Temperature contrast	Leading lines	Pulse
Proportional balance	Saturation contrast	Boldness	Syncopation
Formal balance	Hue contrast	Brightness emphasis	Beat
Informal balance	Value contrast	Scale emphasis	Gradation
Dynamic balance	Warm vs. cool colours	Color emphasis	Cadence
Organised	Bold contrast	Textural emphasis	Pattern
Visual hierarchy	Subtle contrast	Shape emphasis	Alternating
Reflective symmetry	Complimentary contrast	Size emphasis	Steady
Tension	Positive vs. negative space	Directional emphasis	Intermittent
Contrast balance	Hard vs. soft	Form emphasis	Spacing
Weighted composition	Chiaroscuro	Pattern emphasis	Circular
Equal distribution	Matte vs. glossy	Hierarchical emphasis	Organic rhythm
Balanced opposition	Dramatic contrast	Overlapping emphasis	Harmonic
Mirror image	Juxtaposition	Framing	Tension
Movement	Pattern	Unity	
Direction	Repetition	Harmony	
Flow	Motif	Cohesion	
Dynamic	Tessellation	Consistency	
Static	Grid pattern	Repetition	
Leading lines	Regular pattern	Visual unity	
Curvilinear	Irregular pattern	Thematic unity	
Diagonal	Alternating pattern	Balance of elements	
Spiral	Radial pattern	Unified color scheme	
Implied	Linear pattern	Proximity	
Kinetic	Floral pattern	Continuity	
Linear	Geometric	Repetitive shapes	
Visual movement	Organic	Simplicity	
Optical movement	Symmetrical pattern	Flow	
Repeated forms	Asymmetrical pattern	Integration	
Motion blur	Decorative pattern	Symmetry	
Gesture movement	Continuous pattern	Consistent textures	
Radial movement	Textured pattern	Similar forms	
Rhythmic movement	Abstract pattern	Shared elements	
Tension movement	Interlocking pattern	Alignment	
Action lines	Striped	Common theme	
Visual flow	Dotted	Overlapping	
Overlapping	Checkerboard	Grouping	

Stringlime.otf

Colour Theory

Melondy.otf

Colour Theory

COLOUR THEORY

Colour Theory

COLOUR THEORY

COLOUR THEORY

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COLOUR THEORY

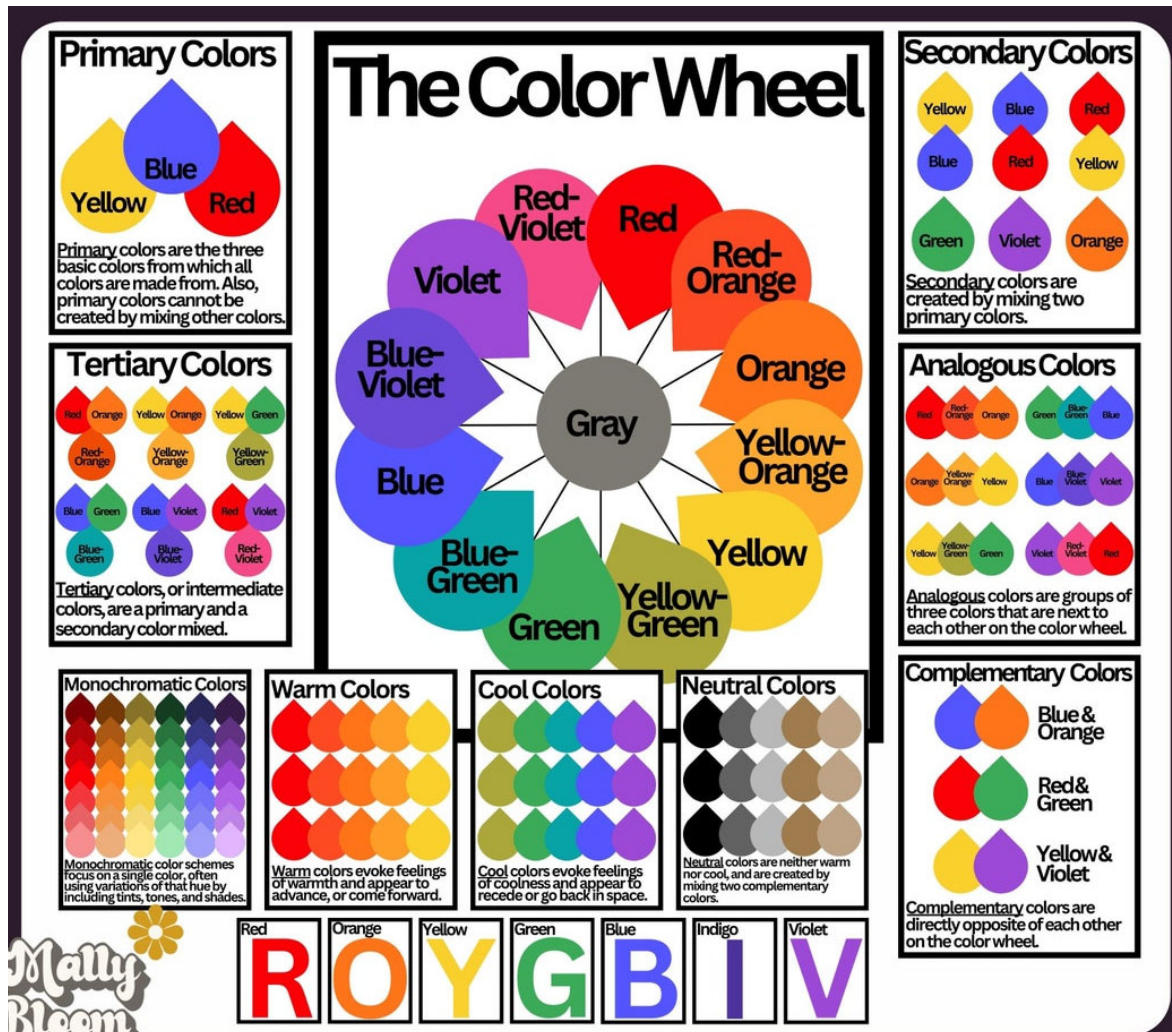
Championship a € by imagex

1,25

COLOUR THEORY

White On Black € by imagex

COLOUR THEORY



Primary Colours

3 pigment colours that can not be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues.



Secondary Colours

These are the colours formed by mixing two primary colours.



Tertiary Colours

These are the colours formed by mixing a primary and a secondary colour. That's why the colour is a two-worded name, such as blue-green, red-violet, and yellow-orange.



Analogous

Analogous colours sit next to one another on the colour wheel. These colours are in harmony with one another.



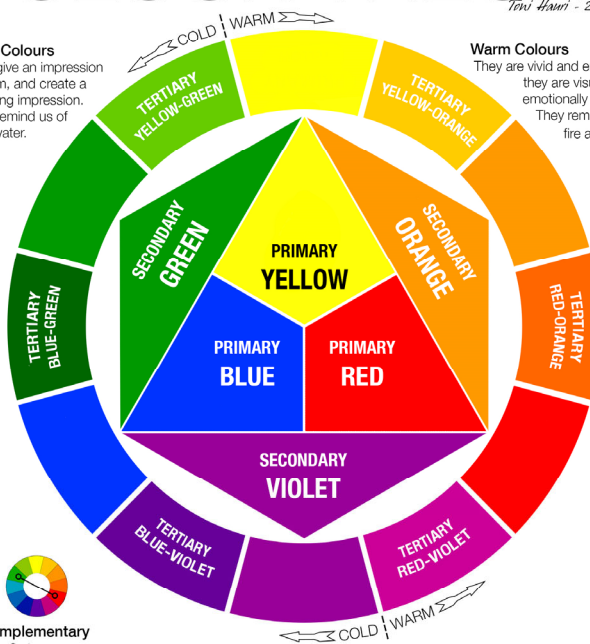
White, black and gray are considered to be neutral.

COLOUR THEORY

Tivi Hauri - 2020

Cold Colours

They give an impression of calm, and create a soothing impression. They remind us of cold water.



Complementary Colours

Colours that are opposite each other on the colour wheel are considered to be complementary colours (example: red and green).

When put together, they appear more vivid than when apart.



Triadic colour scheme



Rectangle (tetradic) colour scheme



Split-Complementary colour scheme



Square colour scheme



Value

Value refers to the relative lightness or darkness of a certain area.



Tint

A tint describes a colour that is mixed with white.



Tone

A tone describes a colour that is mixed with grey.



Shade

A shade describes a colour that is mixed with black.



Monochromatic

The term monochrome refers to the use of one colour or various shades and tints of one colour in a single form.

The generic meaning of colour (Western Culture)

RED: Passion, Love, Fire, Anger, Blood
ORANGE: Energy, Happiness, Vitality, Stimulation
YELLOW: Sunshine, Happiness, Hope, Deceit
GREEN: New Beginnings, Abundance, Nature
BLUE: Sky, Calm, Responsible, Sadness, Sea
VIOLET: Creativity, Royalty, Wealth, Ambition
BLACK: Mystery, Elegance, Evil, Death, Power
GRAY: Moody, Conservative, Formality
WHITE: Purity, Cleanliness, Virtue, Innocence
BROWN: Nature, Wholeness, Dependability
TAN OR BEIGE: Conservative, Piety, Dull
CREAM OR IVORY: Calm, Elegant, Purity

COLOUR THEORY

CMYK



Cyan, Magenta, Yellow, Black
Created with ink.
When we mix colours using paint, or through the printing process, we are using subtractive colour methods. Subtractive colour mixing means that one begins with white and ends with black; as one adds color the result gets darker and tends to black.

RGB



Red, Green, Blue.
Created with light.
If we are working on a computer, the colours we see on the screen are created with light using the additive colour method. Additive colour mixing begins with black and ends with white; as more colour is added, the result is lighter and tends to white.

Gray Scale

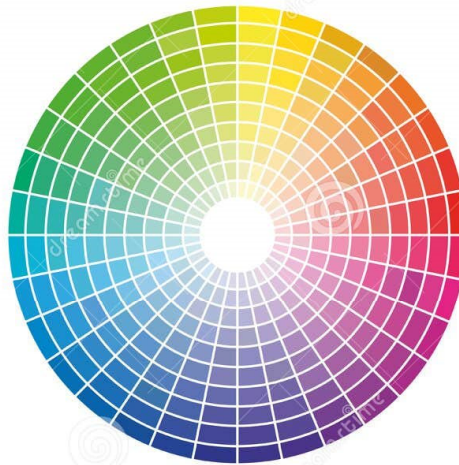


Black and white only, intensity of black.

HSB



Hue (colour) Saturation how much



MEANINGS

- Red: Love, blood, danger, energy, fire, strong, intense
- Purple: Luxury, royalty, majesty, power, wealth, ambition, noble, royalty
- Blue: Sea, trust, sky, serenity, peace, stability, tranquil, depth, communication
- Green: Health, growth, peace, wealth, money, nature, growth, safety, freshness
- Pink: Romantic, love, exciting, feminine, sensitivity
- Gray: Neutral, balance, frustration, compromise
- Black: Power, sorrow, luxury, elegance, mystery
- Yellow: Optimism, sunshine, confidence, success, energy, bright, joy, cheerful
- Brown: Organic, honest, natural, simple
- Orange: Warm, energy, happiness, success, autumn, creative

colour properties



Cool



Warm



Bright



Dark



Saturated



Desaturated

colour relationships



Primary



Square



Complementary



Triad



Analogous



Tetradic

COLOR RELATIONSHIPS



Monochromatic

Take one hue and create other elements from different shades and tints of it.



Complementary

Use "opposite color" pairs on the color wheel to maximize contrast.



Triadic

Take three colors that are equally distant on the color wheel. Maintains harmony and high contrast.



Analogous

Use three colors located beside one another on the color wheel.



Split Complementary

Add colors from either side of your complementary color pair to soften contrast.



Tetradic

Take four colors that are two sets of complementary pairs and choose one dominant color. Allows rich, interesting designs.

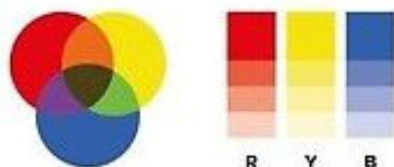
COLOUR THEORY

QUICK REFERENCE FOR ARTISTS & DESIGNERS

COLOUR SYSTEMS

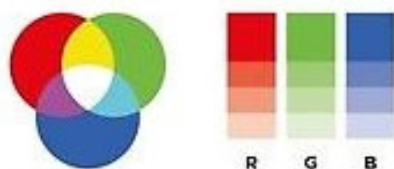
RYB | Subtractive

for Painting/Artists/Designers



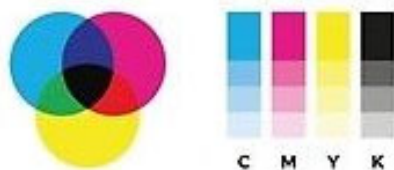
RGB | Additive

for Screen/Web Design



CMYK | Subtractive

for Printing/Inks/Dyes



COLOUR WHEEL



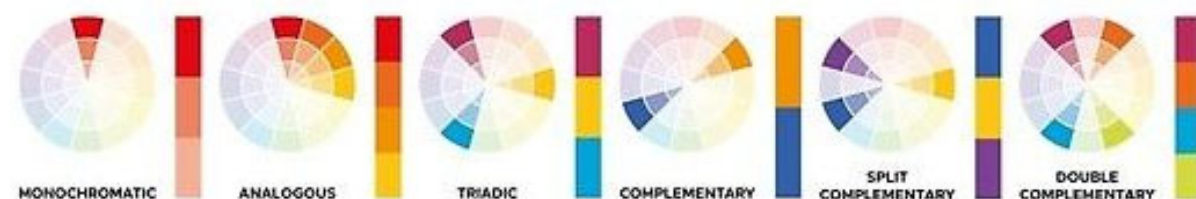
COLOUR MEANINGS



COLOUR TERMS



COLOUR RELATIONSHIPS



How Colour Psychology is Used in Branding?

What Is Colour Psychology?

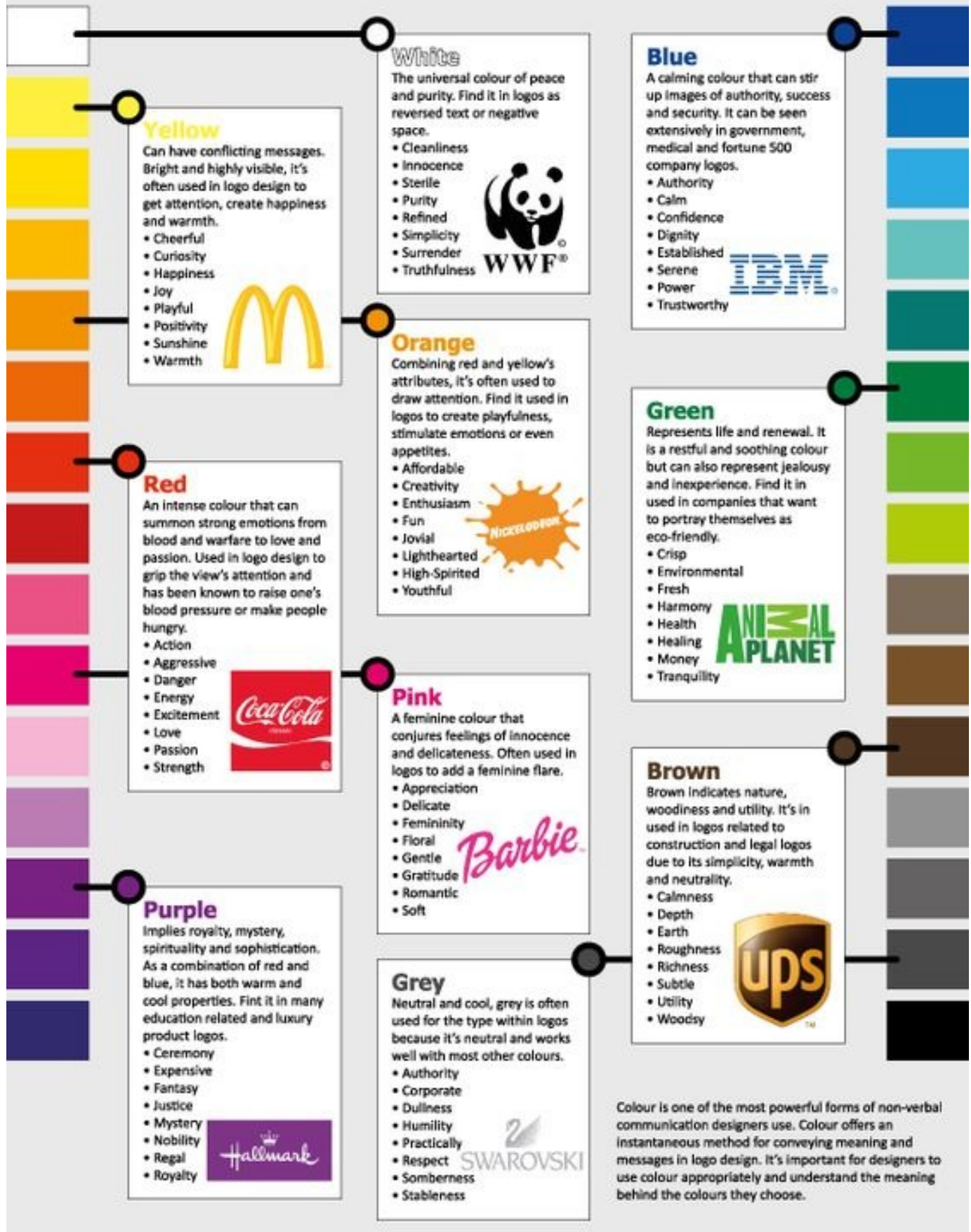
Colour psychology is the study of how colours affect the way people feel and behave. Businesses use colour to influence customers' emotions and decisions. Different colours can send different messages – which is why brands carefully choose their colour schemes!



Colour Meanings & Examples

Colour	Common Meanings	Example Brand	Why They Use It
 Red	Energy, excitement, passion, urgency	Coca-Cola	Red grabs attention and creates excitement – perfect for a fun, en-
 Blue	Trust, calm, professionalism	Facebook	Blue makes users feel safe and relaxed, encouraging them to stay on the platform.
 Yellow	Happiness, optimism, warmth	McDonald's	Yellow is cheerful and welcoming, great for attracting families and children.
 Green	Nature, health, growth, freshness	Starbucks	Green reflects natural ingredients and a relaxing environment.
 Purple	Luxury, creativity, mystery	Cadbury	Purple suggests richness and indulgence – ideal for a chocolate brand.
 Black	Power, elegance, sophistication	Nike	Black gives a bold, premium feel to their athletic gear.
 White	Simplicity, cleanliness, purity	Apple	White shows off a clean, modern, and high-tech style.
 Orange	Fun, enthusiasm, confidence	Fanta	Orange is playful and energetic – perfect for a fizzy drink aimed at
 Multicolour	Diversity, creativity, playfulness	Google	The colourful logo represents creativity and variety in information.

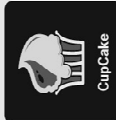
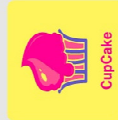
COLOUR PSYCHOLOGY IN LOGO DESIGN

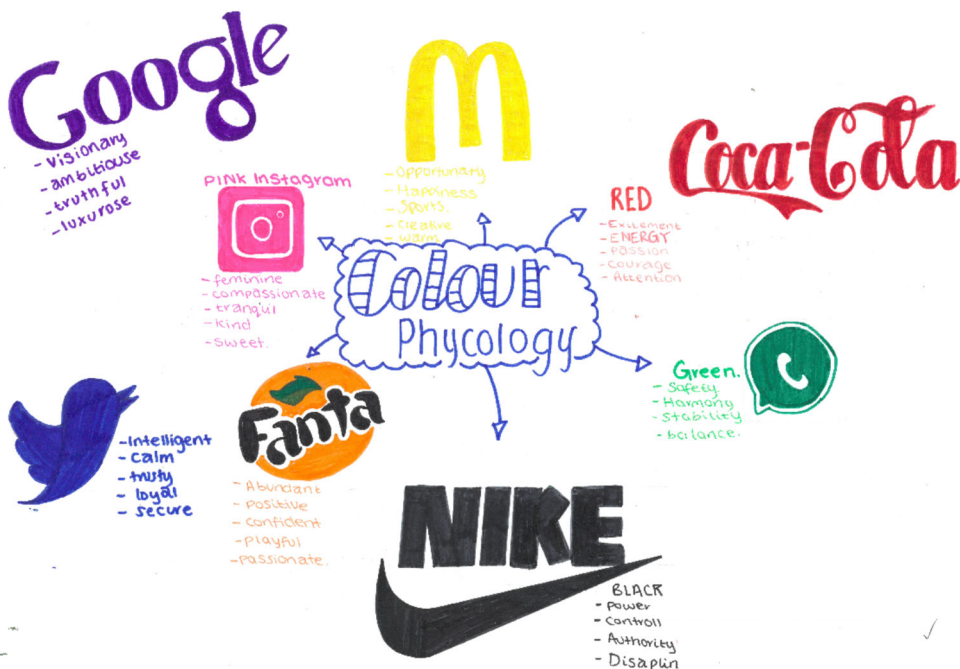
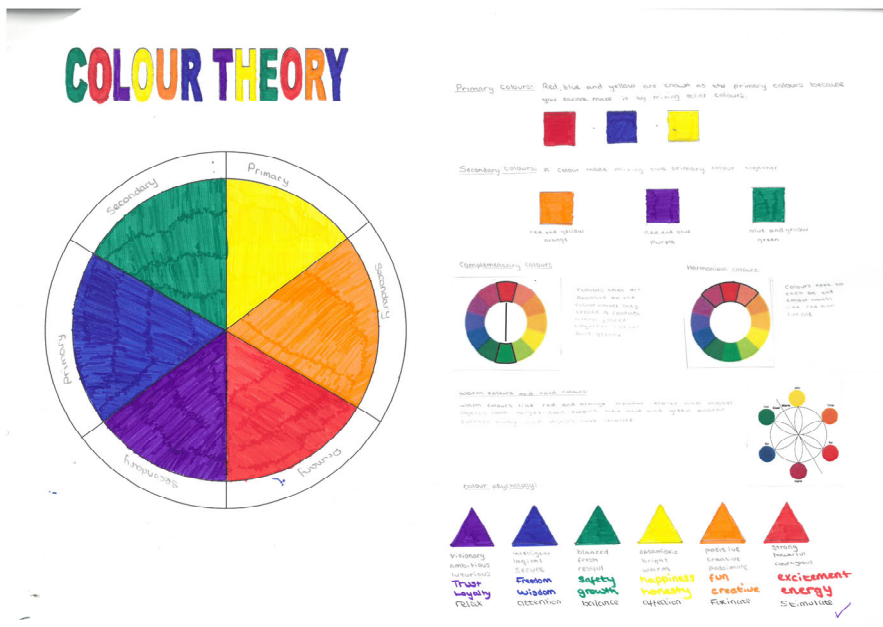
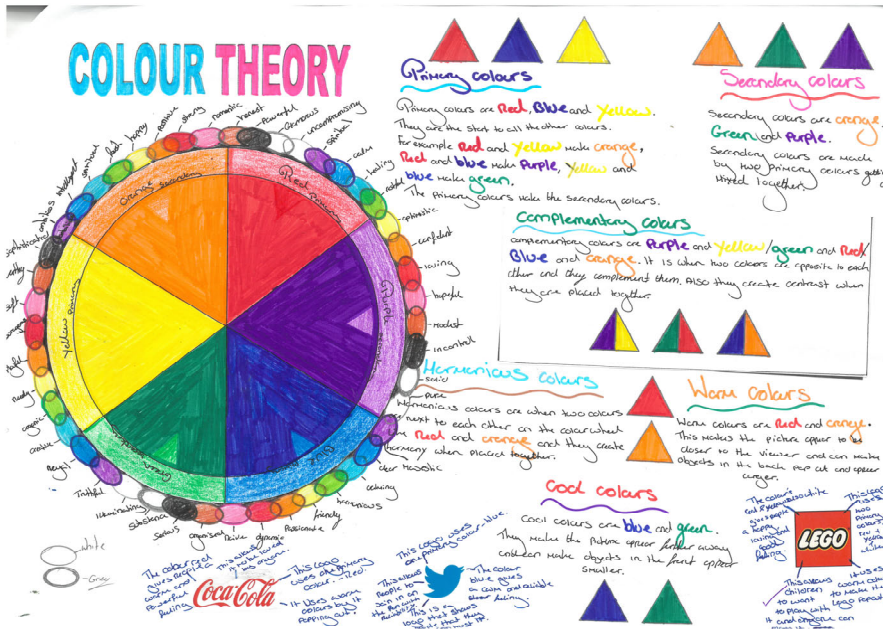


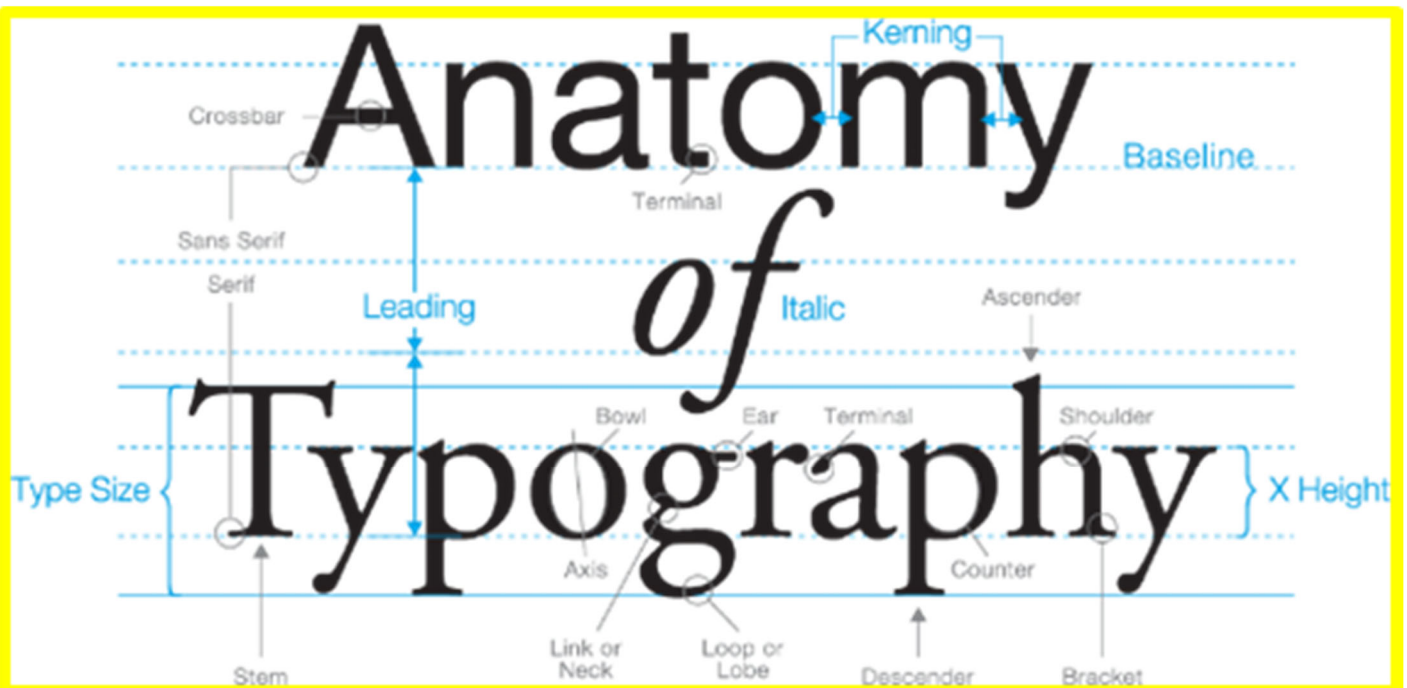
BASIC COLOUR PSYCHOLOGY IN DESIGN

WHITE The universal colour of peace and purity. This can be found in logos as reversed text or negative space. Cleanliness Innocence Purity Peace Refined Sterile Simplicity Surrender Truthfulness Clarity Freshness Hope Light Joy Glory Faith Goodness Coolness Honest	GREEN Represents life and renewal. It is a restful and soothing colour, being the most relaxing for the eyes to perceive. It can also represent jealousy and inexperience. Companies often use this when they wish to be portrayed as eco-friendly. Crisp Environmental Fresh / freshness Harmony Health Healing Inexperience Money Nature Renewal Tranquillity Safety Growth Hope Relaxation Youth Prosperity Life	BLUE A calming colour that can stir up images of authority, success and security or trust. This is one of the most popular colours in logo design, often seen in government, public service and medical logos. Authority Calm Confidence Dignity Established Loyalty Trust / trustworthy Established Power Success Security Serenity Dependability Logic Peace Stability Tranquillity Peace Integrity Competence	PINK Can be seen as a feminine colour and can imply delicateness, tenderness or even innocence. It is a warm colour that inspires positive and comforting and can also be seen as insightful and intuitive. Appreciation Delicate Floral Bubblegum Femininity Gratitude Girly Innocence Playful Soft Tranquil Romantic Gentle Imaginative Passionate Balance Creativity Beauty Friendship Faithfulness Sensitivity Sweet	YELLOW Can have conflicting messages. Bright and highly visible, it's often used in logo design to get attention, create happiness and warmth. Happiness Optimism Warmth Joy Curiosity Cowardice Caution Cheerful Playful Positivity Sunshine Creativity Friendliness Energy Intellect	ORANGE Combining red and yellow's attributes it's often used to draw attention. It is often used in logos to create playfulness, stimulates emotions or even appetites. Creativity Fun Enthusiasm Affordable Jovial Light-hearted High-Spirited Youthful Confidence Warmth Innovation Friendliness Energy Bravery Success Sociability
	BLACK Popular as an indicator of power, can also represent menace. Found in many logos for its boldness, simplicity and sophistication. Authority Bold Classic Conservative Distinctive Formality Sophistication Power Mystery Death Grief Security Substance Secrecy Serious Tradition	GREY Neutral and cool, grey is often used for the type within logos because it is neutral and works well with other colours. Authority Corporate Dullness Humility Moody Practicality Respect Sombreness Stability Strength of character Security Maturity	BROWN Brown indicates nature, woodiness and utility. Brown is used in logos related to construction and legal logos due to its simplicity, warmth and neutrality. Calmness Depth Earth Natural Roughness Richness Simplicity Serious Subtle Utility Woody Reliability Warmth Support Authenticity Dependable Rugged Trustworthy	RED An intense colour that can summon strong emotions from blood and warfare to love and passion. Used in logo design to grip the viewer's attention and has been known to raise one's blood pressure or to make people hungry. Action Adventure Aggressive Blood Danger Drive Energy Excitement Love Passion Strength Vigor Romance Urgency Heat Pain Spicy Assertive Daring Charity Bravery Style	PURPLE Implies royalty, mystery, spirituality and sophistication. As a combination of red and blue, it has both warm and cool properties. Find it in many luxury product logos and some educational related logos. Ceremony Expensive Fantasy Justice Mystery Nobility Regal Royalty Sophistication Spirituality Wisdom Luxury Wealth Diplomacy Fashion Sorrow Dignity Vision Magic Ambition

THE 10 COMMANDMENTS OF COLOR THEORY

1	KNOW THE COLOR WHEEL! WELL! DO YOU KNOW WHAT EACH COLOR SIGNIFIES?						
2	MATCH IT. DO NOT OVERLOOK THE AUSTERITY OF ANALOG COLORS!						
3	CAN'T MATCH IT? CLASH IT WITH COMPLEMENTARY COLORS!						
4	IS CONTRAST TOO INTENSE? THEN, SPLIT IT!						
5	NEED MORE VARIATIONS? GO DOUBLE COMPLEMENTARY!						
6	GO TRIAD WITH 3 DIFFERENT HUES... CHOOSE FROM A GREATER VARIETY!						
7	SOMETIMES, MONOCHROME IS THE WAY TO GO...						
8	OTHER TIMES, AN ACHROMATIC SCHEME SERVES BEST!						
9	KNOW YOUR HUES, TINTS, SHADES AND TONES... WHAT WORKS WHERE?						
10	AND LASTLY, RGB, CMYK AND PANTONE ARE NOT THE SAME!						





THE 10 COMMANDMENTS OF TYPOGRAPHY

1 KNOW YOUR FONT FAMILIES! EVER HEARD OF GOTHMS?	Geometric Sans 	Humanist Sans 	Old Style 	Transitional 	Modern 	Slab Serifs
2 COMBINE A SANS-SERIF FONT WITH A SERIF FONT.	Myriad Minion	AndrewGothic CASTELLAR	Ocean Sans Std Garamond	Segoe UI Lucida Fax	Futura Minton	Liberal Garamond
3 COMBINE A SERIF FONT WITH A SANS-SERIF FONT.	Minion Myriad	CASTELLAR AndrewGothic	Garamond Ocean Sans Std	Lucida Fax Segoe UI	Minion Futura	Garamond Liberal
4 COMBINING TWO SIMILAR FONTS IS NOT COOL.	Minion Novelty	Colonna MT CASTELLAR	Garamond Times New Roman	Agency FB Letter Gothic	Futura Franklin Gothic	Mandingo Liberal
5 CONTRAST IS THE KEY.	Futura CASTELLAR	Liberal AndrewGothic	Myriad Ocean Sans Std	Novelty Advantage	OVERHAUL Angelina	GENEVA Futura
6 STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.	Monogly Arial Rounded AvantGarde	MANDINGO souvenir It Arial	GENEVA Advantage Ocean Sans Std	Novelty CASTELLAR Time Roman	AKKA colonna MT dallas	Akka BIENVILLE Castellar
7 DON'T MIX DIFFERENT MOODS.	MANDINGO GENEVA	ARKOSAIK helvetica GENEVA	Black Chancey MASQUE Geometric Light	AFRICAN MISS Calligraphic	ALLENB MECHANICAL DECOLOR	AnglianTert MINION MULTISTROKES
8 COMBINE FONTS OF COMPLIMENTARY MOODS AND OF SIMILAR TIME ERAS.	Black Chancey Angel	Amaze fests	ANDES bougan	Borealis callibri	GENEVA BLACK CLEARCEY	Coronet Trebuchet
9 USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.	Minion Garamond	Myriad Futura	GENEVA DALLAS	November Niagara	Valken VAGROUND	TRAJAN Sylfaen
10 AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...	Comic Sans	Papyrus	Curlz	Viner	Kristen	Συμβολ

The 10 Commandments of Typography

1. Know your font families – GHOTMS, Geometric Sans, Humanist
2. Sans, Old Style, Transitional, Modern, Slab Serifs
3. Combine a sans-serif font with a serif font – contrast is king here, the combo of sans serif and serifs can be really effective, just don't go overboard (see no.7)
4. Combine a serif font with a sans-serif font – the same as above, just turned upside down
5. Combining two similar fonts is not cool – You've got the opportunity to do something striking, don't make it look like you've forgotten what font you initially used then found something similar
6. Contrast is key – See points 2 and 3
7. Stick to two fonts, only go to three if you absolutely have to – Don't over complicate things, only go for three different typefaces if it's essential.
8. Don't mix different moods – don't mix something 'Wild West' with a graffiti type font then some sort of calligraphy font, that's never going to work.
9. Combine fonts of complimentary moods and periods in time – it stands to reason that these will 'get on'.
10. Use different weights of fonts from the same families – they were designed to match up, so make use of that.
11. Lastly avoid using any of the fonts shown in point 10, there are a whole lot more to add to that list as well... (this is purely down to personal preference of course!)

THE 10 COMMANDMENTS OF VISUAL COMMUNICATION

1

COLORS

PLAY THEM COOL!



2

TYPOGRAPHY

KNOW WHAT'S YOUR TYPE!



3

SHAPES

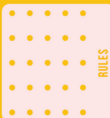
THEY SHAPE YOUR DESIGN. GET IT?



4

HIERARCHY

EVERY ELEMENT HAS A PLACE!



5

LINES

LINES CAN SPEAK YOUR MOODS...



6

ICONOGRAPHY

WHAT WORKS BEST WHERE?



7

CONTRAST

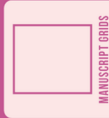
LEAVE NO GREY AREAS!



8

ORDER

KEEP THINGS ALIGNED!



9

WEIGHTS

SIZE GETS YOU ATTENTION!



10

SPACE

WHERE LESS IS MORE!



WHAT MAKES A GREAT LOGO?

"It has to do with Simplicity. You want to move the viewer in a perception so that when they first look at the logo, they get the idea because that act between seeing and understanding is critical"

- Milton Glaser



MAKE IT ADAPTABLE.

Strong logos translate well across different mediums. Keeping the design simple allow for flexibility, especially in size and color.

MAKE IT UNIQUE.

Stay away from overly used icons, such as globes and arrows. Keep in mind, the logo does not need to say what the company does.

MAKE IT APPROPRIATE.

A logo need to accurately reflect a company's culture and values. Color is a major attribute in determining the appropriateness of a logo.

MAKE IT TIMELESS.

The neutrality in a design can make it timeless - the symmetry, the modernist structure and the clean lines.

Art and Design Homework Term 1

Year 9 Graphics

Homework 1	Due Date:
Colour Theory research Read through each section of the 'colour' guide and watch the video on the BBC Bitesize website. Complete the colour theory quiz located on pages 21-22 of the knowledge organiser https://www.bbc.co.uk/bitesize/guides/z9bbk2p/revision/1	Week Beginning: (see Class Charts)
Homework 2	Due Date:
Typography in Logo Design Read through the article 'Typography in Logo Design' on pages 23-24 of the knowledge organiser then answer the 20 question quiz on pages 25-27.	Week beginning: (see class charts)

Colour test questions

What are the three primary colours?

- ☐ Red, green and yellow
- ☐ Yellow, red and blue
- ☐ Purple, red and blue

What do you get if you mix two primary colours together?

- ☐ A tint
- ☐ A harmonious colour
- ☐ A secondary colour

How do you make brown?

- ☐ Add black to a colour
- ☐ Mix a primary and a secondary colour together
- ☐ Mix two complementary colours together

How will complementary colours appear when they are used next to each other?

- ☐ They become brighter and more vibrant
- ☐ They become duller
- ☐ They become warmer

What effect do warm colours have in a composition?

- ☐ They seem to retreat into the distance
- ☐ They seem to advance towards you as if coming out of the work
- ☐ They create a sense of calm

What are complementary colours?

- ☐ Colours which lie next to each other on the colour wheel.
- ☐ Colours which can be found opposite each other on the colour wheel.
- ☐ Two colours which, when mixed with each other, create a secondary colour.

How do you create a tint?

- ☐ Add black to a colour
- ☐ Add grey to a colour
- ☐ Add white to a colour

How do you create a shade?

- ☐ Add black to a colour
- ☐ Add grey to a colour
- ☐ Add a colour to white

How do you create a tone?

- ☐ Add black to a colour
- ☐ Add grey to a colour
- ☐ Add a colour to white

What are harmonious colours?

- ☐ Colours which lie next to each other on the colour wheel.
- ☐ Colours which can be found opposite each other on the colour wheel.
- ☐ Two colours which, when mixed with each other, create brown.

Typography in Logo Design

Typography plays a huge role in logo design. It helps create a brand's personality, makes the logo memorable, and communicates the right message. In this guide, you'll learn how to use typography effectively in logos using fonts you can find in Microsoft Word.

What Is Typography?

Typography is the art of arranging letters and text in a way that is both visually appealing and easy to read. In logo design, typography helps express the brand's identity — whether it's bold and modern or elegant and classic.

Typography Terms for Logo Design

Term	What It Means in Logo Design
Typeface	A family of fonts used to create a consistent brand look.
Font	A specific style and size of a typeface used in the logo.
Serif	Fonts with small strokes at the ends of letters — often used for traditional or luxury brands.
Sans-serif	Clean, modern fonts without strokes — great for tech or minimalist brands.
Weight	The thickness of the letters — bold fonts are strong and eye-catching.
Kerning	Adjusting the space between letters to make the logo feel balanced.
Tracking	The overall spacing across a word — affects how open or tight the logo feels.
Hierarchy	Using size, weight, or style to show which part of the logo is most important.
Contrast	Mixing different font styles or weights to create interest.

Why Typography Matters in Logos

1. It Builds Brand Identity

Typography helps people instantly recognize a brand. Think of:

- Coca-Cola — classic script font
- Nike — bold, simple sans-serif
- Disney — playful and magical lettering



2. It Communicates Emotion

Fonts can make a logo feel:

- Friendly — Rounded fonts like Calibri Rounded or *Segoe Print*
- Professional — Clean fonts like Calibri or Arial
- Luxury — Elegant fonts like Times New Roman or Georgia

3. It Makes the Logo Memorable

A unique font or clever arrangement can make a logo stand out and be easy to remember.

Font Pairings in Logos (Microsoft Word Fonts)

Using more than one font in a logo can add contrast and interest. This is called font pairing.

Main Font (Brand Name)	Supporting Font (Tagline)	Why It Works
Impact (bold)	Calibri (light)	Strong + clean
Georgia (serif)	Arial (sans-serif)	Elegant + modern
Century Gothic (bold)	Times New Roman (regular)	Stylish + classic

Font Weights in Logos

Weight	Logo Use
Light	Elegant, high-end brands (e.g., Calibri Light)
Regular	Clean and neutral (e.g., Arial Regular)
Bold	Strong, confident, attention-grabbing (e.g., Impact, Century Gothic Bold)
Black	Very bold, used for impact or simplicity (e.g., Franklin Gothic Heavy)

Hierarchy in Logo Design

Hierarchy helps guide the viewer's eye and show what's most important.

In a logo, hierarchy can be created by:

- Size: The brand name is usually the largest.
- Weight: A bold name with a lighter tagline.
- Style: Using a decorative font for the name and a simple one for the rest.

Example:

Brand Name - Bold, 36pt, Impact
[Tagline - Light, 16pt, Calibri]

Typography in Logo Design Quiz

1. What is typography in logo design?

- A. Drawing pictures
- B. Arranging text to create a brand identity
- C. Choosing colours
- D. Making animations

2. What is a typeface?

- A. A single font
- B. A family of fonts
- C. A bold style
- D. A font size

3. Which font is a serif font?

- A. Arial
- B. Helvetica
- C. Times New Roman
- D. Calibri

4. What does 'sans-serif' mean?

- A. With extra strokes
- B. Without extra strokes
- C. Bold text
- D. Italic text

5. What is kerning?

- A. Space between lines
- B. Space between letters
- C. Font size
- D. Font color

6. What is tracking?

- A. Overall spacing between characters
- B. Font alignment
- C. Font color
- D. Font size

7. Which font weight is best for a bold, strong logo?

- A. Light
- B. Regular
- C. Bold
- D. Italic

8. What does hierarchy help with in a logo?

- A. Making it colourful
- B. Showing what's most important
- C. Adding images
- D. Changing font size

(Typography in Logo Design Quiz)

9. What is a good font pairing for a modern logo?

- A. Comic Sans + Papyrus
- B. Georgia + Arial
- C. Times New Roman + Courier
- D. **Impact** + *Brush Script*

10. What does contrast in typography do?

- A. Makes text blurry
- B. Makes text stand out
- C. Changes font size
- D. Adds color

11. Which font is considered modern and clean?

- A. Garamond
- B. Helvetica
- C. Arial
- D. *Brush Script*

12. What is the main goal of typography in logos?

- A. To decorate pages
- B. To make the brand memorable
- C. To add color
- D. To create images

13. Which of these is NOT a type of font weight?

- A. Light
- B. Bold
- C. Italic
- D. Black

14. What is a font?

- A. A type of image
- B. A specific style and size of a typeface
- C. A color scheme
- D. A layout

15. Which font would be best for a fun, playful logo?

- A. Times New Roman
- B. Arial
- C. *Segoe Print*
- D. Courier

16. What does a designer consider when choosing a font for a logo?

- A. The weather
- B. The brand's personality
- C. The price of the font
- D. The number of letters

(Typography in Logo Design Quiz)

17. What is the difference between serif and sans-serif fonts?

- A. Serif fonts are bold
- B. Serif fonts have strokes at the ends of letters
- C. Sans-serif fonts are italic
- D. Sans-serif fonts are only used online

18. Which of these is a sans-serif font?

- A. Georgia
- B. Verdana
- C. Garamond
- D. Baskerville

19. What does good typography improve in a logo?

- A. The number of words
- B. Readability and brand identity
- C. Font downloads
- D. Page count

20. Why is typography important in branding?

- A. It makes logos bigger
- B. It helps create a consistent look and feel
- C. It adds more text
- D. It changes the company name

Homework 1	Due Date:
Type in the following web address and read the article on “50 famous logos with hidden meanings:” https://www.canva.com/logos/hidden-meanings-behind-50-worlds-recognizable-logos/ 50 famous logos with hidden meanings Canva Answer the 20 multiple choice questions and final summary question on pages 29-32 of the knowledge organiser.	Week Beginning: (see class charts)
Homework 2	Due Date:
Creating a Tagline for a Logo Read through the information and complete the tasks on pages 33-36 of the knowledge organiser.	Week beginning: (see class charts)

Hidden Meanings Behind Famous Logos Quiz

1. What does the 'b' in the Beats logo represent?

- A. A musical note
- B. A headphone on a person's head
- C. A speaker
- D. A sound wave

2. The Cisco logo's blue stripes symbolize what?

- A. Wi-Fi signals
- B. The Golden Gate Bridge and an electromagnet
- C. A barcode
- D. A skyline

3. NBC's colorful peacock was designed to promote what?

- A. Their wildlife documentaries
- B. Their pride in diversity
- C. The transition to color television
- D. Their children's programming

4. What does the Amazon arrow from A to Z signify?

- A. A delivery route
- B. A smile and a wide product range
- C. A timeline
- D. A shopping cart

5. Where is the number "31" hidden in the Baskin Robbins logo?

- A. In the ice cream cone
- B. In the background
- C. In the letters "B" and "R"
- D. In the sprinkles

6. What shape is formed by the Roxy logo?

- A. A wave
- B. A heart
- C. A star
- D. A mountain

7. What does the arrow in the FedEx logo represent?

- A. Speed and precision
- B. A plane
- C. A road
- D. A compass

8. What is hidden in the Toblerone logo?

- A. A bear in the mountain
- B. A chocolate bar
- C. A skier
- D. A tree

9. What do the colors in the Google logo represent?

- A. The primary colors only
- B. A break from the rules with a secondary color
- C. A rainbow
- D. A national flag

10. What is the hidden symbol in the Toyota logo?

- A. A steering wheel
- B. All letters of the word "Toyota"
- C. A road
- D. A car

11. What does the BMW logo represent?

- A. A car wheel
- B. A propeller in motion
- C. A compass
- D. A flag

12. What is the significance of the Pinterest "P"?

- A. It's shaped like a pin
- B. It's a stylized map
- C. It's a needle and thread
- D. It's a magnifying glass

13. What does the LG logo resemble when viewed creatively?

- A. A robot
- B. A smiling face
- C. A camera
- D. A globe

14. What is the hidden meaning in the Hyundai logo?

- A. A handshake between company and customer
- B. A car
- C. A road
- D. A mountain

15. What is the hidden element in the Unilever logo?

- A. A single leaf
- B. Multiple icons representing sustainability
- C. A globe
- D. A drop of water

16. What does the Audi logo's four rings represent?

- A. Four tires
- B. Four founding companies
- C. Four continents
- D. Four car models

17. What is the hidden meaning in the Adidas logo's stripes?

- A. A mountain representing challenges
- B. A road
- C. A ladder
- D. A barcode

18. What does the Apple logo's bite symbolize?

- A. Knowledge
- B. Simplicity
- C. A play on words ("byte")
- D. All of the above

19. What is the hidden meaning in the Pepsi logo?

- A. Earth's magnetic field
- B. Yin-yang and the globe
- C. A smile
- D. A wave

20. What does the arrow in the Carrefour logo form?

- A. A "C"
- B. A flag
- C. A compass
- D. A road

Summary Findings Question

After reviewing the hidden meanings behind these logos, what common themes or strategies do you notice that brands use to communicate their identity subtly through design? Provide at least two examples to support your answer:

Homework 2: Creating a Tagline for a Logo

Objectives:

- Understand what a tagline is and its purpose.
 - Identify the key components of a strong tagline.
 - Explore examples and analyse who they appeal to.
 - Create an original tagline that matches your logo and target audience.
-

Task 1:

Activity: "Guess the Brand by the Tagline"

"Just Do It"	
"Because You're Worth It"	
"I'm Lovin' It"	
"The Ultimate Driving Machine"	
"Eat Fresh"	

What do these taglines tell you about the brand?	
Who do you think the tagline is aimed at?	

What Makes a Good Tagline?

A tagline is a short, memorable phrase that captures the brand's message, tone, and appeal. It should reflect:

- **The product/service's unique selling point (USP)**
- **Tone of voice** (funny, serious, trustworthy, exciting)
- **Audience** (age, interests, lifestyle)

Length: Usually 3–7 words. It should be catchy and easy to remember.

Example Breakdown:

Food Delivery Service

- Tagline: *"Fresh. Fast. Delivered."*
- Short, punchy, emphasizes speed and freshness. Appeals to busy people.

Healthy Crispy Snack for Teens

- Tagline: *"Crunch Happy. Live Healthy."*
- Energetic, positive. Appeals to health-conscious teens.

Pet Sitting Service

- Tagline: *"Care When You're Not There."*
- Warm, trustworthy. Appeals to pet owners who want reliable help.

Task 2: Create a short, catchy tagline that supports your logo and clearly appeals to your target audience.

Step 1: Understanding Taglines

- Taglines are short phrases (3–7 words).
 - They express the brand’s purpose or tone.
 - They should appeal to your target audience.
-

Step 2: Think About Your Brand

1. What is your product or service?

2. Who is your target audience? (e.g. teens, pet owners, busy workers)

3. What makes your product or service special or different?

4. What is the *tone* of your brand? (circle one or add your own)

☐ Fun ☐ Friendly ☐ Healthy ☐ Serious ☐ Trustworthy ☐ Cool ☐ Exciting ☐ Own idea: _____

Step 3: Brainstorming

Write 3 powerful words that describe your brand:

1

2

3

Write 2–3 tagline ideas (short and catchy!):

Tagline Idea #1: _____

Tagline Idea #2: _____

Tagline Idea #3: _____

Step 4: Final Tagline

Choose your best tagline and write it below:

Final Tagline:

Why did you choose this tagline?

Checklist – Does Your Tagline...

Criteria	tick	Comment
Match the tone of your brand?		
Appeal to your target audience?		
Include something unique or memorable?		
Stay short and easy to remember?		

Task 3: Test your tagline on family/friends. Ask them:

What product/service do they think it's for? _____

Who do they think it's aimed at? _____

Refine your tagline based on feedback:



©Snapchat Inc.



Word Bank for Naming the Savoury Rice-Based Snack Company

Words Related to the Product

- Crispy
- Crunchy
- Light
- Airy
- Snack
- Bite
- Munch
- Puff
- Rice
- Pop
- Crackle
- Crisps
- Crunchables

Words Related to Global Flavors

- Global
- World
- International
- Fusion
- Journey
- Adventure
- Spice
- Flavor
- Taste
- Zest
- Exotic

- Gourmet

Words Related to Health and Innovation

- Air-fried
- Healthy
- Guilt-free
- Better
- Light
- Wholesome
- Fresh
- Balanced
- Modern
- Eco
- Pure

Words Related to Teens and Fun

- Fun
- Bold
- Trendy
- Chill
- On-the-go
- Snap
- Pop
- Vibe
- Cool
- Quick
- Hip
- Youth

Sample Name Combinations

1. **Global + Snack Words:**
 - *GlobalCrunch, WorldPuffs, FusionBites.*
2. **Flavor + Fun Words:**
 - *SpicePop, ZestyCrunch, FlavorVibes.*
3. **Health + Trendy Words:**
 - *AirSnacks, BetterMunch, LightPops.*
4. **Teen + Global Words:**
 - *SnackTrek, BoldBites, CrunchAround!*

Word Bank for Naming the Pet Sitting Database

Words Related to Pets

- Paws
- Tails
- Fur
- Whiskers
- Creatures
- Critters
- Companions
- Friends
- Animals
- Furry
- Feathers
- Scales

Words Related to Care

- Sit
- Sitter
- Stay
- Care
- Comfort
- Haven
- Nest
- Home
- Love
- Cozy
-

Safe
• Secure

Words Related to Trust and Professionalism

- Certified
- Trusted
- Reliable
- Registered
- Approved
- Vetted
- Quality
- Assured
- Network
- Accredited

Words Related to Community and Connection

- Link
- Connect
- Together
- Network
- Circle
- Bond
- Match
- Share
- Partner
- Community

Words Related to Travel and Convenience

- Away
- Journey
- Holiday
- Vacation
- Trip
- Ease
- Access
- Anytime
- Anywhere

Sample Name Combinations

1. **Pet + Care Words:**
 - *PawsHaven, CritterCare, TailsSafe.*
2. **Care + Trust Words:**
 - *SafePaws, TrustedTails, SitSecure.*
3. **Community + Pet Words:**
 - *Companion Circle, PetLink, CreatureBond.*
4. **Travel + Convenience Words:**
 - *PawsAway, StaySecure, SitterNest.*
5. **Playful and Memorable Words:**
 - *StayPawfect, CozyCritters, FurNest.*

Mindful
Chef



FRESH FITNESS FOOD

gousto
Good food all round

POTAGE
eat well together



detox kitchen.

PP
THE PURE PACKAGE







