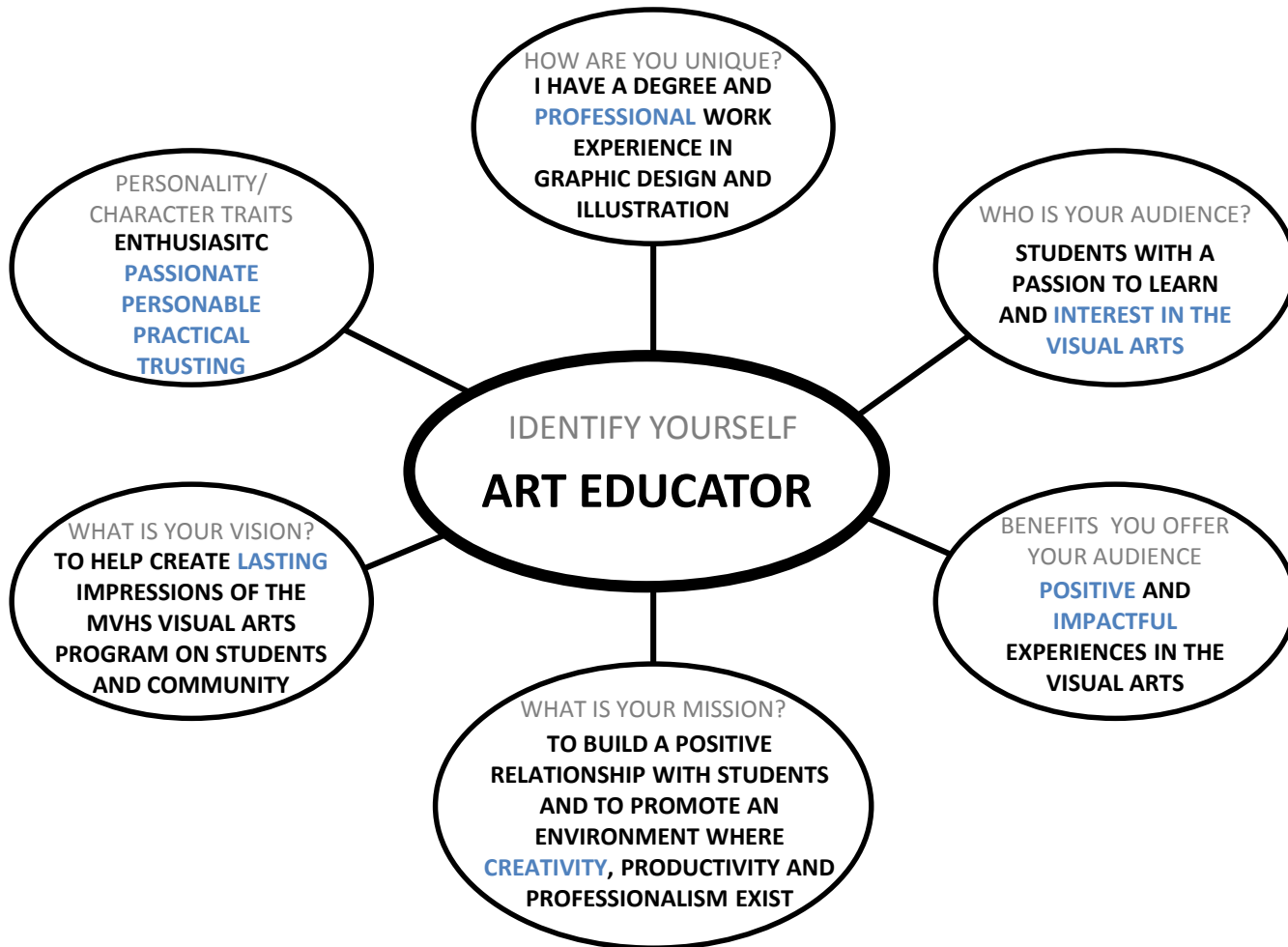


Defining my Logo Brand

Mrs. Van Doorn
Graphic Design 2



“BRANDING” THINKING MAP



Highlighted are key words I picked out from my “Thinking Map” that will help define my brand.



MY BRAND STATEMENT

I am a **passionate**, **creative** and **inspirational** art educator, who brings focus, **expertise** and professionalism to open-minded, motivated and teachable students, for the purpose of creating **lasting** experiences that promote a **passion** and **interest** of the arts, so that students can share their works of art with family, friends and community through displays, contests and exhibits.

Highlighted are key words I picked out from my “Brand Statement” that will help define my brand.



Simplifying my word selection

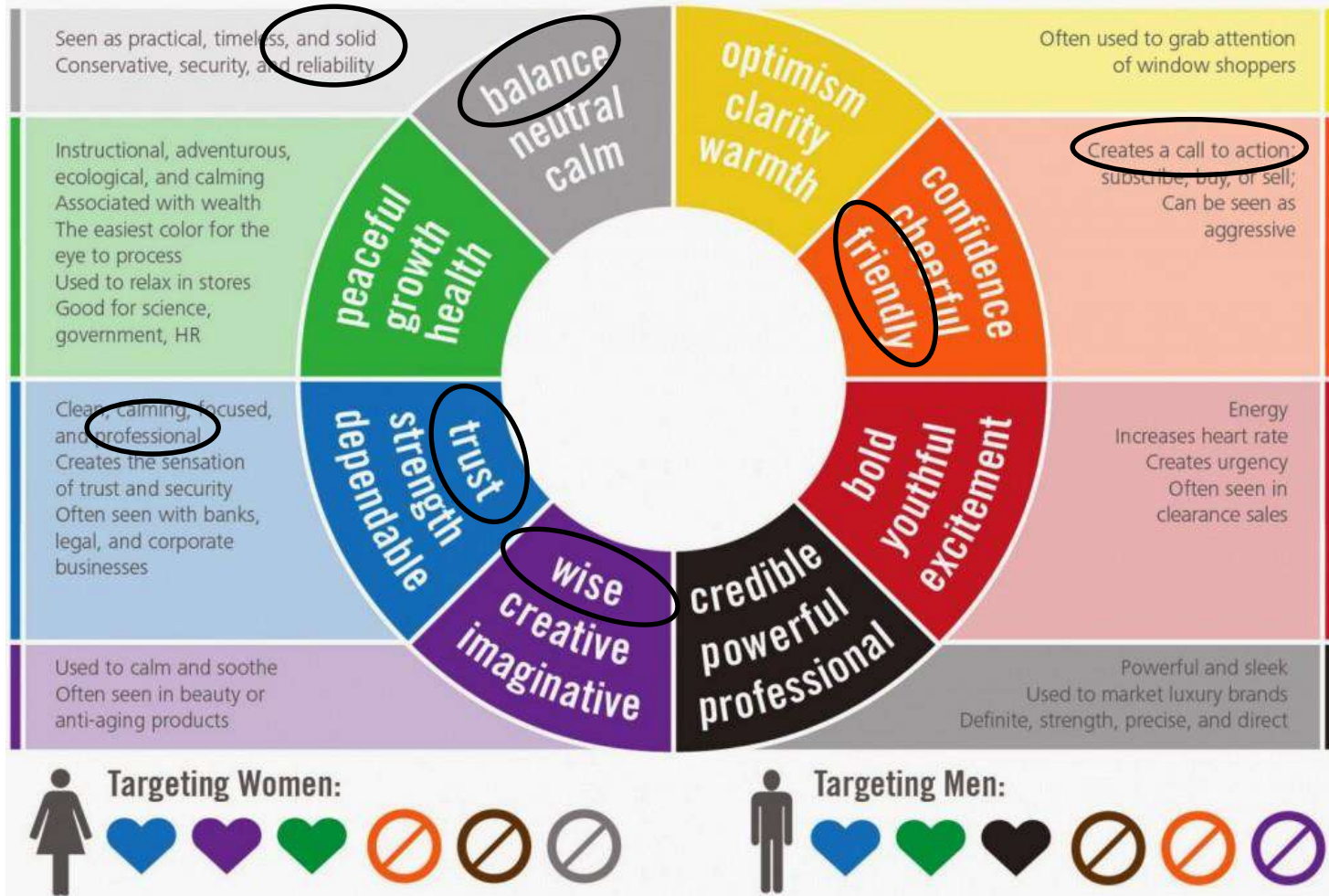
From the highlighted words I picked the ones I felt would be a good fit for helping with the design of my new Logo Brand. I teamed common words together to formulate a simplified identification for the Logo Brand.



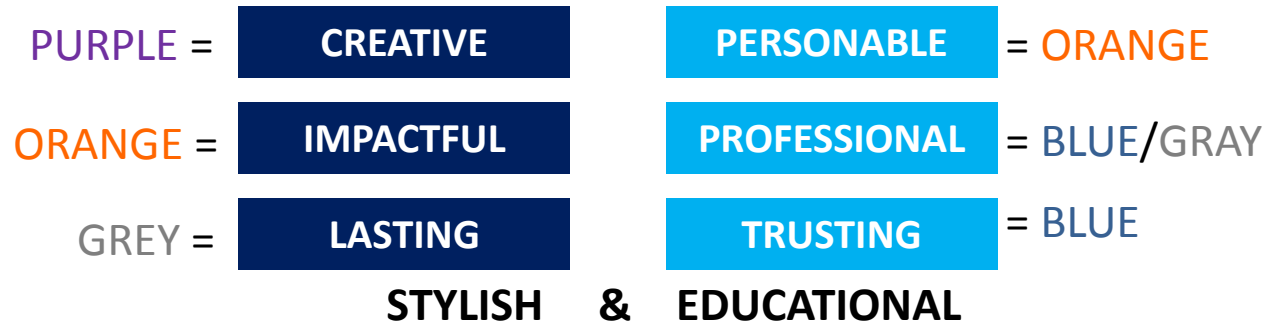
**My new Logo Brand will take on the look of being both
STYLISH & EDUCATIONAL**

Once I narrowed down the key words to portray in my logo brand, I sought out various Color Guides to make selections of colors that would reflect the feeling and meaning of those words.

What colors should you use in marketing?



After my research of color, this is what I found.



Blue and Gray seem to represent “TRUSTING-PROFESSIONAL-LASTING” of the educational experience I want for my students. Purple and Orange are colors that relate best to “CREATIVITY-FRIENDLY-IMPACTFUL”. They define the style. I will create a three color logo with blue and gray as final color choices, with an optional third color. I will try variations with purple and orange. Before I begin developing my logo brand I will research various logo styles.

Blue	Purple	Gray	Orange
Trust Smart Calm Faith Natural Stable Power Dependable Strength Confident	Mysterious Childish Creative Imaginative Wise	Balance Neutral Calm Formality Respect Subtlety	Cheerful Enthusiastic Fun Confidence Energy Playful Youthful Happiness Stand Out Friendly

OPTIONAL

**Now that I have 2 key words to help represent my logo:
“STYLISH AND EDUCATIONAL”,
I searched various logo types that I felt portrayed them well.**

These logos represent the type of **STYLISH** feel I would like to see portrayed in my Logo Brand, specifically created through a script or free flowing font.



These logos include the type of imagery
I think might work well with my Logo Brand.

EDUCATIONAL with an artistic flair was the inspiration for these selections.



Beauty Salon Logo
Your Slogan Here



EDUCATION
LOGO



artspace



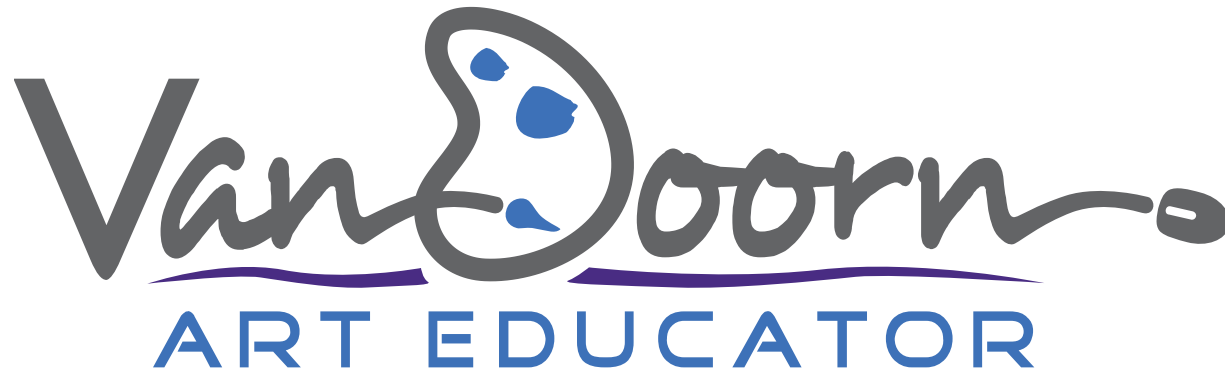
THINK PEN



OPTIONAL

**After my research with key words, color and logo styles,
I have created several Logo Brands as an Art Educator
to review for my final selection**





This logo incorporates a script font that is creative and trendy. The D is a painter's palette to represent the artistic part of my brand. At the end of my name is an icon of a mouse to symbolize the digital aspect of art. Art Educator is contrasted with a sans serif font that is professional looking to portray the stability of education.





In this logo I created an icon that incorporates a variety of images combined. The palette symbolizes painting, the eye represents the creative thoughts and perspective of an artist, and the fountain pen is an artists tool, also becoming the V in Van Doorn. The combination of images signifies a collegiate feel. I chose a design related font for my name and a script font for art educator. The contrast brings both the creative and the educational together.





My name is written in a font style that is flowing and stylish, matched up with a trendy san serif font to embody stability in education. The logo icon has a good balance and representation of both graphic arts (the mouse) and fine arts (the pallete).



Van Doorn
ART EDUCATOR



VAN DOORN
ART EDUCATOR



Van Doorn
ART EDUCATOR

