Graphic Design- Logos (Labeling)

A graphic designer can be responsible for 3 main roles in this job which are: **Labeling**, **Packaging**, and **Promotion**.

Let's look at **Labeling**: **Labeling** is about creating an image to represent an entity, the logo. A logo is a shortcut to brand recognition. If you have a good logo, you have a recognizable brand. No doubt you recognize these-

The logos above are all great examples of good logos. But what makes a logo *good*?

A "*good*" logo follows these simple rules:

- **Number 1:** A "*good*" logo is simple- A logo should not have too many parts; the less you have, the better it stands out. Some logos include text, but it usually kept short
- **Number 2:** A "*good*" label is memorable- This goes pretty closely in hand with simplicity. If it is simple enough, it is easy to remember and associate with your brand.
- **Number 3:** A "*good*" logo is scalable- This is hugely important: if your logo is scaled down or made larger, it should still be recognizable
- **Number 4:** A "*good*" logo is versatile- It should look great in print, on the web, on a business card, in color, in black and white- covered in sprinkles- whatever. It is still recognizable as that company's logo.

Here's where your first assignment comes in. I want you to choose a **<u>school-appropriate</u>** logo and we're going to practice analyzing these images to see if they hold up to the rules of a good logo.

First, you're going to tell me what this logo is for and post an image of it with your response. Next, you are going to check and see if your logo holds up to the 4 rules of a "good" logo: is it simple? Is it memorable? Is it scalable? And is it versatile?

Please answer all 5 questions in complete sentences and post an image of your logo. Those questions again are:

1. What is my logo and what is it for?
2. Is the logo simple?
3. Is the logo memorable?
4. Is the logo scalable?
5. Is the logo versatile?

Overall, if your logo fails 2 out of 4 of the criteria or more, it is not a good logo.
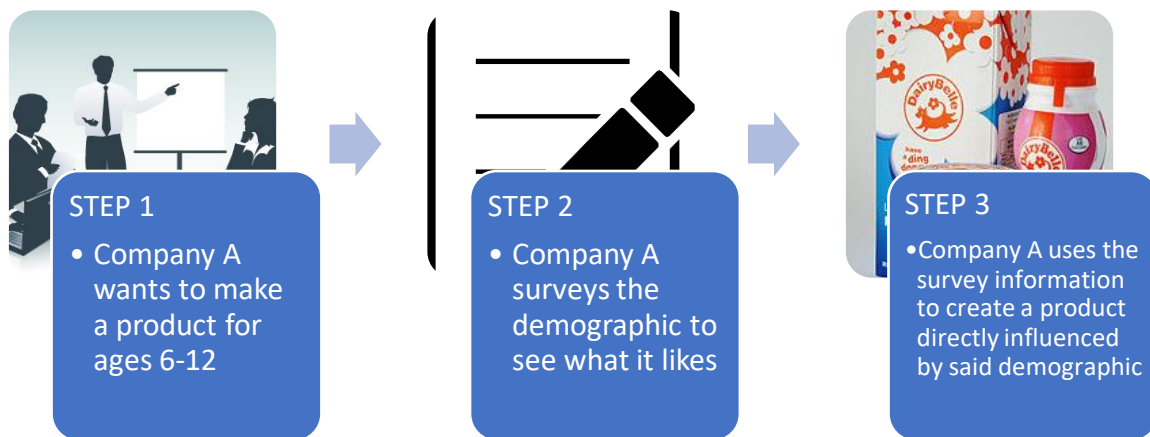
Packaging is pretty much what you think it is: a designer will craft packaging for their product with the intent of being sold. This comes in several forms from simple boxes to clothing tags. Packaging design is just as important if not more so than the logo. How a product is designed to look directly in front of its buyer and sold can determine whether or not a person purchases it.

This stage of graphic design is influenced by a **demographic**. A **demographic** is the targeted range of consumer that a product or service is directly attempting to influence. There are several of these; the most common are the following:

- **Age**
- **Gender**
- **Location**
- **Income**
- **Ethnicity/ Nationality**

To successfully sell to your demographic, you must find their interests using a **survey**, a series of questions for the purpose of gaining information about a group's common likes/dislikes.

Here is an example of utilizing an age demographic to create a food product and packaging for said food product: Company A wants to make a new breakfast cereal for ages 6-12. In order to have the best chances of selling and advertising this product, Company A **surveys** the demographic they are targeting to see what the greatest influences are. They find that ages 6-12 like bright colors, candy/sweets, fuzzy animals, cartoons, and technology (specifically phones, internet, TV, and video games). Using this information, Company A creates '*Tiger Os*,' a bright orange and yellow cereal packaged in a brightly colored box with a young, cartoon tiger as the mascot. It is planned to contain a QR code for a mobile game app that is free to play for children since so many younger children have access to cell phones. Using a targeted demographic, Company A is able to create a product directly influenced by ages 6-12 that mostly likely will sell.

STEP 1
- Company A wants to make a product for ages 6-12

STEP 2
- Company A surveys the demographic to see what it likes

STEP 3
- Company A uses the survey information to create a product directly influenced by said demographic

How a product or service is packaged greatly influences who will use it. Think of your favorite brand- why do you like it? Do you think it was made to directly target you as a demographic? How is it packaged? Does that packaging make you like it more? Now think of a brand you don't like- why don't you like it? Is the box too small? Are the colors reminding you of older people? What keeps you from purchasing that product?

Your assignment:

You are going to analyze an existing product and determine whether or not the packaging helps or hurts the product they are trying to sell. The product and can be food, household goods, décor, fashion (clothing, shoes, accessories, and hats), transportation- whatever school-appropriate brand you choose. Does this product need a box? A bottle? Is it sold in a bag? With a bag? What kinds of tags/ stickers does it have? Answer the following questions:

What is your product and brand?

Does the packaging help grab your attention? Why or why not?

What do you notice first?

What was done right? (AKA What do you like about it?)

What would you improve?

What do you believe the target demographic is?

Promotion is the third role and this comes in the form of **advertisements**. **Advertisements**, or **ads**, are a wide-reaching method to get a consumer to purchase or use a brand; it promotes their (the product's) use in way of **print**, **web**, or **television**. And this method is effective- oh boy, is it effective. Let's talk about how and why.

The purpose of **promotion** is *to gain the attention of new consumers and to keep current consumers coming back*. Again, the purpose of promotion is to gain new customers and keep the ones you already have. For a graphic designer, she will create **ads** for print and the web that will advertise the product/ service in the most complimentary or desirable way possible***** (more on this in a bit). Print advertisements are in magazines, newspapers, bus stops, buses, cars, planes, flyers, the sides of buildings, posters, signs, billboards, and even on clothing. Sales papers from grocery stores are just ads to get you to buy your groceries and goods from one store as opposed to another. The labels on your food are ads. Your bag of fast food is yet another advertisement to get you to come back. Basically, if it can be printed, it can have an advertisement placed on it. Print ads are effective as they are physically present in your day-to-day life, you come across them as you read books and newspapers, as you ride public transportation, or travel along the road. In a span of one day, you will encounter on average 5,000- 10,000 advertisements (majority print).

Web advertisements are even more prolific and are available where printed ads cannot be. Access to the World Wide Web has dramatically increased since the 90s allowing advertisements to cross over to the digital realm where we increasingly spend more and more time. In this day and age, we are all practically saturated in advertisements thanks to our almost constant immersion in technology.

How exactly do these companies keep getting our attention? Well, it's done on purpose by using **color theory and demographic preferences for marketing.**

Crash Course Color Theory:

Colors have connotations, or meanings, and they have since art was invented. Red can symbolize passion, purple can display royalty, and green connects with nature and natural items. These colors determine whether or not your logo is for a luxury brand or for children or if it is for men or for women. Below is a small chart that provides just a few emotions and meanings certain colors carry (please see the Color Theory/Demographic Preferences slideshow for more examples).

Bright colors are attractive to young children, teens, and young adults and are often used on goods such as toys, candy, and snacks (things that are to be used/bought repeatedly). Social Media applications that have a younger user base have brightly colored icons/logos (ie. Snapchat, instagram, twitter).

Purples, pinks, white are usually reserved for girls, while blues, greens, and grays for boys. Reds, oranges, and yellows are considered gender neutral and can be used for both.

Little to no text advertisements are directed at young adult demographics as they are able to interpret images much more easily than children

Text-heavy ads are for older consumers who care about the details of their products

More subdued colors are used for products for older demographics as well as brands that provide services

Higher end products rely on more artistic interpretations of their products with very little description, but heavy sensory images and sound.

The dialect actors use is indicative of who the product is targeting (Are they using slang? Are they using several

*Remember when it was mentioned before that ads are to promote the product in *the most desirable way possible*? This where problems with advertising arise as there are many avenues a company can take, and some are not proper. A brand, whatever their product or service, has a duty to uphold which is they MUST tailor their advertisements toward an appropriate demographic. For example, toys for young children are targeted towards young children, products like technology appliances for young professionals are targeting young adults, and medications usually advertise to older consumers. However, several companies ignore this and rightfully come under scrutiny for deliberately advertising to minors or specific ethnicities.

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