

Logo Design and Marketing Project

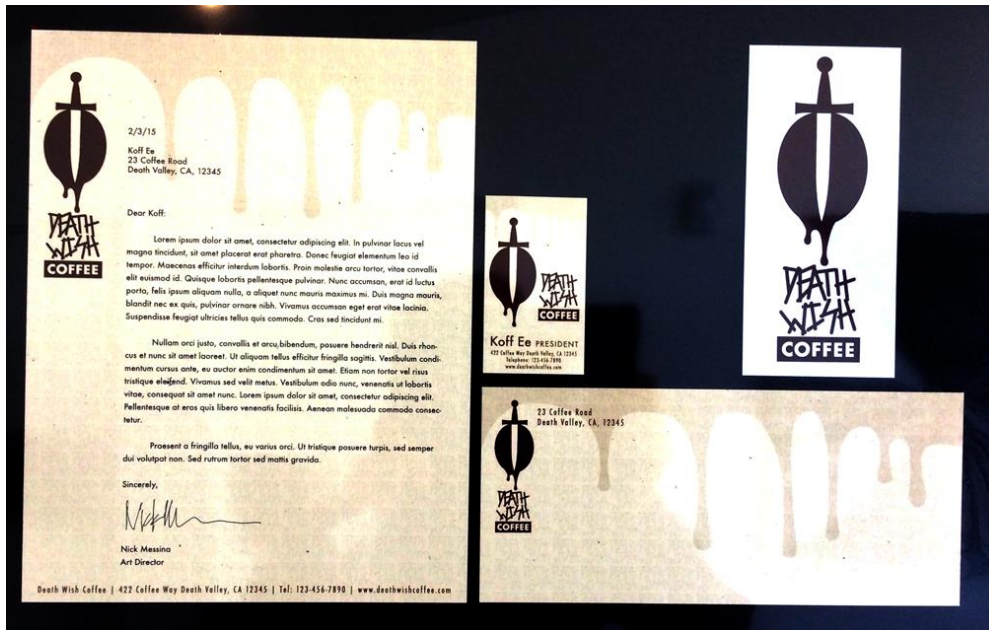
For this project we're focusing on graphic design, marketing and self-promotion. Your goal is to create a logo for a company that will be used on a business card, letterhead and an envelope.

1. Create a company name (can be made up or one that you have a personal connection to, such as a company that a relative owns for instance. Don't choose a well-established brand or company, like Pepsi, Nike or Wells Fargo.)
2. Create a logo for that company, starting with some sketches (remember the principles of effective logo design!)
3. Create the logo in either Adobe Illustrator or Photoshop (I'd recommend Illustrator, since it's the best at creating smooth curves, and has no pixels so it can be enlarged if needed).
4. Create a business card with your logo on it. The file size for this should be 3.5" x 2". Things to include on your card: logo, your name and title (are you the president of the company?), address and telephone number (these can be made up).

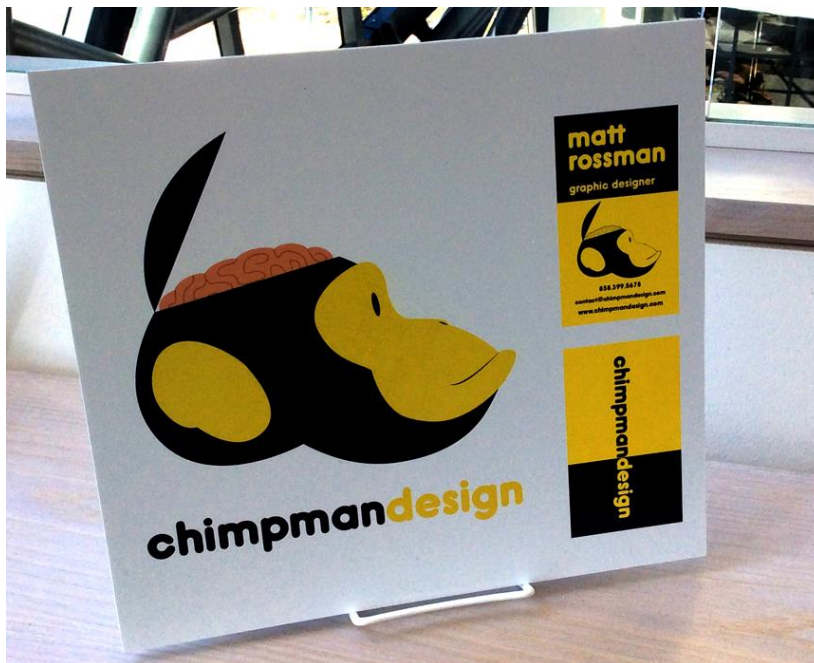
Here's a link for some business card ideas:

<http://www.andysowards.com/blog/2013/20-examples-of-creative-business-card-ideas/>

5. Next create some letterhead with your logo. This can be done in Photoshop. Make the document size 8.5" wide x 11" tall. Look at the example below (Death Wish Coffee) for formatting ideas and things to include in your letterhead.
6. Lastly, create an envelope that uses the logo and an address. Again, refer to the image below for reference. You can use Photoshop for this as well, making the document 4.14" tall x 9.50" wide.



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