MANDATORY ASSIGNMENT 02: LOGO

CRAVE

Introduction

In this assignment I have tried capturing the feeling of being a teenager with the way I think a chocolate brand logo should look like. I researched other chocolate brands only to find out that some of these look very serious and I decided that I wanted something that could be more fun, yet not too childish.

I have tried telling myself that simplicity is key, and not added more elements than I felt necessary. The logo needs to give the brand Crave some identity, distinct it from its market competitors, and communicate a positive message about the brand.

Interpretation of Task
Once given this assignment I immediately thought it was quite clear; I had to make a logo for a new chocolate brand called Crave. Researching the brands Freia, Anthon Berg, Cadbury and Lindt, I quickly managed to grasp what a logo for a chocolate brand might look like, and soon came up with a few ideas of my own.

Concept and Target Group
I decided to make a logo for a brand targeting teenagers. It seems like a lot of people associate chocolate with females, especially eating it when they are feeling depressed. This might be true, but I don't like putting people in categories based on their sex when it comes to something like chocolate. With teenagers I target a group at a special age instead, which I thought better.

I knew I wanted to create a logo that was more exciting than what I think e.g. Lindt's logo is, because teenagers want something that is more fun. Having been a teenager myself not very long ago, I remember well what it was like, and the feeling of freedom and feeling forever young is something I wished to capture.

Message/Achieved Action
To convey the message I wanted, I knew I needed something that could say freedom.

Name - *Crave*. This was a name given to me in the assignment, and thus nothing I could change or do anything about myself, other than deciding how to express it. However, I think Crave is a name that fits with teenagers because we always crave for something.

Typography - The typeface I ended up using is called *Chocolate Bar*. I tried out several different typefaces, but this is the one I eventually found best suiting to my design and style. I have discussed why under "Design Choices."

Colours - The brown colours I have chosen to apply to my design are meant to build up the idea of this being a chocolate brand.

Elements – I eventually chose to use wings as my element in this logo. This is also something I have described closer under "Design Choices."

RESEARCH AND WORK PROCESS

I tried updating my blog along with how my work process was going, so *this explains the chronological process* quite well. What I quickly realised would be my biggest challenge in this assignment was not having worked much with Adobe Illustrator before, but tutorials on Lynda.com helped me get a better understanding of how the program works. Once I had fiddled around in the program for quite some time, the work process was a lot easier.

Research and Analysis

Market Competitors – Since Freia, Anthon Berg, Cadbury and Lindt were given us as examples of market competitors, these were the brands I researched for the assignment. My conclusion in this research was that equal for all logos is the simple use of colour, and the choice of organic lines. Neither logo has more than two or three colours, and this makes for an easier design for all logos. Another similarity is how handwriting is the basis for the font in each and every logo. Since each brand is a big brand, it was easy to find information about them, and I uploaded *the whole research "report"* to my blog.


The History of Chocolate – As with the market competitors, there were numerous web sites telling the history of chocolate, making *this research* quite easy. The quick way to tell this history is: The cacao beans that used to be mixed with water, vanilla, honey, chilli peppers and other spices by the ancient Mesoamericans, resulting in a chocolate drink, were probably quite different from what we are used to now. Chocolate has been believed to have possessed mystical and spiritual qualities, have been used as currency, and been seen as a symbol of luxury, wealth and power. After inventing the cocoa press in 1828, the cost of the chocolate production was lowered and chocolate became more affordable to people. Today the *average Norwegian eats 9,7 kg of chocolate* per year.

Defining Target Group and Design – I tried finding out *what exactly makes us like chocolate*, and tried coming up with a reason why teenagers tend to enjoy it so much. Many researches out there explore this very question. I did not come up with one and only reason – which I never thought I would – but rather a few ideas of why: Chocolate tastes good. Teenagers can sometimes be pretty stressed out, and chocolate does calm us down, which makes for a positive experience and makes us come back to it over and over again. I knew the design needed to be fresh and speak to teenagers whilst communicating chocolate.

I believe teenagers tend to be quite stressed out sometimes, whether it is because of studies, a relationship, family dramas, finding one self or something entirely different; there are expectations that need to be fulfilled, and one asks a lot of oneself. No wonder people end up eating chocolate to feel good from time to time!

Mind Map – The first thing I did was to put down all my thoughts related to chocolate, Crave and teenagers on a mind map. This helped me get a better overview of what exactly I wanted to create, and what I might want to include.
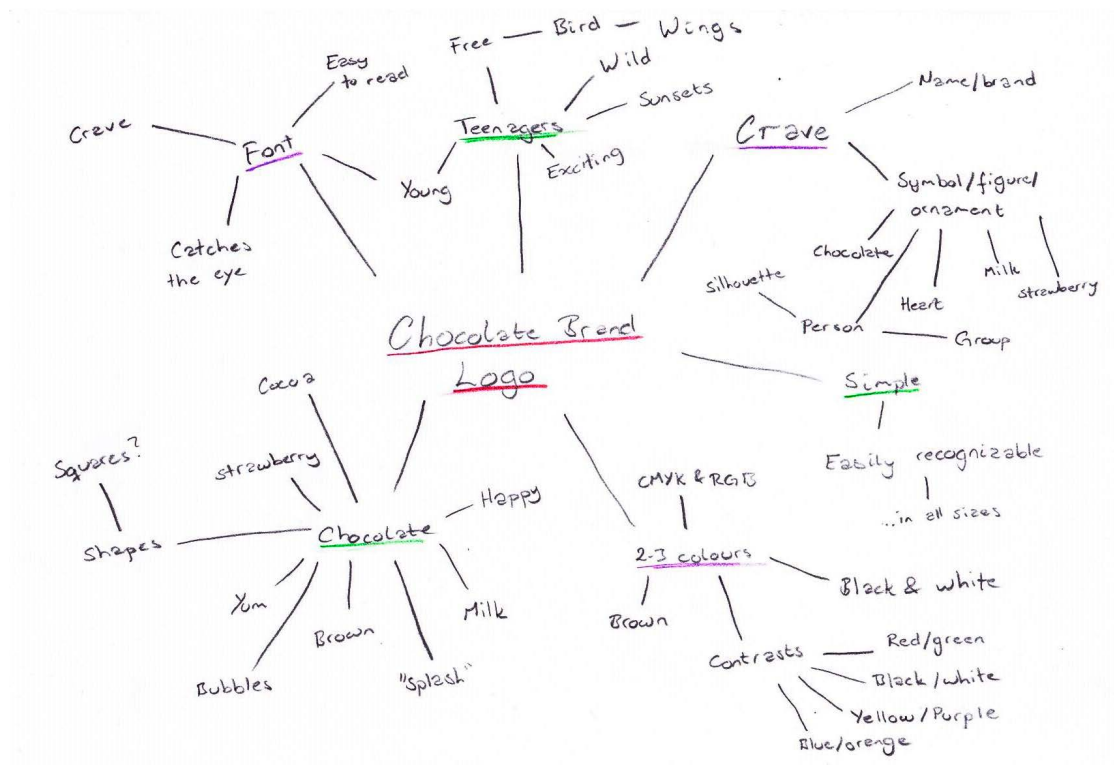
Moodboard – I used a lot of the words I wrote down on my mind map, and searched for those to find images that I thought could fit. A link to the sources of these photos is listed under "Sources and References."

Coming Up With Ideas

I think my mind map, moodboard and even the research I did, helped me a lot when trying to come up with ideas. Since I had already been given a name, and the choice between two target groups, the direction I was heading was made once I chose teenagers out of the two.

Chocolate Qualities – Knowing this is a logo for a chocolate brand I had to think of the qualities of the treat. My mind map helped me get this done: Brown, Yum, Cocoa, Milk, Bubbles, Splash, Strawberry, Shapes (Squares), Gifts, Happy (Dopamine, Feel-Good), and Stress Release are the words I wrote down. Having these words written down on paper helped me get a clear view of what chocolate is, and what a logo for this product may look like.

Teenagers Identification – I did the same for teenagers: Young, Exciting, Sunsets (Sun), Wild, Free (Bird, Wings), Sex (Love, Kisses), and Valentine's (Gifts). It didn't take me very long to start looking at the idea of using wings in my logo, exploring the idea of being young, wild and free.

Sketches – When I first started drawing by hand, I ended up sitting with 24 completely different scamps. Some have similarities, but overall they are all quite different from one another.
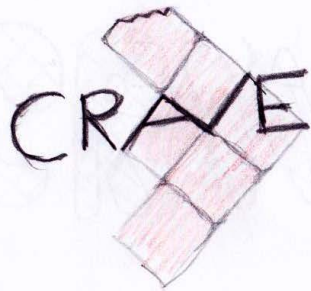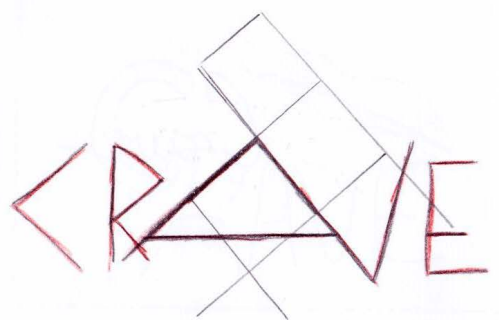
When working on these sketches I tried out ideas that had to do with my words from the mind map. I also made sure to try focusing on both a symbol, and the way of writing the name. I wasn't yet sure what kind of font I would like to use, so I was simply playing around with a few different typefaces to see what might turn out to be something I like.

Whenever I work on sketches I try to keep an open mind so as to not limit myself too much and end up sticking with the first idea I had and simply don't put my imagination in use for the rest. I have walked into that trap before: going for the first idea because I kind of like it right then, but later realising that if I had spent some more time on sketching I might have come up with a better idea.

I tried narrowing my choices down to a few only, and eventually sat there with seven quite different ideas that I asked fellow students and tutors for feedback on.

After getting feedback and thinking about which one I personally liked the best I chose to work with the idea in the bottom left corner (marked with the red square). At this point I wasn't thinking much about colour, but rather the actual design itself, and having elements work well with the font I would eventually end up choosing. Some of the scamps above do have the colour brown, but that is mostly for myself and not final colour suggestions. This is something I thought better to look at when having finished the actual logo design.

The process from sketching to coming up with a design that I was happy about took me quite a while. But with an idea in mind I first tried exploring similar ideas by drawing by hand before I brought a final idea with me to Illustrator and tried working on it digitally. I could not get it right, though. Something about it didn't feel right, and other people agreed; it was too hard to read, and the wings didn't look the way I wanted them to.

Refining Ideas

I decided I wasn't happy about this design. The typeface *Sistah Ysse* (used in the idea above) was one I was quickly growing fond of, but I knew I couldn't settle down on one typeface just yet, and tried out a few more in Illustrator.

I tried out typefaces that were quite different from one another; here you have examples of scripts, sans serif, and other decorative ones. The reason behind this was that I was trying to open my mind to other possibilities. Early in the process I decided I wanted to use a script because I saw that's what the market competitors used, but once I started playing around in Illustrator I knew I couldn't constrain myself to scripts only.

With shapes and the Pathfinder tool I began creating ideas that were completely different from what I had been able to do by hand. Using the Pathfinder tool makes for more random designs I believe, because you never know how it will actually turn out. Having watched a few videos on Lynda.com (listed under sources and references) truly helped me in doing this.

This is a selection of my six favourites, and the bottom left was the one I landed on. I was quite satisfied with the typeface (*Chocolate Bar*) and the way I did the V on this. So I kept working on this one. Because of the rushed sketch I had to first of all neaten the V up. When I decreased its size the white lines inside disappeared, which I wasn't happy about. On my second version I also reflected one half to create the other half, ensuring consistency and same sizes and lines on both sides.

Looking back at what I was working with on my original idea with the infinity sign, I tried and include this. Having the whole sign integrated with the logo did not work because it competed too much with the logo itself, so I converted the shape to outlines (it was originally the number 8 on a 90 degree angle) and deleted parts of it until I eventually sat there with two semi circles. I

liked the way these two curved lines encompassed the word, and I realised I was onto something with this. This was finally getting the feel I wanted.

Update

This is the logo I first submitted - one where I had semi circles, wings created from circles and the pathfinder tool, and where I used two different shades of brown.

However, after submitting my logo and getting feedback on this I was recommended to get rid of the semi circles and think "less is more." I was also told to maybe have a closer look at the wings/V and perhaps work more on this. So I did. The semi circles were removed, and I then drew new wings. Instead of using a circle and repeat this, and then using the pathfinder tool to change the shape, I now used my drawing tablet and drew the wings instead, using the V from the font to get the right size etc. I think the new wings look a lot better and maybe send out a bit more of a teenager feeling, and a less childish one than what I first had. I also converted the font to outlines and made a few very small adjustments to some smaller parts to make them work better with the new wings.

DESIGN CHOICES

Style/Genre

Teenagers are meant to be free, and I don't think a logo for them can be too "strict." It needs to be a little more creative than such, and I always knew I wanted the typeface and elements to be organic rather than geometrical. The organic lines are more playful and seem more open and friendly. Teenagers can associate with the elements I have used - this is something I will explain closer under "Elements." In addition to elements that work for teenagers, I think the typeface itself works well with the chocolate theme, and more importantly; the typeface and elements work together.

Typography

I used the typeface *Chocolate Bar* for this logo, and I found this on Dafont.com. As the name implies, it screams of chocolate: You see it and go "aha, chocolate," and I think that was quite important. It is also a fun typeface, with quite organic letters, which is something I knew almost from the beginning that was something I wanted.

ABCDEFGHIJKLMNOPQRSTUVWKYZ
0123456789 !"#$%&/()=?´`;:_-,

This is a typeface characterised by thick strokes and rounded edges. It's a sans serif typeface; meaning it is clean. Sans serif is ideal for small sizes, which means that it makes it easier to decrease the size of this logo without making it very hard to read, as explained in *Graphic Design School*. Because this is a logo and the purpose is to express something rather than being a longer text in which I needed to focus more on readability, I was allowed to have more playful letters, and I believe this was a well suited typeface for doing so.

I was never sure whether I wanted capital or lower case letters, and always worked with both when trying typefaces. *Chocolate Bar* made that choice very easy since it only had upper case letters. I did not mind though, because I think this fits with my design, and I like how they all have the same cap height. All letters being in capital letters gives for a logo with a similar visual shape, all being in the same height.

Colours
When I first started thinking of my design I had the colours yellow, orange and red in mind, to sort of reflect the colours of sunsets. This, though, was something I thought of before making the actual design, and once I had come up with my final idea I didn't think those colours would fit. I tried out quite a few colour combinations in Illustrator; different shades of brown, as well as trying gradients, and then towards yellow, orange and red.

When I got all these colours lined up next to each other I immediately knew I liked the brown. One; this is usually the colour of chocolate, two; I think it works well with the design, and three; it is quite gender neutral.

I wanted to separate the wings and the semi circles from the rest of the letters so as to make it a little more interesting to look at, but didn't want the colours too different that they were completely separated either. This made me choose the colour suggestion marked with a red square, and is one I personally am very happy with. Since we normally associate chocolate with the colour brown, I think this adds the little extra to the logo. However, after further thinking, I decided to have the wings/V in the same colour as the rest of the letters, to make sure people would understand this is part of the word.

On the suggestions with the letters going from yellow to red and back to yellow, I think the whole logo got a different message, and could have worked for yoghurt or lollies for kids or something like that. Using gradients on the semi circles didn't feel quite right either, and I also think this could be a little challenge when printing the logo.

Since I'm not working on a logo for yoghurt for kids, and want to avoid printing issues, the brown felt like a natural choice. This means that I was left with two colours in my logo, but they work well together because it's the same colour, only in different shades.

Update: After removing the semi circles I was left with one colour only, and I believe this is a good choice for the logo. I also chose to keep the wings in the same colour as the writing, to make sure it doesn't compete too much or loses its meaning by being too different. And thus, my final logo uses one colour only.

	RGB	CMYK	WEB
	R: 114	*C: 34 %*	*#72502c*
	G: 80	*M: 62 %*	
	B: 44	*Y: 86 %*	
		K: 41 %	

Elements

The way I presented the wings changed a lot from my initial idea. Changing from being only part of the V, and partly working as background for the other letters, it is now the V only. I think this works a lot better because the rest of the letters now are more legible. This makes it easier to read, and I also think it gives the whole design a nicer look. I knew I wanted to include wings in my design because I wanted to build on the idea of being young, wild and free as earlier mentioned. As a teenager you will often think that you can do whatever you want, and that you can go wherever you wish. I think the wings are a nice symbol of this.

After getting feedback, the wings eventually changed from what is shown on the left, to what's shown on the right below. I think the new wings look way better and fit both teenagers and the font better. They could even remind one a little of flames, which make them more "hip."

The semi circles (which I have now removed); they started out as the number 8 on a 90 degree angle, and then became an infinity sign. Because this again added a background for the letters and made it less readable it had to be simplified a lot, and removing a lot of the lines in the 8 created some interesting semi circles. These encompass the word nicely. Behind the idea of including the infinity sign was the feeling of being forever young. Note: The feedback I got back was that these may make too much happen in the logo, and since this is something you normally wish to avoid, I agreed that it was a good idea to get rid of them.

FINISHED PRODUCT

RGB

CMYK

CRAVE

Black & White

CRAVE

SELF EVALUATION

Reflection around finished product

Although quite different from what I first imagined it would look like, I am rather happy about the design I have created. As I said in the introduction, I wanted to make a logo that gave the brand Crave an identity; a logo that could distinct it from the market competitors; and a logo that would communicate something positive about the brand. I think my logo does this, and I don't think it's hard to understand it is a chocolate brand logo.

Because of the few elements used, it should work both in smaller and larger scales. It also looks good in black and white as well as in colour, which is very important.

Development and Process

This has been an incredibly interesting process because I have tried out so many ideas, and really got to see the process of refining ones ideas. My finished product is very different from what I had in mind when I first began, but I believe it is for the best: It communicates my message, and it has all the elements that I wanted without them becoming too dominant in the overall design. Being a Photoshop person, I wasn't very excited when I saw I had to work in Illustrator for this assignment; despite knowing that Illustrator is indeed the best program for logos because of its vector graphics. I learned one thing, though; and that is that the more work you do in a program, the more you learn, and the easier it gets. Several tutorials on Adobe Illustrator on Lynda.com also helped me a lot in creating this product.

For the three weeks I had to work on the assignment, I tried setting some goals for each week: The first week I did my research, made my mind map and moodboard, and started sketching; the second week I focused on refining my ideas and getting feedback from tutors and friends; and the final five days were spent making sure it was exactly how I wanted it and writing my report. I think this helped me in many ways, as it made sure I didn't end up having to work 24/7 the last week, as well as giving myself time to really evaluate whether or not I liked my design.

For later projects I have proved to myself that having a schedule is a good idea, and that I should stick to making that. Illustrator and I have become better friends as well, which I'm sure will help me produce designs faster and easier in the future. Finally, this has been a fun assignment that has taught me a lot about logos and logo designs.

SOURCES AND REFERENCES

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Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media. David Dabner, Sheena Calvert and Anoki Casey. Unit Three, Fundamentals of Typography. Fourth Edition.

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Chocolate Researches

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