

Tompkins County Bicentennial Logo

Goal: Choose 10 unique logo design solutions from ART 109, ART 270 and ART260 to present to the Tompkins County Legislative Board.

Present sketches during the week of 10/12.

Client Brief:

The client is excellent; they understand what makes a good logo. Some thoughts the clients had:

- Consider incorporating the county seal or the shape of the county
- A mark that celebrates the past but looks to the future
- A mark representing the theme Faces, Places and Spaces
- Something flexible and not color or size dependent, should look great in just black!
- Modern and SIMPLE!
- A mark that is inviting to the community

Research

Do some research on Tompkins County:

- Create a fact list, consider researching town seals in the county, other county based logos, other Bicentennial logos, modern updates to old logos
- Make a mindmap with research and sketches
- Create at least 15 sketches
- Draw anything and everything

Class Critique: Together we will choose the strongest designs from each class. At least 1 class member from each class will then refine their chosen sketch/es and come with me to a meeting with the client, The Tompkins County Bicentennial Commission to present the work.

All students will complete a final logo for the project.

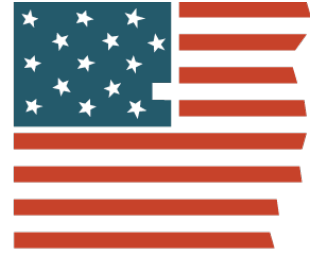


Cortland County: Busy and reliant on color

More Simple and relatable, easy to read in color and in black



RAISE IT UP!



STAR-SPANGLED BANNER ☆ 1814-2014



BICENTENARY
NORWEGIAN CONSTITUTION
1814-2014

