

Logo Repro

Reproducing an Approved Logo

Purpose

The purpose of this lab to be attentive to the detail of a design process and to give you some idea of how to take an approved logo design and prepare it for use by clients, vendors and other entities that might utilize the logo in different mediums.

Scenario

You're a production artist at a design agency and have been handed a logo design that has been approved by the client and is ready to be reproduced (reproed). Typically the Art Director/Graphic Designer will see the job through, but because work flow is so intense you have inherited the job of reproducing and preparing the logo to be used in a variety of mediums.

General Questions When Reproducing (Repro) a Logo

- o Is the kerning off?
- o Are the fonts outlined?
- o What is the color build? CMYK? RGB?
- o Where can you check for that?
- o Are the color values rounded to the nearest whole number?
- o How's the spacing consistency within the logomark and logotype?
- o Any stray points?
- o Has the line work been converted to paths?
- o Have the points been simplified?
- o Hows the overall alignment?
- o Are the shapes of the final logo compounded?
- o Is the swatch pallet clear of unused colors?

This lab is due at the end of class place in dro poff folder with the correct naming conventions. (Lastname_Firstname_Lab2.pdf)