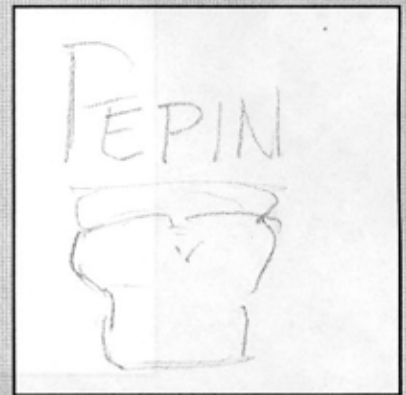
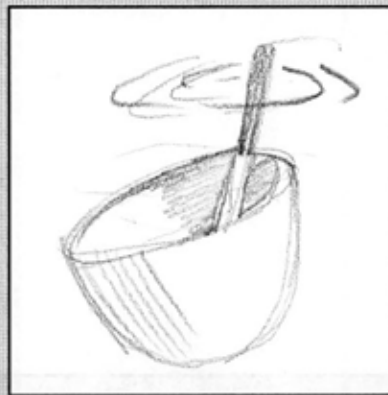
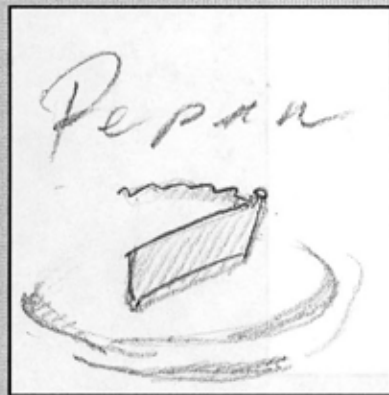
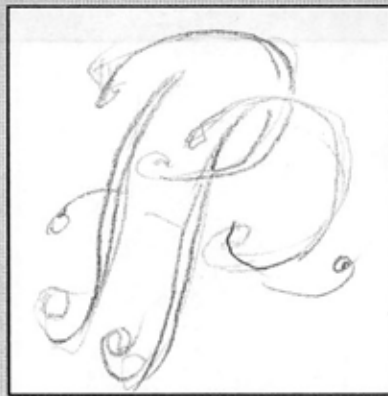


# 10 Thumbnail

Use this sheet to draw your concept drawings. Ten is the required minimum. You may certainly do more!



# Rough Draft

Use this sheet to draw your best thumbnail drawing on a larger scale. Your drawing of the logo should fill the space provided below. This may be the image you scan and trace in illustrator.

4" x 4"





pastries



pastries

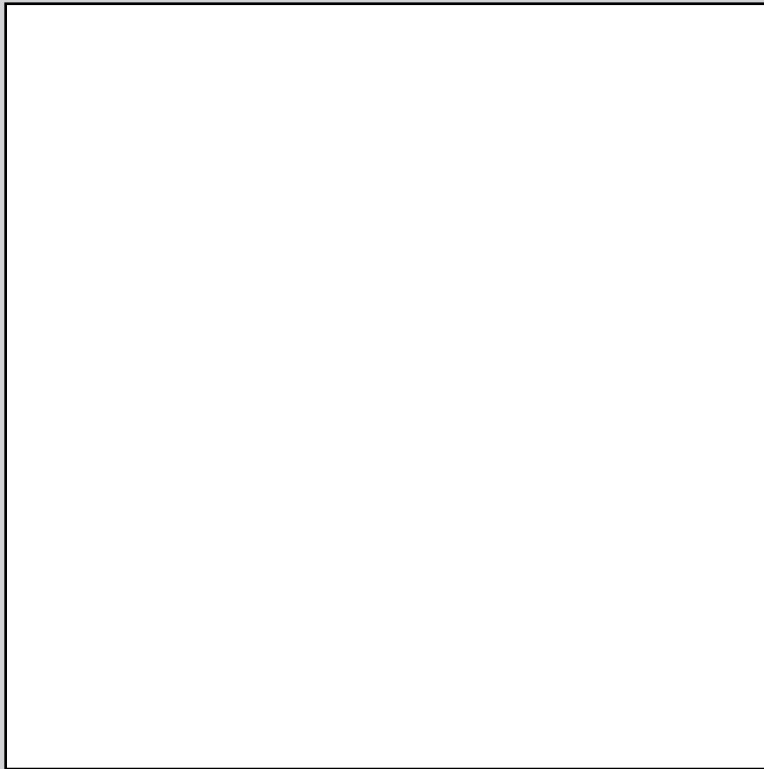
# 10 Thumbnails

Use this sheet to draw your concept drawings. Ten is the required minimum. You may certainly do more!


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4" x 4"



# Logo in Black and White

Colors are important but not as crucial as you might think. Your logo should first pass the “black and white test” before final approval. If your logo doesn’t look good in black and white, it won’t look good no matter what color scheme you choose. It’s true that a color version of your logo will substantially outperform a black and white one by 300% or more. However, it’s important to consider that the ratio of black and white or one color impressions your logo will make over it’s lifetime is exponential compared to color impressions.

Below: The first logo seen here is the client’s first choice from the design concepts presented to him. He loves the playful design and the colors that support the mischievous personality of the company. However, when tested in black and white, the logo becomes “muddy” and difficult to read. In the third example below, we were able to “save” the design for the client by simply removing the drop shadows surrounding the text in the black copy- thus improving legibility.



# PANTONE color matching

The PANTONE color matching system is the de facto standard for commercial printers, with over 1,000 colors from which to choose. Pantone colors are used by professional print shops around the world. It’s a universal color system that helps designers, print shops and customers talk in one language. You simply specify an ink color using a PANTONE formula guide and the printer buys a container of ink mixed to match the formula to print your job.

It is the best, least-expensive way to get a near-perfect color match.

