

## **Beverage Company Logo Redesign** *New Media I*

Congratulations! You got the job! You bid on redesigning the logo of your favorite beverage for its bottling company and the corporation that owns the brand, then was selected to submit designs. As a professional graphic designer, you know you have to:

1. Determine the target market of the beverage. (You can find this out from the company's web site, annual report, or a Google search for the name of the beverage plus the words "target market.") This should include information on the age group and income level of its target market.
2. Determine which aspects of the current logo are closely identified with the company and should be kept, or risk losing their present customers. This can be things like a particular color (Coca-Cola red) or Font (the Coca-Cola script font).
3. Find out who really buys the product? Does their actual market line up with their target market. Should you change the logo to address their actual market, or stick with the stated target market?
4. Copy/paste the logo of the beverage itself, the bottling company, and the big corporation that owns the brand into your Developmental Workbook.
5. Look at examples of how their logo has changed over time, i.e., what did it look like in 1970 (if the product existed then), and how did it change until 2011.

### **All research should be documented in your Developmental Workbook.**

4. Create a number of thumbnail sketches. More ideas are smart.
5. Meet with me and other students to narrow down possibilities.
6. Create your best idea(s) in Illustrator.
7. Test to see how the logo(s) look at various sizes, including business card size, and in black and white.
8. Fix legibility issues at small sizes.
9. Create large size color version and size down to 1" or less, address legibility issues in color.
10. Apply finishes to final logo in Illustrator.
11. Talk to me about how to turn in your work.