

Logos

CSCI 1210

*East Tennessee State University
Department of Computing*

*CSCI 1210
Introduction to Web Design*

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Logos: 7 Tips

Be creative

Understand the brand

Color is key

What's in a name? (Can you use a logotype?)

Keep it easy and flexible

Don't expect instant success

Use online resources and tools

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Company Recognition

Easy visual recognition/identification

Web designers may be asked to create/help create logo for company/website

Many tools available, some free some not so much

Photoshop/Fireworks (definitely NOT free)

Free online photo editors from syllabus / Google

<http://www.shopify.com/>

"What's important is to create something that you believe is different from anything already out there."

~David Airey



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Effective Logo Design

A logo must be **simple**

A simple logo allows for easy recognition and allows the logo to be versatile and memorable

Effective logos feature something unexpected or unique without being overdrawn

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Effective Logo Design

A logo must be **memorable**

Following closely behind the principle of simplicity is that of memorability

An effective logo should be memorable and this is achieved by having a simple yet appropriate logo

Effective Logo Design

A logo must be **enduring**

An effective logo should endure the test of time

The logo should be 'future proof', meaning that it should still be effective in 10, 20, 50+ years time

Effective Logo Design

A logo must be **versatile**

An effective logo should be able to work across a variety of mediums and applications

Effective Logo Design

A logo must be **appropriate**

How you position the logo should be appropriate for its intended purpose

Logos: Colors

Every color has a different implication and can bring nuance to your message

Red: energetic, sexy, bold

Blue: professional, medical, tranquil, trustworthy

Orange: creative, friendly, youthful

Purple: spiritual, wise, evocative

Yellow: sunny, inventive, optimism

Black: credible and powerful

Green: growth, organic, instructional

White: simple, clean, pure

Brown: rural, historical, steady

Pink: fun and flirty

Logos: Outsourcing

If your team lacks the services of a good graphic designer (Hint: hire one!), there are online resources available to create professional logos, for a fee.

<https://99designs.com/logo-design>

Some Logo Backstories - Android



Some speculation it was lifted from video game or Star Wars

Irina Blok – the Android designer who thought up the logo – clears up the question of what actually bought the little [bugdroid](#) into existence:

“This logo is designed to be international symbol for Android, and it is open source, just like the platform itself. There are no cultural references to any other characters or cultural icons... The process was very simple – we talked to the founder of android and did a research on the whole android/robot theme.”

Some Logo Backstories - Apple

Apple's logo has spawned a number of stories as it evolved over the years

Original (right, top) Robert Wayne, co-founder of Apple - for 11 days

Rob Janoff (right, bottom):

“I didn't have much of a formal brief on the logo assignment, other than “don't make it cute”. But I did know the selling points of the Apple Computer, and one of the biggest was colour capability. To me, that looked like colour bars on a monitor, which became the stripes in the logo. The order of the stripes, I'm sorry to say, had no particular grand plan other than I liked them that way. And, of course, the green stripe would be at the top where the leaf is...The bite is really about scale and the common experience of biting into an apple. It was a happy accident that 'byte' is a computer term.”



More Hidden Messages



The **Baskin Robbins** ice cream chain offer a variety of 31 different flavours, and the number 31 has been incorporated within the 'B' and 'R' initials in pink.



The yellow circle in the **Tour De France** doesn't just resemble the summer sun - it doubles up as a bicycle wheel, and the letter 'R' of 'Tour' has skilfully been made to look like a cyclist.



The white space in the centre of the **NBC** logo creates the silhouette of a peacock, and the colours are its feathers. It symbolises that NBC are proud of what they broadcast.



Almost every sports or music star can be seen wearing **Beats** headphones, and the logo is actually wearing a pair too. The 'B' and the red circle have been positioned to look like a person wearing the headphones.



The distinctively shaped **Hershey's Kisses** chocolates are one of the most popular in America, and this unique shape has actually been incorporated into the product logo. Look between the 'K' and the 'I' and you'll see a Hershey's Kiss in the negative space!



Sun Microsystems' logo, symbolising a computer, is made up of a group of 'U's and 'N's, that also make up an 'S' when side by side. Consequently, the brand name 'Sun' is hidden within this logo multiple times.

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Ten Minutes With Photoshop



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Google Search Bar

Google Search Bar

You may want to add a search bar to your website

<https://support.google.com/customsearch/answer/2630969?hl=en>

Google Search Bar

Add search to your site

Once you've [created your custom search engine](#), you can add the Custom Search element to your site so that visitors can use it. To do this, you'll need to copy some code and paste it into your site's HTML where you want your search engine to appear.

Add a custom search engine to your site

1. On the [Custom Search home page](#) [↗](#), click the search engine you want. Don't have a custom search engine? [Create one now.](#)
2. Click **Setup**, and then click the **Basics** tab.
3. In the **Details** section, click **Get code**.
4. Copy the code and paste it into your page's HTML source code where you want the Custom Search element to appear. If you've chosen the **two column** or **two page layout option**, you'll need to copy and paste two snippets of code:
 - a. Paste the first code snippet where you want the **search box** to appear.
 - b. Paste the second code snippet where you want the **search results** to appear.

Google Search Bar

Create a search engine

To create a custom search engine from scratch, you'll need to define a name and add some sites to search.

Create a new search engine:

1. On the [Google Custom Search](#) home page, click **New search engine**.
2. In the **Sites to search** section, add the pages you want to include in your search engine. You can include any sites you want, not just sites you own. You can include site URLs or page URLs, and you can also get fancy and use [URL patterns](#).
The name of your search engine will be automatically generated based on the URLs you select. You can change this name at any time.
3. Select the language of your search engine. This defines the language of the buttons and other design elements of your search engine, but doesn't affect the actual search results.
4. Click **Create**.
5. To add your search engine to your site, click **Get Code** on the next page. Copy the code and paste it into your site wherever you want your Custom Search Engine to appear.

Google Search Bar

Custom Search

New search engine

▼ **Edit search engine**

All ▾

► Help

Send Feedback

Edit search engines

Add Delete

<input type="checkbox"/> Search engines	Edition	Is owner?	Public URL
<input type="checkbox"/> Csci1710.org	Free	Yes	☞
<input type="checkbox"/> Csci1710.org	Free	Yes	☞

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Google Search Bar

Then click 'Create' below

Enter the site name and click "Create" to create a search engine for your site. [Learn more](#)

Sites to search

www.jram.net

www.example.com

You can add any of the following:

Individual pages: www.example.com/page.html
 Entire site: www.mysite.com/*
 Parts of site: www.example.com/docs/* or www.example.com/docs/
 Entire domain: *.example.com

If you want to search pages over entire web containing specific schema.org markups, click on "advanced" below.

Language

English ▾

Name of the search engine

Jram.net

Google Search Bar

Congratulations!

You've successfully created your Custom search engine.

Add it to your site

View it on the web

Modify your search engine

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Google Search Bar

Get code

Copy the following code, and paste it into a <div> element in your site's <body> section, where you want both of the search box and the search results to render.

Note: For the most cross-browser compatibility, it is recommended that your HTML pages use a supported doctype such as `<!DOCTYPE html>`. CSS hover effects require a supported doctype.

```
<script>
(function() {
  var cx = '002783373974432572364:vxgsosy6cc4';
  var gcse = document.createElement('script');
  gcse.type = 'text/javascript';
  gcse.async = true;
  gcse.src = 'https://cse.google.com/cse.js?cx=' + cx;
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(gcse, s);
})();
</script>
<gcse:search></gcse:search>
```

You can customize the Search UI even more, or add per page customization by following the [full documentation on CSE element](#).

If you want to use advanced features, [Get the V1 code](#) instead.

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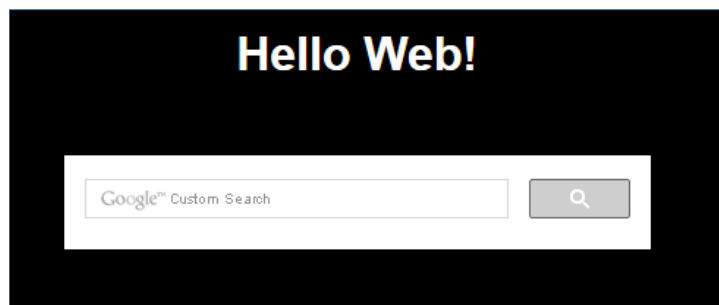
Google Search Bar

```

<body>
  <h1>Hello Web!</h1>
  <div style="width:400px; margin:10px auto;">
    <script>
      (function() {
        var cx = '002783373974432572364:vxgso6cc4';
        var gcse = document.createElement('script');
        gcse.type = 'text/javascript';
        gcse.async = true;
        gcse.src = 'https://cse.google.com/cse.js?cx=' + cx;
        var s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(gcse, s);
      })();
    </script>
    <gcse:search></gcse:search>
  </div>

```

Google Search Bar



Error checking with the Validator


Error checking with the Validator

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="utf-8">
    <title>Jack's Semester Project</title>
    <meta name="author" content="Jack Ramsey" />
    <meta name="description" content="Semester Project" />
    <meta name="keywords" content="'CSCI 1710', Ramsey, Semester Project" />
    <link rel="stylesheet" href="css/style.css">
    <link rel="icon" href="images/011.ico">
    <link href="https://fonts.googleapis.com/css?family=Raleway" rel="stylesheet">
```


Error

Sorry! This document cannot be checked.

Result:			
Address:	<input type="text" value="http://ramseyjw.csci1710.net/project/index.html"/>		
Encoding:	utf-8 <title>jack's semester project</title> <meta name=	<input type="text" value="(detect automatically)"/>	
Doctype:	<input type="text" value="(detect automatically)"/>		



The W3C validators are hosted on server technology donated by HP, and supported by community donations. 5900

[Donate](#) and help us build better tools for a better web. 

Options

Show Source
 Show Outline
 List Messages Sequentially
 Group Error Messages by Type

Validate error pages
 Verbose Output
 Clean up Markup with HTML-Tidy

[Revalidate](#)

✖ A fatal error occurred when attempting to transcode the character encoding of the document. Either we do not support this character encoding ("utf-8 <title>jack's semester project</title> <meta name=") yet, or you have specified a non-existent character encoding (often a misspelling).
 The error was: Encoding not supported.
 If you believe the character encoding to be valid you can submit a request for that character encoding (see the [feedback page](#) for details) and we will look into supporting it in the future.
[IANA](#) maintains the list of [official names for character sets](#) and the [WDG](#) has some [information to help you correctly specify the character encoding](#).


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Error

Sorry! This document cannot be checked.

Result:			
Address:	<input type="text" value="http://ramseyjw.csci1710.net/project/index.html"/>		
Encoding:	utf-8 <title>jack's semester project</title> <meta name=	<input type="text" value="(detect automatically)"/>	
Doctype:	<input type="text" value="(detect automatically)"/>		



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```

<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="utf-8" >
    <title>Jack's Semester Project</title>
    <meta name="author" content="Jack Ramsey" />
    <meta name="description" content="Semester Project" />
    <meta name="keywords" content="'CSCI 1710', Ramsey, Semester Project" />
    <link rel="stylesheet" href="css/style.css">
  </head>
  <body>
  </body>
</html>

```

✖ A fatal error occurred when attempting to transcode the character encoding of the document. Either we do not support this character encoding ("utf-8 <title>jack's semester project</title> <meta name=") yet, or you have specified a non-existent character encoding (often a misspelling).
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[IANA](#) maintains the list of [official names for character sets](#) and the [WDG](#) has some [information to help you correctly specify the character encoding](#).

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Error checking with the Validator

```

<body>
  <div class="container">
    <header>Jack's Semester Project</header>
    <nav>
      <a class="current" href="index.html">Home</a>
      <a href="night.html">Night<a>
      <a href="waterfall.html">Waterfall</a>
      <a href="about.html">About</a>
    </nav>
  </div>
</body>

```

Error checking with the Validator

```

18 <body>
19   <div class="container">
20     <header>Jack's Semester Project</header>
21     <nav>
22       <a class="current" href="index.html">Home</a>
23       <a href="night.html">Night</a>
24       <a href="waterfall.html">Waterfall</a>
25       <a href="about.html">About</a>

```


Error checking with the Validator

```

18 | <body>
19 |   <div class="container">
20 |     <header>Jack's Semester Project</header>
21 |     <nav>
22 |       <a class="current" href="index.html">Home</a>
23 |       <a href="night.html">Night</a>
24 |       <a href="waterfall.html">Waterfall</a>
25 |       <a href="about.html">About</a>
26 |     </nav>
27 |     <section>
28 |       <h1>Home</h1>
29 |       <p>
30 |         Lorem ipsum dolor sit amet, gravida facilisi orci nulla. Erat
           dolor, sagittis blandit, maecenas quis mi suscipit, risus enim
           tincidunt erat. Eu justo, senectus ut mattis laoreet et. Nec
           ultricies ultrices iaculis non asperiores urna, nec ut dolor
           dignissim, sodales purus pretium eget, wisi integer molestie arcu
           platea, urna ut in ipsum laoreet. Aenean fusce donec, arcu elit,
           placerat arcu laoreet libero eu vitae.
31 |       </p>
32 |     </section>
           </div>

```

33

Error checking with the Validator

```

18 | <body>
19 |   <div class="container">
20 |     <header>Jack's Semester Project</header>
21 |     <nav>
22 |       <a class="current" href="index.html">Home</a>
23 |       <a href="night.html">Night</a>
24 |       <a href="waterfall.html">Waterfall</a>
25 |       <a href="about.html">About</a>
26 |     </nav>
27 |     <section>
28 |       <h1>Home</h1>
29 |       <p>
30 |         Lorem ipsum dolor sit amet, gravida facilisi orci nulla. Erat
           dolor, sagittis blandit, maecenas quis mi suscipit, risus enim
           tincidunt erat. Eu justo, senectus ut mattis laoreet et. Nec
           ultricies ultrices iaculis non asperiores urna, nec ut dolor
           dignissim, sodales purus pretium eget, wisi integer molestie arcu
           platea, urna ut in ipsum laoreet. Aenean fusce donec, arcu elit,
           placerat arcu laoreet libero eu vitae.
31 |       </p>
32 |     </section>
33 |   </div>

```

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Error checking with the Validator

```

8  body {
9      font-family: 'Raleway', sans-serif;
10
11
12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }
17

```

Error checking with the Validator

```

8  body {
9      font-family: 'Raleway', sans-serif;
10 }
11
12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }

```

Error checking with the Validator

```

12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }
17
18  header, section, nav {
19      width: 860px
20      padding: 20px;
21  }
22
23  section {
24      background-color: #F9F9F9;
25  }
26
27  nav {
28      border-bottom: 1px solid #00A;
29  }

```

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Error checking with the Validator

```

12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }
17
18  header, section, nav {
19      width: 860px;
20      padding: 20px;
21  }
22
23  section {
24      background-color: #F9F9F9;
25  }
26
27  nav {
28      border-bottom: 1px solid #00A;
29  }

```

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Error checking with the Validator

```

12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }
17
18  header, section, nav {
19      width: 860px;
20      padding: 20px;
21      align: center;
22  }
23
24  section {
25      background-color: #F9F9F9;
26  }
27
28  nav {
29      border-bottom: 1px solid #00A;
30  }

```

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Error checking with the Validator

W3C CSS V
3)

Sorry! We f

URI: <http://rams>

21 header




```

12  .container {
13      width: 900px;
14      margin: 0 auto;
15      border: 1px solid #00A;
16  }
17
18  header, section, nav {
19      width: 860px;
20      padding: 20px;
21      align: center;
22  }
23
24  section {
25      background-color: #F9F9F9;
26  }
27
28  nav {
29      border-bottom: 1px solid #00A;
30  }


```

/index.html (CSS level



↑ TOP

illa Foundation, 5900

b. 

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target="_blank"

rel="noopener"

target="_blank"

Sometimes, when hyperlinking to an external resource, you'll want the user to be able to easily return to your site

There is an attribute/value pair for the anchor tag that will cause the browser to open a new tab instead of overwriting the current one

`target="_blank"` should be paired with `rel="noopener"` to prevent a possible phishing attack

target="blank"

Syntax: `ETSU`

target="_blank"

Don't use this for internal navigation, however

The user's display will quickly become cluttered with unnecessary browser tabs

Sources

- "65 Expert Logo Design Tips", Retrieved from <http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221>
- "7 Killer Tips for Logo Design", Retrieved from <http://mashable.com/2014/04/30/logo-design-tips/>
- <http://www.adweek.com/adfreak/40-brand-logos-hidden-messages-starting-most-famous-one-160798>
- <http://thenextweb.com/dd/2012/09/08/the-stories-inspiration-behind-world-famous-logos/#gref>

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