Flat Packed Charity Collection Boxes.

GCSE Product Design Maximising exam success.

Charity logos & branding.

What is a charity?

- An organisation set up to provide help and raise money for those in need.

- The voluntary giving of help, typically in the form of money, to those in need

- Non-profit organisation

If someone is going to donate money they will need to be able to see who they are donating to easily.

How do these designs do this?

Flat pack charity collection boxes

What is a logo?

A logo is a symbol, sign or emblem which is easily recognisable. A logo is usually colourful or features a graphic which can have little or no text but it recognisable universally.

What is a brand?

A brand is a product or products manufactured by a company. The brand should be easily recognisable and have loyalty to the consumer. Brand awareness is important as well as high/ethical standards.

How are these used by charities?

A logo and brand is important. The consumer needs to know and trust their donation is going to a cause that provides support as well as financial. Strong image and message is vitally important.

Developing a brand is important.

Having a strong meaning and then developing that into a recognisable logo, colour scheme, symbols etc. is important to get across the message the charity is voicing to the donating public.

In later slides you will develop your own logo (a question which could feature in the summer exam).

Developing a style of writing.

A charity to help tackle heart disease. Colour red used to represent the heart and blood. The symbol represents clearly the charities aims. The graphic of a monitor which draws out a heart is a strong symbolic message.

A charity to help people who are homeless. The 'H' in shelter is effectively converted into the shape of a roof. A simple, but strong graphic.

A charity to help with mental health. The knotted graphic illustrates the frustration & confusion caused by mental health.
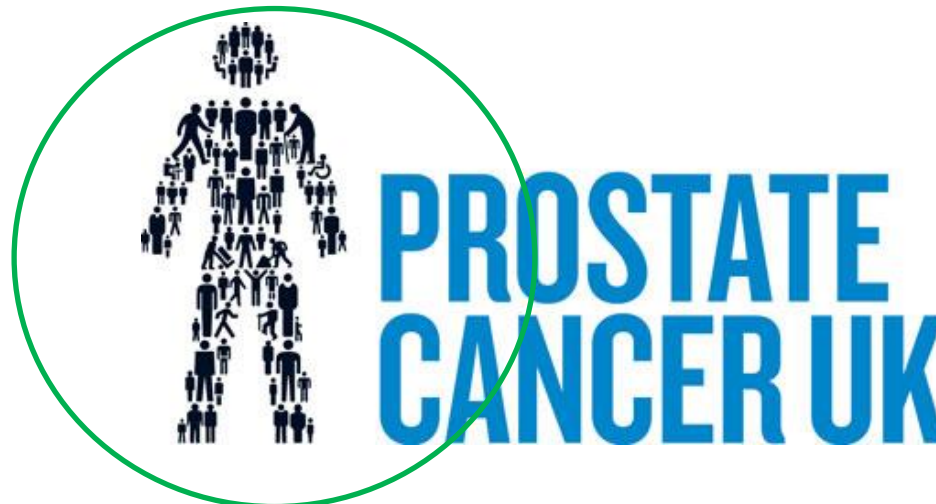
A charity targeting men to check their prostate. The graphic uses pictograms (black symbols/graphics) of men to build a bigger picture of the outline of a male figure.

In your books identify 5 key features that make these logos successful

The best charity logos are:

- Aesthetically pleasing
- Distinctive
- Memorable
- Timeless
- Scalable
- Simple enough for use with multiple mediums
- Adaptable (colour and black and white)
- Communicates qualities of the brand

What is brand identity?

The visible <u>elements</u> of a <u>brand</u> (such as <u>colours</u>, <u>design</u>, <u>logotype</u>, name, <u>symbol</u>) that together identify and distinguish the brand in the <u>consumers</u>' mind.

BRAND

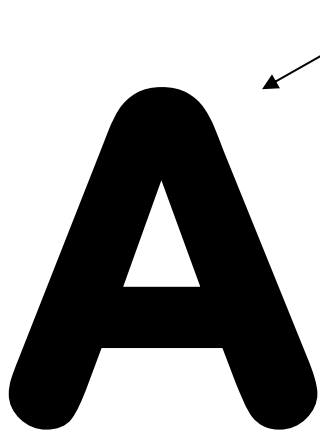perceived emotional corporate image as a whole.

IDENTITY

visual aspects that form part of the overall brand.

LOGO

identifies a business in its simplest form via the use of a mark or icon.

DESCRIBING FONTS

A

Rounded
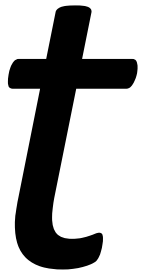**Bold (Black)**
Solid
Stocky
Sturdy
Broad

Sketchy
Scroll
Rough
edgy
Old fashioned
gothic

Sharp
Spooky
Circus like
shadowed
Outlined
Burlesque

ba
p

Round/ square
Straight edges
Retro
Bulbous
Butch

G

Italic
Slim/ Light
Sharp
Fast
Movement
Narrow
Tall
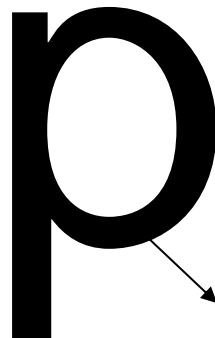
Very light
Slender
Delicate
Feminine
Dainty
Tiny

Traditional
Calligraphy
Square
Sharp

R

DESCRIBING FONTS

Techno
Square
LCD
Sci-fi
Various

Gothic
Medieval
Modern
Celtic
Initials
Various

Basic
Sans serif
Serif
Fixed width
Various

Script
Calligraphy
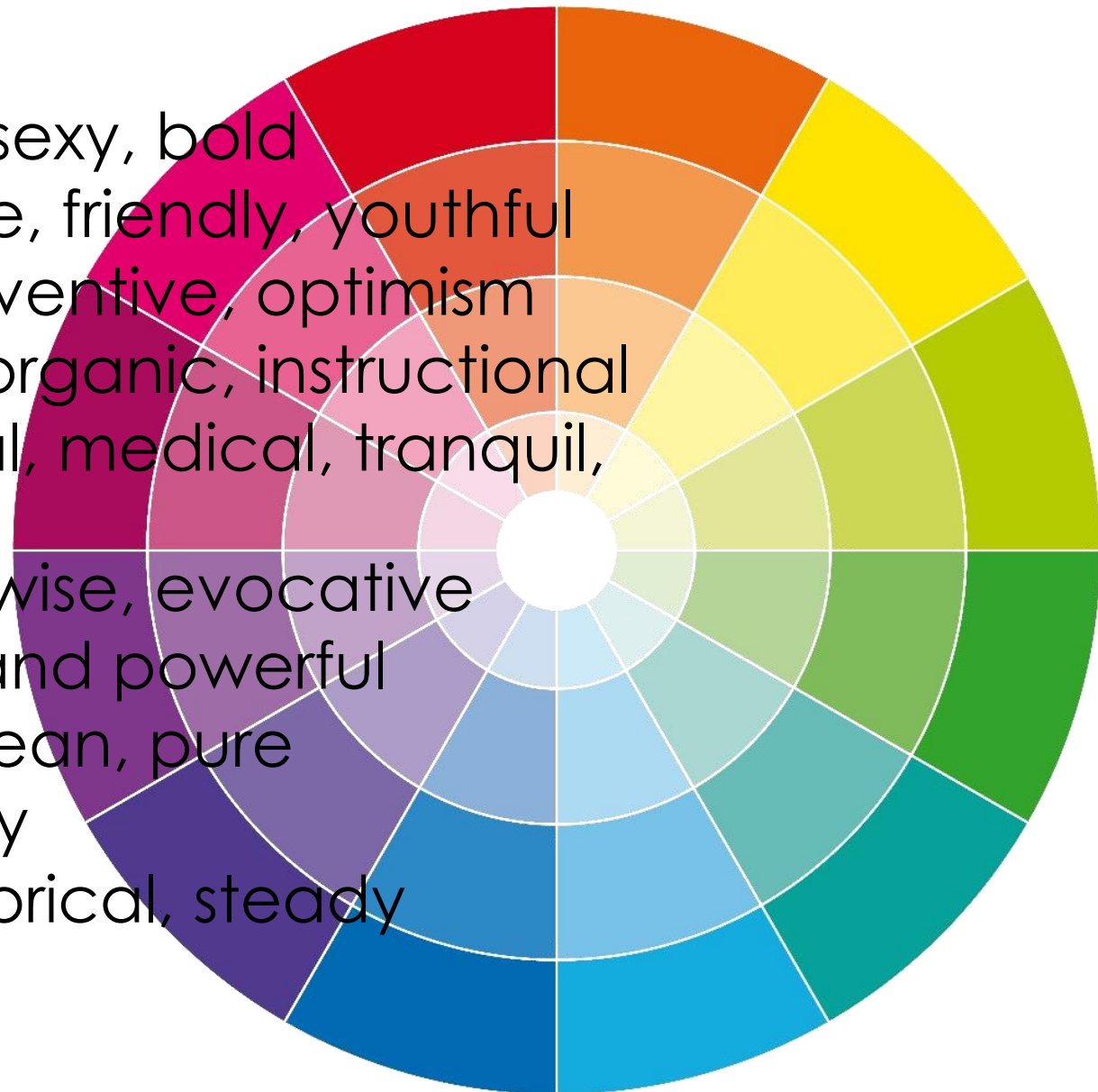School
Handwritten
Brush
Trash
Graffiti
Various

Fancy
Cartoon
Comic
Groovy
Old School
Curly
Western
Eroded
Distorted
Destroy
Horror

Fire, Ice
Decorative
Typewriter
Stencil, Army
Retro
Initials
Grid
Various
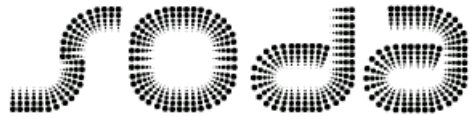
Colour

- Red: energetic, sexy, bold
- Orange: creative, friendly, youthful
- Yellow: sunny, inventive, optimism
- Green: growth, organic, instructional
- Blue: professional, medical, tranquil, trustworthy
- Purple: spiritual, wise, evocative
- Black: credible and powerful
- White: simple, clean, pure
- Pink: fun and flirty
- Brown: rural, historical, steady

WHAT DOES THE COLOUR SAY ABOUT ME?

RED	hot passion Love rebellious powerful sex radical excited bold devil	Coca-Cola ATI xerox
ORANGE	warm fall summer retro mellow solar friendly rococo cottage inviting	amazon.com. B Etsy
YELLOW	solar happy cheerful summer fun energetic jubilant young sun friendly	BEST BUY YELLOW PAGES AA
GREEN	environmental money natural organic Profit earthy grow Dublin trust jealous	NVIDIA STARBUCKS COFFEE mint

BLUE	liberal cold smart Progress music trust freedom royal medicine launch	facebook. intel skype
PURPLE	royal mystical victorian decadent vanity romantic elegant stylish sensual eclectic	orkut ODEO YAHOO!
BROWN	rustic furniture fall earthy cottage library warm romantic colonial book	UPS STARBUCKS COFFEE TEA SPICES
MULTI		ebay Google ZOHO Microsoft Windows

Designing your own logo

In the exam you may be asked to develop a logo of your own, or design the graphics for packaging.

You must think about colour, font and layout.

This is an example of how a logo can develop

ANCHOR FUND

ANCHOR FUND

ANCHOR FUND

ANCHOR FUND

Focus on existing fonts to find suitable matching font. The bottom font is bold enough to use and is a more formal font (Serif) so may come across more trustworthy if people are paying money into it.

ANCHOR FUND

ANCHOR FUND

ANCHOR FUND

ANCHOR FUND

ANCHOR FUND

Task

The following charities would like to develop a new logo for a new section of their charity that has been set up to help children.

You will need to choose one charity and then draw and annotate 3 developments of a suitable logo

What will you need to consider

- Show new area – children
- Still recognisable as original charity
- Using colour effectively

- Explain the changes you have made and why.

- You will have 20mins

In your exercise books

Answer this question.

(Q) What makes an effective logo design?

You should provide examples (which can be sketched) to support your answer.

What makes for a good logo?

1. Simple (for easy recognition)
2. Memorable (to increase recognition)
3. Timeless (Will last years/not become out dated)
4. Versatile (to work across a variety of mediums and applications)
5. Appropriate.

Looking at these logos do you think that they represent the vital work they carry out?

Does the colours and imagery clearly explain the charity and what they are aiming to achieve?

Analyse these charity logos. Do you think that the logo represents the vital work they carry out?

In your answer, include references to the shape and form of the logo and its colour.

http://www.technologystudent.com/pdf9/char6.pdf

National Trust

The National Trust was founded in 1895. The trust aims to save the nations heritage. This charity looks after and preserves many historic buildings, houses and mansions to farmland and forests.

The World Wildlife Fund is a charity that works hard to protect the natural world, the environment and wildlife. It is an international organisation, working around the world.

Action for Children aim to help and support vulnerable children, including children in care and disabled children. They aim to improve the lives of vulnerable children.

Sample Answers.

WORLD WILDLIFE FUND

The panda logo represents a species of animal that was once under threat of extinction, due to human activities such as farming and urban expansion, affecting their natural habitat. Today, the Panda is a protected animal, loved around the world. The panda logo has been associated with the World Wildlife Fund for many years and people recognise it as an environmental logo. The shape has been simplified and the colours are always limited to black and white. The logo represents clearly, the aims of the World Wildlife Fund.

National Trust

The Trust logo shows a 'sprig' from an acorn tree. This is a good image because much of the work carried out by the Trust, is concerned with preserving the existing historic countryside, including forests and farmland. Green is the only colour and this is normally associated with preservation of the environment and our planet.

action for children

The Action for Children logo is simple and easy to understand. The simplistic shape shows two happy children. The colour possibly represents danger and in this case the urgent action required when helping vulnerable children. It is an easy logo to recognise and clearly represents the cause pursued by the charity.

Developing a charity logo.

A fictitious Charity called **'Be Active'** have asked you to design a logo. The logo will be placed on their collection boxes and materials for their fund raising campaigns.

The charity 'Be Active' encourage young children to become involved in activities such as sport. They want a simple logo that will be easy to recognise and one that reflects what they are trying to achieve.

They have supplied you with a selection of characters, seen below. You are to use one or more of these characters as the starting point for your logo design.

You are to pick three of the images and create your own logo for the charity 'be active'.

The following slide shows you how you could pick and develop these silhouettes into a workable logo.

Developing a charity logo.

Once you have picked your images you are to begin developing these into a logo.

Remember a good logo must be:

1. Simple (for easy recognition)
2. Memorable (to increase recognition)
3. Timeless (Will last years/not become out dated)
4. Versatile (to work across a variety of mediums and applications)
5. Appropriate.

You can add colour to your logo but keep it **SIMPLE**.

Three characters chosen

Basic layout to the simple logo

The outline of the characters simplified even further.

The final logo made to look a little more artistic.

DEVELOPING A CHARITY LOGO

In no more than four stages, develop a suitable simple logo for the charity 'Be Active'.

Start with the two characters from the moodboard. Add the words 'Be Active' in a suitable style of writing and any other detail you feel is necessary.

Explain / describe each stage of your design.

STAGE ONE

STAGE TWO

STAGE THREE

STAGE FOUR

http://www.technologystudent.com/pdf9/char7.pdf

Developing a charity logo: Activity.

In no more than four stages, develop a suitable simple logo for the charity 'Be Active'.

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Explain/describe each stage of your design.

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STAGE ONE	
STAGE TWO	
STAGE THREE	
STAGE FOUR	

http://www.technologystudent.com/pdf9/char7.pdf

Developing a style of writing.

A style of writing can reinforced an image/feeling or atmosphere. Designers and advertisers are very careful to select styles that produce the right image for their product.

For example, a perfume is likely to have a font that suggests the theme, smell and person it is targeted for.

The colours will be bold and vibrant. Images are often combined within the writing style.

Developing a style of writing: Activity.

Develop a style of writing/font for the following charities which illustrate the word/meaning:

- Children in need
  - NSPCC
  - Child line
- Age Concern
  - Sport Relief
- Red nose day
- Cancer research
- Help for heroes
  - Shelter
  - RSPCA
  - National trust
- World wildlife foundation (WWF)

Produce a range of different logo designs for your chosen charity. These should reflect in some way the topic in the style of writing and imagery used.