



# Flat Packed Charity Collection Boxes.

GCSE Product Design  
Maximising exam success.

Logos and branding.

## 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.



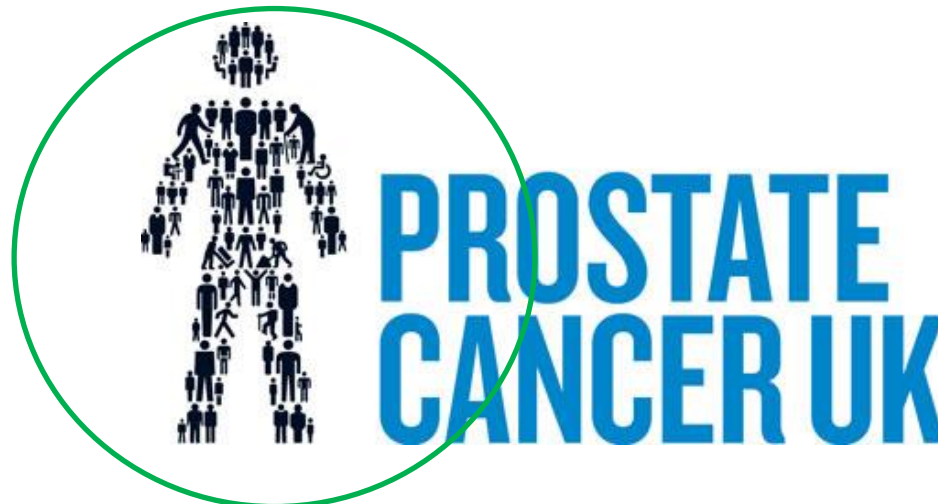
A charity to help tackle heart disease. Colour red used to represent the heart and blood. The symbol represents clearly the charities aims. The graphic of a monitor which draws out a heart is a strong symbolic message.

**Shelter**

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.

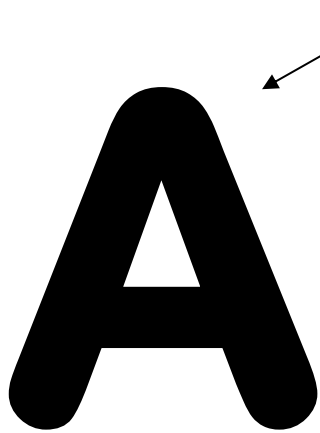


A charity to help with mental health. The knotted graphic illustrates the frustration & confusion caused by mental health.



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.

# DESCRIBING FONTS

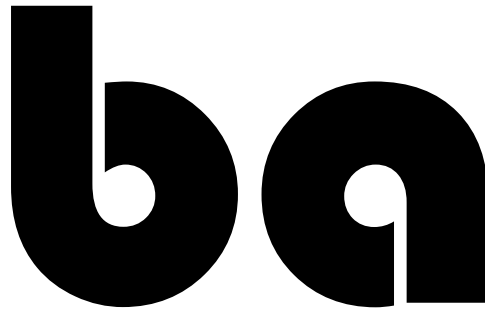


Rounded  
Bold (Black)  
Solid  
Stocky  
Sturdy  
Broad

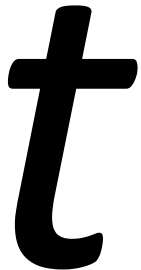


Sketchy  
Scroll  
Rough  
edgy  
Old fashioned  
gothic

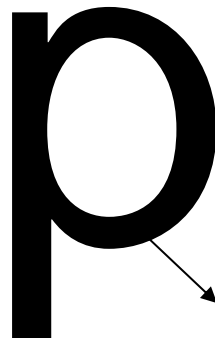
Sharp  
Spooky  
Circus like  
shadowed  
Outlined  
Burlesque



Round/ square  
Straight edges  
Retro  
Bulbous  
Butch



Italic  
Slim/ Light  
Sharp  
Fast  
Movement  
Narrow  
Tall



Very light  
Slender  
Delicate  
Feminine  
Dainty  
Tiny

Traditional  
Calligraphy  
Square  
Sharp

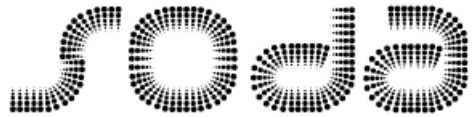


# DESCRIBING FONTS

Techno	Gothic	Basic	Script
Square LCD Sci-fi Various	Medieval Modern Celtic Initials Various	Sans serif Serif Fixed width Various	Calligraphy School Handwritten Brush Trash Graffiti Various



Fancy	Fire, Ice Decorative Typewriter Stencil, Army Retro Initials Grid Various
Cartoon Comic Groovy Old School Curly Western Eroded Distorted Destroy Horror	



# WHAT DOES THE COLOUR SAY ABOUT ME?

<b>RED</b>	<p>hot passion Love rebellious powerful sex radical excited bold devil</p>	  
<b>ORANGE</b>	<p>warm fall summer retro mellow solar friendly rococo cottage inviting</p>	  
<b>YELLOW</b>	<p>solar happy cheerful summer fun energetic jubilant young sun friendly</p>	  
<b>GREEN</b>	<p>environmental money natural organic Profit earthy grow Dublin trust jealous</p>	  

<b>BLUE</b>	<p>liberal cold smart Progress music trust freedom royal medicine launch</p>	  
<b>PURPLE</b>	<p>royal mystical victorian decadent vanity romantic elegant stylish sensual eclectic</p>	  
<b>BROWN</b>	<p>rustic furniture fall earthy cottage library warm romantic colonial book</p>	 
<b>MULTI</b>		   

## 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>



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.

CHARITY LOGO ANALYSIS



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.

Study the National Trust Logo. 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.



WORLD WILDLIFE FUND

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.

Study the World Wildlife Fund's Logo. Do you think that the logo represents the vital work they carry out?

In your answer refer to the selection of a Panda as the logo and the colour scheme.



action for children

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.

Study the charities logo. Do you think the logo clearly represents the important work they carry out?

In your answer refer to the images and colour used.



**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.

## 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.



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**

© 2010 World Association of Technology Teachers

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'.

Start with the two characters from the mood board. 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.



**DEVELOPING A CHARITY LOGO**

© Project 2012 World Association of Technology Students

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.

<p>STAGE ONE</p> 	<hr/> <hr/> <hr/> <hr/> <hr/>
<p>STAGE TWO</p>	<hr/> <hr/> <hr/> <hr/> <hr/>
<p>STAGE THREE</p>	<hr/> <hr/> <hr/> <hr/> <hr/>
<p>STAGE FOUR</p>	<hr/> <hr/> <hr/> <hr/> <hr/>

## 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
- Age concern
  - RSPCA
  - Shelter

