

Name: \_\_\_\_\_ Period: \_\_\_\_\_

**Client:** National Board Summit in Washington State

**Goal:** Logo development

- This logo will be used for a National Board Summit in Washington State.
- Submissions should be printed on white 8.5 x 11 inch paper.
- There are no color scheme or images we have in mind.
- Use limited colors so that we can produce the logo onto everything, from banners to stationary

**Summit Background:**

The purpose of the Summit is to **create a forum within which the voice of Washington's most accomplished teachers can be heard**. NBCTs from our state, in conjunction with WEA, NEA, NBPTS, CSTP, OSPI, and other organizations will be convening a policy summit of NBCTs to explore issues related to Washington's student achievement gap, specifically supporting and staffing high needs schools. In addition, the Summit will focus on strategies for encouraging more teachers, especially teachers of color, to seek board certification.

This will be the first time that NBCTs from across the state will be brought together to examine a critical education issue. The outcome of the Summit will be recommendations that accomplished teachers believe will serve as guidance to policy makers as they struggle with this issue. NBCTs often use the imagery of a mountain climber, but other creative thoughts are welcome

1<sup>st</sup> Place - \$100 gift certificate

Runner's up – two, \$20 gift certificate

**Send submissions to:**

Julie Kang, NBCT  
University of Washington NBPTS  
Program Coordinator  
206-543-5786  
College of Education  
Miller 211G

Seattle, WA 98195

**Creating a New Logo for the Client**

You will be making 3 logos: large, medium and small to be placed all on one page.

- The essence of an effective logo is **simplicity**.
- Most logos are **simple shapes** with the initials or name of the company.
- Complex, ornate logos which include drawings or photos **are not as effective, versatile, or recognizable**.
- The logo does not need to be a square, however all images are ultimately rectangles and the shape cannot exceed the dimensions provided
- The tricky thing about a logo is it's size, they usually need to be small, but working with vectors allows the logo to be used on a larger format as needed.

**Recommendations for logo design:**

1. Start with a simple shape
2. Use solid colors (avoid elaborate patterns or blends)
3. Provide strong contrast between the shapes or words
4. As you shrink the logo, you may need to take out detailed elements, or simplify the shapes

**After making the original logo you will need to resize the image to the two smaller versions.**

It is easier to create an attractive logo on a larger scale, but when that logo is resized, it gets more difficult to retain the shape and character of the image. I recommend you keep the shapes and letters simple, remove elements as you make the logo smaller, and use initials instead of the entire word.

## Review of Existing Logos

Corporate logos are an essential component for effective **branding and marketing**. Sometimes you will be asked to create a logo for a company, more often you will need to adapt an existing logo for use on the web.

The essence of an effective logo is **simplicity**.

Most logos are **simple shapes** with the initials or name of the company.

Complex ornate logos which include drawings or photos **are not as effective, versatile, or recognizable**.

The following are a few examples of logos which are **simple, effective and extremely recognizable**.



Now lets take a look at how 2 companies adapted their logo for use on the web:

CBS - [www.cbs.com](http://www.cbs.com)



NIKE - [www.nike.com](http://www.nike.com)

