

# UXD

## User Experience Design

### Lesson 4: Design a Mobile App logo

A logo is a visual anchor (branding) for a product that ideally communicates the core essence of a company.

#### Lesson Objective:

- Design a logo using Adobe Illustrator
- Explore color theory (refer to your style guide)
- Choose appropriate typography

#### Principles to consider in order to create an effective logo design for your Mobile app:

- Clearly clarify what your brand stands for
- Design for Flexibility (see examples below)  
*(Don't just focus on a single static execution of an icon or logo, consider the branding system at large)*
- Go Beyond the Surface-Level  
*(For example, the smile in the Amazon logo extends from A-to-Z)*

#### Factors to think about:

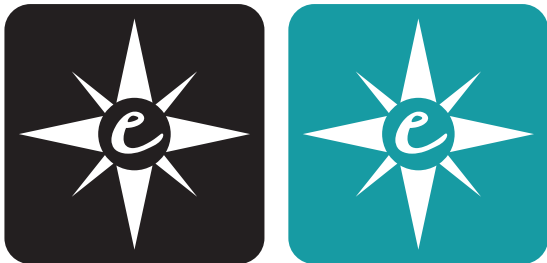
- A unique shape or symbol
- Keep it simple

#### Design a Mobile App Logo

- Have a design meeting and brainstorm ideas
- Each student is accountable for creating 10 thumbnail sketches and one final logo in Illustrator
- Create final designs on the computer (blk & wh and color - use your style guide!)
- Save as pdf and upload to classroom
- Critique final logo's. Does it work? As a group we will help determine the final logo for your app

#### Simplify your logo, turn it into an app icon:

- Simplify your logo
- Don't include words
- Choose appropriate colors (refer to your style guide)
- Final size will be 120 pixels x 120 pixels
- Save as pdf and upload to classroom



Example of app icon for Travel app  
Mrs. Murray



Examples of logo design: Design for Flexibility