



Logo Design: Illustrating Logo Marks

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Logo Design: Illustrating Logo Marks: What are the qualities of a good logo? A brilliant idea is vital. However, equally crucial are the implementation. Suppose your work is poorly executed, no matter how great the concept is. This class with illustrator and designer Von Glitschka is about the art of craftsmanship or the finer points of creating logos. The focus is on what makes a successful logo in terms of execution once you've got a solid idea. Von describes how drawing is a part of the process of brainstorming and designing, as well as introducing proven methods of building graphic designs based on vectors. He explains how to make important decisions about the format, color, and other aspects of branding identity. These inventive techniques and workflows will help you build better, more robust workflows that look stunning in any format: printed online, in print, or even in motion.

How can we design a graphic logo without any background?

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What is Logo Design: Illustrating Logo Marks?

This course is a fantastic resource for anyone looking to deepen their understanding of logo design, especially focusing on the crucial aspects of execution and craftsmanship. It provides a well-rounded education on logo design, focusing on conceptualization and practical skills and decision-making processes that lead to successful logo execution.

Contents:

- Introduction
- Solid Creative Foundation
- Base Vector Craftsmanship
- Brand Identity Formatting
- Logo Design Methodology
- Delivering Brand Assets
- Conclusion



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