Why Would You Pick a Certain Typeface for a Logo?

Core Competency: Communicating Information

Imagine that you have decided to start your own company. You need to pick a typeface that you will use for the company logo that spells out the company's name.

Part A

Knowing what you do about how typefaces communicate different personalities and how you'll want one that works with your company's identity, you'll first need to make some decisions about your organization. Write down the answers to these questions:

- What type of business are you starting?
- Where will the organization be located?
- What are you selling?
- Who is the audience that you are specifically going to try to get to buy from you?
- What differentiates your business from the competition?
- What message do you want to emphasize in the logo based on what you think is important to communicate to your audience?
- What is the name of your business?

Part B

Now, create your logo. Write your business's name in any word-processing program. Then, try out different typefaces by applying them to your business's name. Pick one that communicates your message. Do not use more than one typeface, and do not use any other marks or images other than the letters in your company's name.

Part C

Finally, explain the logo:

- Write down the name of the typeface you have selected.
- Explain why you picked this typeface. In your explanation, be sure to describe the serifs (or lack thereof), main strokes, and overall letterforms of the typeface, and how the form of these features affects the distinct overall look and personality of your logo.
- When you have finished, share your logo with your instructor.