

Rough Sketch

A rough sketch is more refined than a thumbnail sketch. Make improvements. **Pay much more attention to the size and arrangement of the element (parts) of the logo design. Lettering is more precise.** A rough sketch gives your client a clear glimpse of what your vision of the logo is.



Imagery is not a requirement of an effective logo. If you choose to use imagery then you must create it using Illustrator (not the internet) so keep your imagery **SIMPLE**.

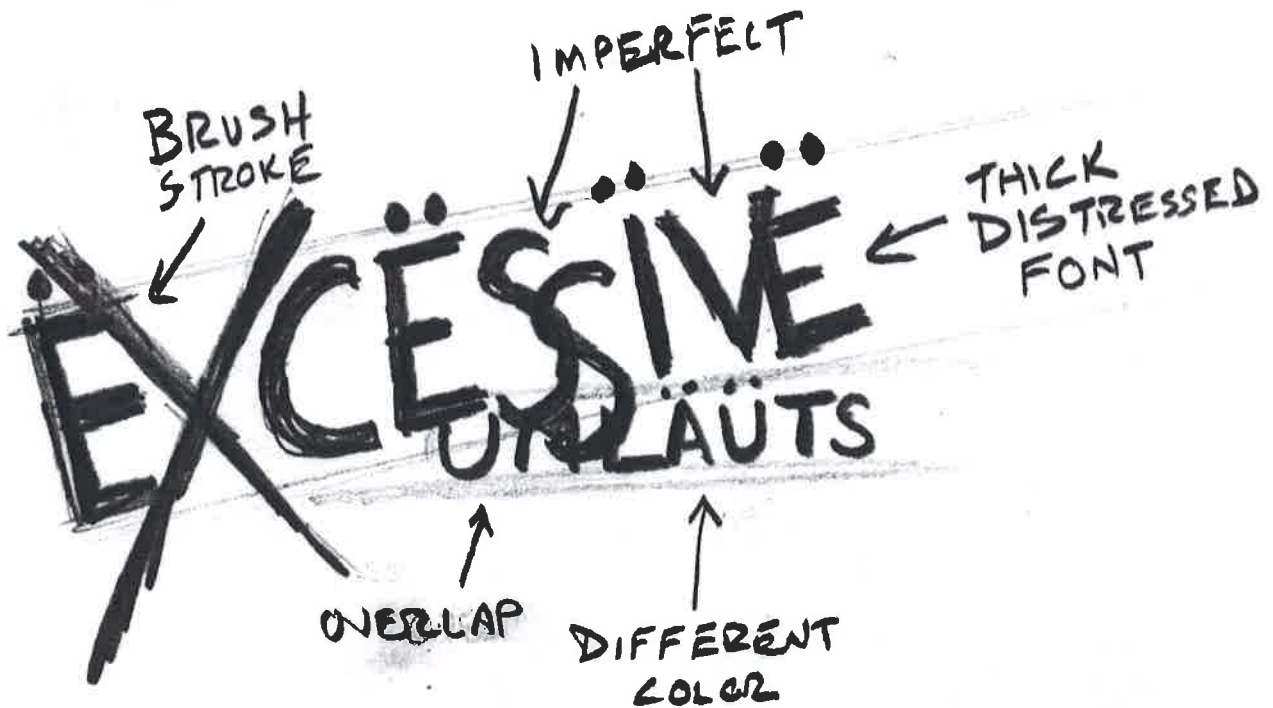


Select a thumbnail concept that has **the most potential**. Choose a concept that has the **X factor**?

Remember that an effective logo is:

- simple
- easy to read
- compact
- modified
- targeted
- avoids cheesy stunts

Use a **pencil** to refine your **best** concept.



Get Mr. Eagen's stamp before moving on.

