

Nathan Bailey

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Logo Design Justification

The Logo I used for the Atlantic brewing company is easy to simplify or add to so that future conceptions can remain recognizable to any product user. The logo represents the Atlantic Ocean. It shows land on both sides and a giant wave in the middle the wave was created using the pathfinder tool to cut a smaller oval out of an existing one. The text of the company name was added using the type on path tool. The Company name can be moved to the other side of the wave form or moved below, making the logo very fluid and easy to work with for its future conceptions by other designers. The slogan created works well with the logo to justify the use of the wave but can also be cast aside or moved elsewhere, as the waves work with the company name Atlantic Brewing Company and are synonymous with oceanic activity it felt like a good choice. The large wave is simply further justified by the slogan which can be placed with only the wave as a trademark. The star shape cut into the embankments of the ocean allows for a transformation of the logo into that shape by surrounding the wave with the star for possibly an award winning brew. Over all the colors are simple water is blue and ground is green but the simplicity of the basic logo allows for much creative license in its further development. The water in the ocean that is not a part of the wave may also be raised so that the text of the company is placed in the ocean casting the wave aside and leaving only the calm Atlantic Ocean for a milder brew.