

DESIGN GUIDE FOR GRAPHIC DESIGNER

Aim: We are building a camping supplies store. It has a special focus on camping for families looking for an inexpensive holiday. We need to design a logo that conveys a business.

Example 1:



I like the colours of this logo. The orange and yellow remind me of the sun, which is important if you are camping. And I like the green tree. This reminds me of relaxing under a tree after I have finished setting up a tent. A tree could be a good motto for our business.

Example 2:



This is a friendly looking logo and also includes a tree. It would be good to have a tree in our

logo too, but this logo is too pretty and feminine. We don't want to alienate our male customers. It also doesn't tell people, at a first glance, that we sell camping supplies.

Example 3:



This is another nice logo with a tree. I like how the tree is inside a type of badge. We could use this badge on our in-store bags. It would look good on our marketing. The badge, however, looks a bit too home-made. The edges are not straight. We would need straighter edges if we had a badge, so that we looked more professional, not home-made.

Example 4:



This is another type of badge, with tree motif, that I found. It incorporates the website URL into

the whole logo which is good, but it is too complicated. There are too many elements and things happening in this logo.

Example 5:



This is a simpler badge-style logo which also incorporates a tree. It is easier to read. It tells people very quickly what our website URL is, and that's important. However, we are in the Southern Hemisphere and so a pine/fir tree is not relevant. We have gum trees. This tree looks more like a pine tree and might even have snow on it. We don't have snow.