

PROJECT 5

Logotype or combination mark design for Ueshiba-Laser



INTRODUCTION

Ueshiba Optical Technologies is a 9.2 billion dollar per year American-Japanese scientific research and development corporation. They specialize in state-of-the-art light applications for imaging, communication, computing, manufacturing, medicine, and defense. Ueshiba boasts 70% of all light related patents issued in the past two years and has licensed its technologies in a multinational market.

Ueshiba-Laser, a subsidiary of Ueshiba Optical Technologies, specializes in laser hardware

technology. Ueshiba has developed lasers capable of microscopic accuracy at molecular scales and communicative power over interstellar distances, as well as dozens of classified weapons applications for the Department of Defense.

Ueshiba-Laser's customers are medical centers, governments, universities, laboratories, media/entertainment companies, and manufacturing industries.

The Assignment

Create a project folder properly labeled including the description "**logo**." This will contain all related folders and files. Considering the corporate image that "Ueshiba-Laser" should project to its many publics, please brainstorm using Adobe Illustrator to produce **15 to 20 different thumbnail roughs** for a corporate mark for the "Ueshiba-Laser" company.

Review your brainstorming effort. Did this produce evidence of acceptable idea generation? Are there a wide variety of different choices? If not, generate more ideas.

As a result of your experimentation and critical discovery, **create three different finished versions of the Ueshiba-Laser mark**. You may present your designs as logotypes or combination marks. **Use Adobe Illustrator** to create your finished marks.

- **You must include** the name of the company "**Ueshiba-Laser**" (include the hyphen if presented in one line).
- **You must include** the corporate name of the parent organization, "**Ueshiba Optical Technologies**."

In a single Illustrator document properly labeled including the description "**logos**:"

- **Group your thumbnails** to one or two clearly identified layers.
- **Group your three finished marks** on one clearly identified layer.
- To make certain that all Illustrator fonts are provided, **create an InDesign document** properly labeled including the description "**illustrator fonts**." Create a name specimen sample of each font used. **Package that document**.
- Copy your favorite mark and paste it into a **new Illustrator document** properly labeled including the description "**choice**."
- **Create an InDesign document** properly labeled including the description "**ad**." Find a suitable image for a Ueshiba letter size ad layout. "**Place**" images, **do not paste into your layout**. **Place** your "**choice**" logo as a signature at the bottom of the layout. Use your name as the contact person for information etc. Include a title for yourself and an e-mail address related to your Ueshiba division. **Package that document**. After packaging you may discard the extra documents.
- **Your project folder will contain** the **logos** Illustrator document, **illustrator fonts** folder, and **ad** folder.

Submit to Mr. Fassett's Drop Box