

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, 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, and manufacturing industries.

Considering the corporate image that "Ueshiba-Laser" should project to its many publics, **please brainstorm to produce 15 to 20 different thumbnail marks for "Ueshiba-Laser."**

Review your brainstorming effort. Was this an excellent, acceptable representation of idea generation? If not, generate more ideas.

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

- The name of the company "**Ueshiba-Laser,**" must appear. (include the hyphen if presented in one line).
- **You must include** the corporate name of the parent organization, "**Ueshiba Optical Technologies.**"
- Select one of your marks and present it in a graphic design application such as an advertisement or package design. Use InDesign or Illustrator. to assemble.
- Group your three finished marks on one page. Group your thumbnails to one or two pages. Submit all in clear plastic sleeves for presentation. One sheet per sleeve. Use project labels for all pieces. Submit finished digital files to Mr. Fassett's Drop Box.