



Course Logo Creation

Introduction

- What is a Logo
- Communicating with style
- Composition

Anatomy of a Logo

- Typography
- Couleurs
- Illustration

Stylization

- What is Stylization
- Techniques for stylization
- Aspects to be respected

Visual Identifications

- Definition of a Logotype
- Definition of a Signature
- Definition of a Symbol
- Definition of an abbreviation
- Definition of a Monogram
- Definition of Emblem

Construction Lines

- What are Construction Lines
- Why do we use it
- How to create Construction Lines

Graphic Charter

- Logo versions
- Protection zones
- Font use
- Corporate Colors

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