



ARIZONA DESIGN EDUCATION NETWORK PRESENTS:
CITYWIDE MULTI-SCHOOL QUALIFIERS

2013-14 Quickfire #1:

**Company
Logo Design**

Deadline: *Thursday November 21, 2013*

QUICKFIRE DESIGN #1: **Company Logo**

SCENARIO

A new sonoran dog and Mexican food cart is opening, and its name is: *Mi Compa*

This will be a typical roadside cart, like many others you see around Tucson. Their offerings include a variety of Mexican food items; however, they specialize in Sonoran-style hot dogs.

Your challenge for this assignment is to create a logo (in both color & grayscale) that will serve as their visual identity with the public. Good luck!

QUICKFIRE DESIGN #1: **Company Logo**

SPECIFICATIONS

Logo designed in Adobe Illustrator using only vector artwork. Include the **COMPANY NAME** (Mi Compa) in some way. Imagery is optional as part of the logo design. **REMEMBER TO SHOW IN BOTH COLOR and GRAYSCALE.*

LOGO SIZE

Dimensions: 7" x 7"

Resolution: (n/a)

Colors: 6-color Maximum
CMYK mode

Imagery: your choice, not required

Text: cart name: Mi Compa

**convert all text to outlines*

Name of File: name-cartlogo-School
Abbreviation.pdf

Example: B-Smith-cartlogo-CFHS.pdf

Time Limit: Entire design must be completed & submitted to teacher within one regular-length class period (~55 minutes, 1 hour maximum). No exceptions.

TEACHERS:

Select top five designs, submit to Mike from JTED in .gif or .jpg format for web posting.

*Please re-name all submissions to remove student names using the following filename format:

SchoolAbbreviation-Design#. (jpg or gif) EX: CFHS-01.gif ; IRHS-04.jpg ; JTED-03.gif etc.

Submit to msrsen@pimajted.or & azgraphicteacher@gmail.com by Thursday 11/21/123 4pm.