CLWK Spot Color

File > Make a Copy of this onto your Drive. <mark>Once completed, click on the blue Share button at the top right. Under People, type the email address (daytonk@fultonschools.org). Click Done.</mark>

<mark>STEP ONE</mark> **Types of Logos**

*Look at the logo examples below. Identify whether they are **lettermarks**, **wordmarks** or **combination marks**.*

CNN	DUNKIN' DONUTS	SUBWAY
?	?	?
OREO	hp	COUGARS HOOCH
?	?	?

<mark>STEP TWO</mark> **Process vs Spot Color**

Follow the link below to view and get information about color printing. Take notes below on important information, particularly vocabulary.

https://www.youtube.com/watch?v=wCcYwRvigoI&feature=youtu.be

<mark>STEP THREE</mark> **Pantone**

Follow the link below to the Pantone website. Answer the questions.
https://www.pantone.com/

What is the 2020 Color of the Year?

What does the Color of the Year stand for? Why did they choose this particular color?

How does Pantone choose the Color of the Year?

<mark>STEP FOUR</mark> **Hooch Visual Identity**

Follow the link below to the Chattahoochee High School Branding Guidelines website. Most companies create and publish branding guidelines, which are a set of rules that explain how the brand works. These guidelines typically include basic information such as overview of the brand vision, logo usage, color palette, fonts, etc.
https://chattcougarlogos.wixsite.com/visualidentity

What are the Pantone colors for our blue and gold?

What two fonts can typically be used?

Why do you believe branding guidelines are important?

Research the following companies to find which Pantone colors they use?

Pepsi =

Burger King =

Snapchat =

Google =

Georgia Tech =