



For this assignment I chose to focus on logos for three local nonprofit performing arts organizations. I began by looking for Upstart Crow Studios logo. It's a newer theater company and I like the name but wasn't familiar with their logo. The first thing I notice about the logo, surprisingly, is the text and not the crow graphic. The use of a serif font is effective in creating a professional, polished look and the line that separates "Studios" from "Upstart Crow" creates visual interest and also provides a perch of the crow. That being said, the crow isn't perched on the line, it's sort of floats, which is off-putting. I would expect to see the crow's foot wrapped around the perch, not sitting on top. The bird's eye is also distracting—it might have been more effective to not have an eye at all and keep it more of a silhouette. I like how they combine text with an image, and the black and white colors make it easy to use (and cheap) for print, which is a smart move for a small nonprofit organization. They can print this logo on any color paper (provided it's not too dark) and the integrity of the logo remains in tact. The logo has a great deal of flexibility and could easily be used on a business card, letterhead, t-shirt, mug, you name it. When the organization is ready to rework their logo, I would recommend keeping the clean-looking text but changing the look of the crow.



The next logo I looked at was Actor's Cabaret of Eugene. ACE is a well-known theater company located downtown and I've seen their logo many times but wouldn't have been able to describe it prior to this assignment. Their logo isn't cohesive at all. Four different fonts make up the logo, one for each letter of the ACE acronym and one to spell out Actor's Cabaret of Eugene. The reason for their use of multiple fonts evades and confuses me. There's nothing that ties them all together. Poor use of fonts aside, the outdated gold gradation background is hideous. The only way to display this logo is in color because if printed on a grey scale, the background would be muddy or not show up at all. This organization is in desperate need of a logo redesign. The number of fonts used should be limited to two, the gradient background should be solid, and the frame around the logo needs to go.



I really like Lord Leebrick's clean, simple logo. Unlike Actors Cabaret, Lord Leebrick uses two contrasting fonts, a bold sans serif and a script. The headline quality of the sans serif font makes the logo seem very professional while the lowercase script allows for some creativity and whimsy. The contrasting colors of the two type fonts are contemporary and eye-catching and the versatility of the logo makes it usable in a variety of print mediums. The logo would also likely translate well to black and white provided a small absence of color outline was present where "theatre company" overlaps "Lord Leebrick."