

Logo Project

Julie Muenster

Assignment

Design a logo for the new Menomonie Mustangs (local high school that was changing its mascot); submit your design in the logo contest.

Contest guidelines:

- Participants are encouraged to incorporate school colors, which are dark maroon and white.
- Incorporating the “Flying M” is also desirable, but not a requirement.



Design Choices

- **Color** – school colors are maroon and white. I decided to also incorporate black for figure-ground contrast and to accentuate the maroon.
- **Flying M** – I updated the Flying M. I chose a more contemporary font in italic to suggest movement. I tried having the horse’s tail make the M fly, but chose to go with simple lines instead.
- **Word choice** – One of my drafts included the word “Mustangs” but I had difficulty incorporating the animal to make them compatible in size yet have good scalability.
- **Mustang** – I like the simplicity of the Denver Broncos’ logo and tried variations on that theme but could not effectively marry it to the M—it looked like an M with a horse head, not a logo. I liked the running mustang, but rejected that image because it reminded me of the car logo. I chose to go with the silhouette of a rearing mustang.
- **Arrangement** – The rearing horse faces right to suggest forward movement, giving energy to the design—appropriate for a high school logo. This works well with my italic font.
- **Emphasis** – I choose to emphasize the M in size, color, and placement (in front of the mustang). “M” can stand for both Menomonie and Mustangs, and it carries the Flying M tradition.
- **Clarity** – I had considered using grays to add depth and visual interest, but chose to go with saturated color, with black the background color for strong figure-ground contrast.
- **Concise** – I went with the mustang profile. Though I thought a ¾ view more intimidating and better suited for a high school mascot, I decided on a simple design. The mustang profile would be easily recognized as opposed to a design with more detail. Simplicity is also conducive to better scalability.
- **Tone** – bold, energetic, modern twist on tradition (Flying M)
- **Ethos** – Confidence. I want the mustang-loving audience to say, “Yes! That’s us!” and the reluctant users to think, “Hmmm...maybe ‘Mustangs’ is not so bad after all.”



Early doodling in Illustrator



Draft



Final

Value of this project

This was my first design assignment at UW-Stout. Dr. Hanson walked us through the elements of design and rhetorical situation, lessening the intimidation factor. Though my design was not chosen, I learned a great deal through the process and liked my final design.

