LASC | 2020 Logo Redesign

New logo vs Old logo:
• What do you want the new logo to accomplish? Is there a feeling it should evoke?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

• Is there anything you like about the current logo? What feeling does it evoke for you?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Let's talk about design likes and dislikes:
• What other college/university logos have a look you feel would fit LASC?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

• Conversely, are there any college logos you feel wouldn’t fit well with LASC?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

What words would you use to describe your ideal new logo:
(check all that apply even if you think they contradict OR write in your own)
[ ] Playful [ ] Abstract [ ] Type-driven
[ ] Image-driven [ ] Sleek [ ] Artsy
___________________________________________________________________________

Tell us about your LASC?
• Circle the words you think best describe the personality of LASC
(circle all that apply even if you think they contradict OR write in your own)
[ ] Welcoming [ ] Progressive [ ] Urban
[ ] Fierce [ ] Trendy [ ] Collegiate
[ ] Self-made [ ] Athletic [ ] Sharp/Smart
[ ] Friendly [ ] Innovative [ ] Edgy/Tough
___________________________________________________________________________