

Company Logo Design Challenge

Name: _____

Now that you all have officially become a company, you will need a logo to make your company complete. This Company Logo will appear on each package, poster, web page, commercial and cost accounting sheet. The logo needs to be simple, it must use graphics and / or clipart of some kind, and it must not be offensive or inappropriate. You want your logo to be eye catching and related to your company. Have fun with it, a great company logo makes a company look professional.

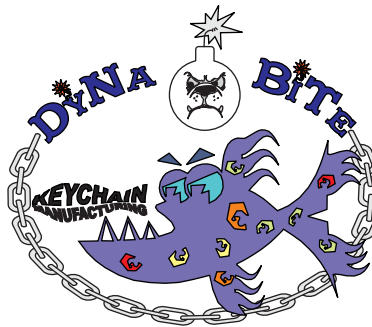
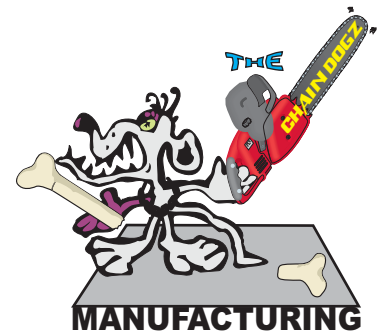
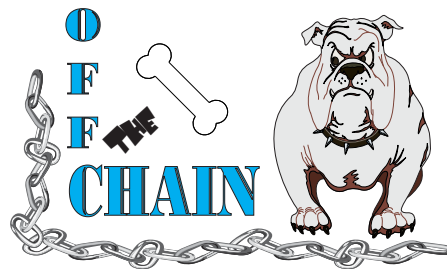
DIRECTIONS:

Write your company name in the box below. First, sketch 2 different Company Logo design ideas in the spaces provided below. Now look at both of your ideas and draw a Final Design on the back side of this worksheet. This design will be given to the Marketing Division of our company and they will eventually make the final decision on the logo we will use for your company.

HINTS:

- Keep the logo design simple but effective. A logo does not have to be complex to be great. (Just think of Nike)
- Think of possible images, graphics or symbols that would enhance your design.
- Use magic markers or colored pencils to enhance the appearance of your logo ideas.
- Make sure your designs are all very different, more ideas are better.
- Use colors that work well together.

LOGO EXAMPLES



Company Name:

SKETCHES:

Use the spaces provided to sketch two (2) different company logo designs. Be as creative as possible.

Company Logo - FINAL DESIGN

DIRECTIONS:

Using the space below, draw a Final Design of your idea for a Company Logo. Use as much detail as possible.

EXTRA CREDIT:

You can earn up to 5 points extra credit if you add color to your logo. You can earn up to 10 points extra credit if you use a computer to design and print your logo. (If you choose to print your logo design, simply staple the design to this worksheet when passing it in)