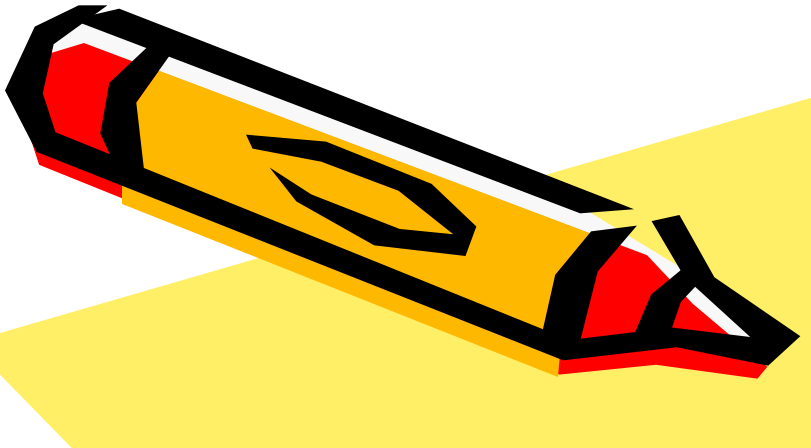
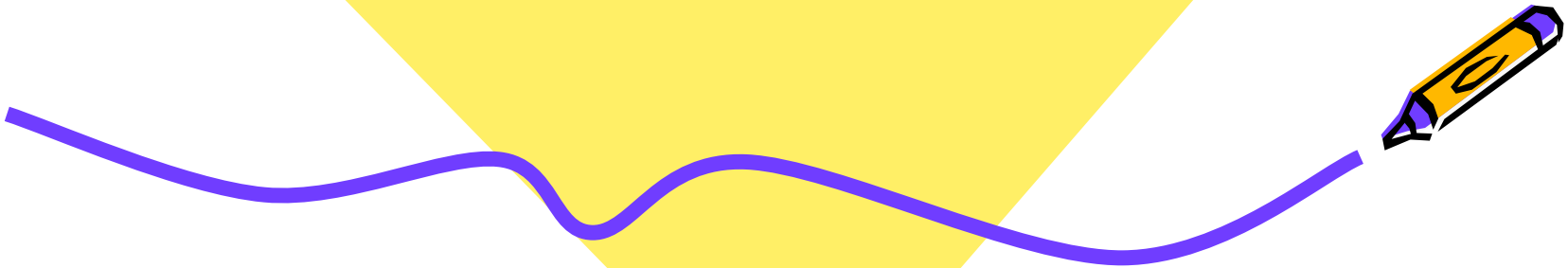


Company Logo Design



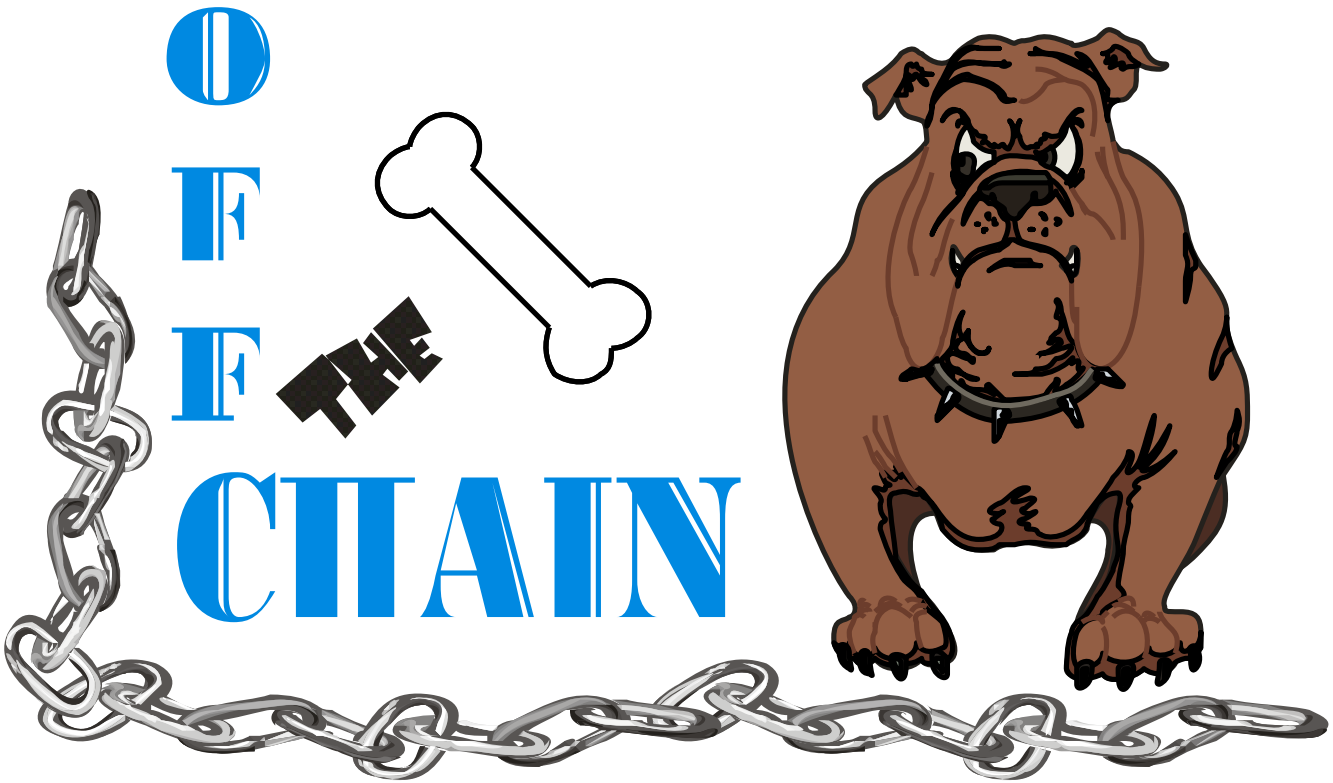
Company Logo Design Challenge

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 include the company name somewhere in the design. 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.

EXAMPLES



EXAMPLES

EXAMPLES

EXAMPLES

EXAMPLES

DIRECTIONS

1. In the space provided on the worksheet, write down your company name.
2. Each employee must come up with 2 different logo designs. Draw the designs in the spaces provided on the front.
3. Choose 1 of your designs as your best idea and draw a large detailed version in the space provided on the back of the worksheet in the large box.

EXTRA CREDIT

If you use color in your Design or if you use a computer to design it

DIRECTIONS

Take these worksheets home with you and finish the designs for homework.

These design worksheets will be collected next class.

All logo designs will be collected and submitted to the Marketing Division of our company. The Marketing division will make the final decision on the logo we will use for our company.

EXTRA CREDIT

If you use color in your Design or if you use a computer to design it

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.
- Use a computer to design your logo or parts of your logo.
- Make sure your 2 designs are very different, more ideas are better.
- Use colors that work well together.