Logo Creation

*Task and Purpose:*

To help you establish a professional business image and to become easily recognizable in the minds of consumers, create and design logos for your business.

*Getting to know what you’re designing:*

A logo is a name symbol, emblem, or trade-mark designed for easy and definite recognition. A logo is one of the most important elements in defining an image for a company. A logo can contain text, graphics, or a combination of both.

*Strategies and design tips to consider before creating your logo:*

1. Be sure that your logo is not too complex. The best logos are those that are easy to read and recognize at any size.
2. Use only one typeface(font) in the logo. Consider using word art.
3. A logo should look good at any size. Keep in mind that your logo will be included in just about every document throughout the rest of your business projects.
4. Consider using your slogan in your logo design.
5. Develop five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.
6. Try to be consistent in the colors and fonts used. Look at past projects.

7. Create Logos(Check list)

* 1. Create 5 logos (this is an **individual** project).\_\_\_\_
	2. Make sure to include your business name on each.\_\_\_\_
	3. Your 5 logos should not use all the same graphic.\_\_\_\_
	4. Use your slogan in to at least one.\_\_\_\_
	5. Double check requirements on the bus. Ed. webpage. (LOGO CREATION2)\_\_\_\_
	6. Print **color** copy with name in header.\_\_\_\_
	7. Circle best one(your favorite).\_\_\_\_